

J. Michael Martinez, Ph.D.

Louisiana State University
Associate Professor
Sport Management
Baton Rouge, LA
jmmartinez@lsu.edu

Formal Education:

Doctor of Philosophy: Middle Tennessee State University Program: Human Performance Specialization: Sport Management	Murfreesboro, TN May, 2009
Master of Science: The University of Southern Mississippi Program: Public Relations	Hattiesburg, MS May, 2003
Bachelor of Science: The University of Southern Mississippi Program: Sport Administration Minor: Business Administration	Hattiesburg, MS December, 2001

Research/Scholarship Interests

My research interests involve two primary areas, including career experiences and career sustainability within sport management and management education for non-traditional students, specifically within sport management. Prior research has explored the experiences of sport employees, sport management students, and the sport consumer.

Dissertation:

Martinez, J. M. (2009). Determining employee brand commitment in NCAA division I college athletics: A path analysis of internal marketing practices and their influence on organizational commitment (Order No. 3361587). Available from ProQuest Dissertations & Theses A&I. (304979023).

Peer-Reviewed Paper Publications (n=38)

Graduate Students are underlined

Papers in ABDC ranked journals (n=21)

38. McSweeney, M., Lu, L., Guan, L. & **Martinez, J. M.** (Accepted). Career work in sport for development and peace. *European Sport Management Quarterly*.
<https://doi.org/10.1080/16184742.2026.2738578> [ABDC Rank – A]
37. Barefoot, M., & **Martinez, J. M.** (Accepted). Seasonality and decision-making in minor league sports leadership. *Sport, Business, Management: An International Journal*. [ABDC Rank – B]

36. **Martinez, J. M.,** & Seifried, C. S. (2026). Strategic Note-Taking to Improve Research Skills and Writing: The Smart Notes Method in Sport Management Education. *Sport Management Education Journal*. <https://doi.org/10.1123/smej.2025-0027> [ABDC Rank – C]
35. Barefoot, M., & **Martinez, J. M.** (2026). Patterns in Emotional Labor Outcomes: Assessing Seasonal Cycles of Burnout in Minor League Sport Employees. *Global Sport Business Journal*, 11, 62-86. <https://scholarworks.sfasu.edu/gsbj/vol11/iss1/14>
34. Garbarino, L., **Martinez, J. M.,** Seifried, C. S., & Barefoot, M. (2025). Entrepreneurial mindset education: Perspectives and applicability to the sport management curriculum. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 37. <https://doi.org/10.1016/j.jhlste.2025.100577> [ABDC Rank – B]
33. Barefoot, M., & **Martinez, J.M.** (2025). Learning to pitch: A review of content in sport sales courses. *Sport Management Education Journal*, 19(1), 62-71. <https://doi.org/10.1123/smej.2023-0027> [ABDC Rank – C]
32. **Martinez, J. M.,** Harry, M., & Barefoot, M. (2025). Expanding the landscape of commitment research in sport management: A case for multi-foci commitment research. *International Journal of Sport Management*, 26(2), 231-241. [ABDC Rank – B]
31. Seifried, C.S., Qian, Y., **Martinez, J.M.,** Zvosec, C., & Svensson, P. (2024). The state of research productivity and impact in sport management from a signaling theory perspective. *International Journal of Sport Management*, 25(3), 257-286. [ABDC Rank – B]
30. Seifried, C.S., **Martinez, J.M.,** Svensson, P., Qian, Y., Zvosec, C., Soebbing, B., & Agyemang, K. (2024). Sport management research productivity and impact for ranking considerations. *Sport Management Education Journal*, 18(2), 157-165. [ABDC Rank – C]
29. White, J., & **Martinez, J.M.** (2024). The new normal: Embracing remote work in intercollegiate athletic departments post-pandemic. *Journal of Emerging Sport Studies*, 10, 1-27.
28. Miller, J. J., **Martinez, J.M.,** & Stoll, J. (2024). Conducting a special small-scale sporting event in a small city: What motivates people to volunteer? *Managing Sport and Leisure*, 29(1), 1-16. <https://doi.org/10.1080/23750472.2021.1980423> [ABDC Rank – B]
27. Qian, Y., Yu, B., Seifried, C.S., **Martinez, J.M.,** Matz, R., & Luo, L. (2024). *A Hybrid SEM-fsQCA Approach to Examine Spectators' Toxic Behavior in Professional Team Esports*. Proceedings of the 57th Hawaii International Conference on System Sciences, 445-462. <https://hdl.handle.net/10125/106920>

26. Barefoot, M., & Martinez, J.M. (2023). Applied improvisation in the sport management curriculum. *Sports Innovation Journal*, 4(SI), 88-103.
<https://doi.org/10.18060/27405>
25. Barefoot, M., & Martinez, J.M. (2023). The Sport Industry Internship Paradigm: Defining the role of internships in the sport labor economy. *International Journal of Sport Management*, 24(3), 221-236. [ABDC Rank – B]
24. Seifried, C.S., **Martinez, J.M.**, Miller, J., & Croft, C. (2022). Fighting for legitimacy: The impact of football and stadia at the University of Southern Mississippi. *Journal of Mississippi History*, 84(3/4), 188-223.
23. Otto, M. G., **Martinez, J.M.**, & Barnhill, C. B. (2022). Why engagement matters in sport volunteer motivation. *Journal of Applied Sport Management*, 14(2), 34-45. [ABDC Rank – C]
22. Otto, M. G., Martinez, J.M., & Barnhill, C. B. (2021). Impact of engagement on satisfaction and retention among volunteers at college football bowl games. *Journal of Issues in Intercollegiate Athletics*, 14, 387-410.
21. **Martinez, J.M.**, Dixon, A., & Koo, G.Y. (2020). Assessing fan motivation in college sport: Implications for the fan experience. *Journal of Contemporary Athletics*, 14(2), 133-145.
20. Otto, M. G., Martinez, J. M., & Barnhill, C. R. (2020) The transitioning process: A qualitative case study of international swimming and diving student-athletes competing in the NCAA. *Journal of Amateur Sport*, 6(1), 52-80.
19. Seifried, C. S., Barnhill, C. R., & **Martinez, J. M.** (2019). Traditional and integrated Ph.D. curricula: A study of knowledge creation produced by sport management programs and their faculty. *Journal of Sport Management*, 33, 229-241.
<https://doi.org/10.1123/jsm.2018-0300> [ABDC Rank – A]
18. **Martinez, J.M.**, Barnhill, C. R., Otto, M. G., & Mosso, A. (2019). The influence of managerial practices and job-related characteristics on employee perceptions of service quality and turnover intention. *Recreational Sports Journal*, 43(1), 35-42.
<https://doi.org/10.1177/1558866119849313>
17. Otto, M. G., Martinez, J.M., & Barnhill, C. R. (2019). How the perception of athletic academic advisors affects the overall college experience of freshmen student-athletes. *Journal of Athlete Development and Experience*, 1(1), 40-52.
16. Barnhill, C. R., & **Martinez, J. M.** (2018). Information seeking during psychological contract development in sport-based small business enterprises: An examination of

- front office employees in Minor League Baseball. *International Journal of Sport Management*, 19(4), 437-461. [ABDC Rank – B]
15. Wanless, E. A., **Martinez, J. M.**, Johnson, J. E., & Desmond, L. (2018). Development office organizational structure components affecting intercollegiate athletic contributions: A resource-based view. *International Journal of Sport Management*, 19(4), 412-436. [ABDC Rank – B]
 14. Barnhill, C. R., **Martinez, J.M.**, Andrew, D.P.S., & Todd, W. (2018). Sport commitment, occupational commitment, and intent to quit among high school sports officials. *Journal of Amateur Sport*, 4(1), 1-23.
 13. **Martinez, J.M.**, Dixon, A.W., & Montgomery, R. (2018). Examining consumer response to sport sponsorship: A case study among fans of a Group of 5 Division I program. *Global Sport Business Journal*, 6(1), 38-49.
 12. Wanless, E. A., Pierce, D. A., **Martinez, J. M.**, Lawrence, H. J., & Kopka, N. (2017). Best practices in athletic donor relations: The NCAA Football Bowl Subdivision. *Journal of Applied Sport Management*, 9(3), 24-37. [ABDC Rank – C]
 11. **Martinez, J. M.**, & Barnhill, C. R. (2017). Enhancing the student experience in online sport management programs: A review of the Community of Inquiry framework. *Sport Management Education Journal*, 11(1), 24-33. [ABDC Rank – C]
 10. **Martinez, J.M.**, Miller, J., & Koo, G.Y. (2016). Organizational commitment among frontline U.S. intercollegiate athletics employees: An application of the Meyer and Allen three-component model. *International Journal of Sport Management*, 17(4), 539-560. [ABDC Rank – B]
 9. Andrew, D. P. S., **Martinez, J. M.**, & Flavell, S. (2016). Examining college choice among NCAA student-athletes: An analysis of gender differences. *Journal of Contemporary Athletics*, 10(3), 201-214.
 8. Koo, G.Y., Sung, J., & **Martinez, J. M.** (2015). Effects of team identification on social and emotional adjustment in higher education. *Journal of Intercollegiate Sport*, 8(2), 247-265.
 7. Dixon, A.W., **Martinez, J.M.**, & Martin, C.L.L. (2015). Employing social media in college sport: An examination of perceived effectiveness in accomplishing organizational objectives. *International Review Public and Nonprofit Marketing*, 12(2), 97-113. [ABDC Rank – B]
 6. Waggoner, B., Wines, D., Soebbing, B. P., Seifried, C. S., & **Martinez, J. M.** (2014). “Hot hand” in the National Basketball Association point spread betting market: A 34-year analysis. *International Journal of Financial Studies*, 2, 359-370. [ABDC Rank – B]

5. Pinzon, S., Martin, C.L.L., Kim, M. & **Martinez, J.M.** (2014). An exploration of the impact and needs of brand identity campaigns within divisions of the National Collegiate Athletic Association (NCAA). *Journal of Contemporary Athletics*, 8(4), 263-288.
4. Jubenville, C.B., Lund, B.L., Phillips, M.B., & **Martinez, J.M.** (2014). The effect of a sportsmanship education module on student-athletes' sportsmanship perceptions and behaviors in NCAA Division I athletics. *International Journal of Sport Management*, 15(1), 49-70. [ABDC Rank – B]
3. Dixon, A.W., Henry, M., & **Martinez, J.M.** (2013). Assessing the economic impact of sport tourists' expenditures related to a university's baseball season attendance. *Journal of Issues in Intercollegiate Athletics*, 6, 96-113.
2. **Martinez, J.M.**, Stinson, J.L., & Jubenville, C.B. (2011). Internal marketing perceptions in intercollegiate athletics and their influence on organizational commitment. *Journal of Issues in Intercollegiate Athletics*, 4, 171-189.
1. **Martinez, J.M.**, Stinson, J.L., Kang, M., & Jubenville, C.B. (2010). Intercollegiate Athletics and Institutional Fundraising: A Meta-Analysis. *Sport Marketing Quarterly*, 19(1), 36-47. [ABDC Rank – B]

Book Chapters (n=3)

3. **Martinez, J. M.**, & Barefoot, M. (In Press) Commitment Systems Theory. *Theory in Sport Management: Insights and Applications*. Gashaw Abeza, Jessica Minkove, Norm O'Reilly, and Kwame Agyemang, eds.
2. **Martinez, J. M.** (2011) Affinity marketing. *The Encyclopedia of Sports Management and Marketing, Volume 1*. Linda E. Swayne, Mark Dodds eds. pp. 34-36. New York, NY: Sage.
1. **Martinez, J. M.** (2011) Levels of brand familiarity. *The Encyclopedia of Sports Management and Marketing, Volume 1*. Linda E. Swayne, Mark Dodds eds. pp. 760-761. New York, NY: Sage.

Invited, Editor Reviewed Publications (n=3)

3. **Martinez, J. M.** (2022). Adding value to the Applied Sport Management Association. *Journal of Applied Sport Management*, 14(1), 3-5.
<https://doi.org/10.7290/jasm14V8Mw>
2. Otto, M., **Martinez, J. M.**, Barnhill, C. R. (2019, May 9). Academic services plays a critical role in the experience of first-year student-athletes. *Athletic Director U*.

<https://athleticdirector.uconn.edu/articles/academic-services-experience-first-year-student-athletes/>

1. **Martinez, J. M.** (2015) Book Review: *Media Relations in Sport* (4th Edition). *Sport Management Education Journal*, 9(1), 74-75.

Conference and Invited Presentations (N=88)

North American Society for Sport Management (San Juan, Puerto Rico) 2026

88. **Martinez, J.M.**, McSweeney, M., Lu, L., & Guan, E. (May 2026). Sustainable Careers in the Sport Industry: A Review and Recommendation for Future Study. *Poster Presentation*.
87. **Martinez, J.M.**, Oja, B., Zvosec, C., Kim, M., & Barefoot, M. (May 2026). The Next Frontier of Sport Employee Research: Building on Current Trends to Develop an Impactful Empirical Future. *Workshop/Symposium*.

Applied Sport Management Association Conference (Philadelphia, PA) 2026

86. Barefoot, M., & **Martinez, J.M.** (February 2026). Sport Employee Relocation: Strategic HR Policy Development for Entry-Level Positions.

Annual Workshop of the American Kinesiology Association (Atlanta, GA) 2026

85. **Martinez, J.M.** (January 2026). Applying a Customer Relationship Model for Online Student Interaction and Engagement. *Poster Presentation*.

Sport Management Association of Australia & New Zealand (Auckland, New Zealand) 2025

84. McSweeney, M., **Martinez, J.M.**, Lu, L. & Guan, E. (2025). Sport-for-development and peace (SDP) as a career? Future directions for researching careers in the SDP field.

European Association for Sport Management (Budapest, Hungary) 2025

83. Barefoot, M., **Martinez, J.M.**, & Oja, B. (September 2025). The Influence of Seasonality on Sport Leader Decision-Making.

North American Society for Sport Management (San Diego, CA) 2025

82. Barefoot, M., & **Martinez, J.M.** (May 2025). Seasonal patterns of burnout in minor league sport employees.

Applied Sport Management Association Conference (Cincinnati, OH) 2025

81. Barefoot, M., & **Martinez, J.M.** (February 2025). Leading and retaining contingent employees in sport organizations.
80. Barefoot, M., & **Martinez, J.M.** (February 2025). Sport as culture: Examining sport industry segmentation through a culture industry lens. *Works in progress session*.

- European Association for Sport Management (Paris, France) 2024
79. **Martinez, J.M.**, & Barefoot, M. (September 2024). Career self-management and its impact for sport employees.
- Academy of Management (Chicago, IL) 2024
78. Garbarino, L., **Martinez, J.M.**, & Seifried, C. S. (August 2024). PDW Paper in Management Education Division: Entrepreneurial mindset education: Perspectives and applicability to sport management curriculum.
- North American Society for Sport Management (Minneapolis, MN) 2024
77. Barefoot, M., & **Martinez, J.M.** (June 2024). Utilizing applied improvisation as a teaching tool in sport management revenue-generation courses. *Teaching & Learning Fair*.
- Applied Sport Management Association Conference (Knoxville, TN) 2024
76. **Martinez, J.M.**, Barefoot, M., & Harry, M. (February 2024). Career focused research in sport management: A thematic analysis of topics and trends.
75. Barefoot, M., & **Martinez, J.M.** (February 2024). Strategies for conducting research in minor league sport organizations.
74. White, J., & **Martinez, J.M.** (February 2024). Using internal marketing as a strategic investment in sport organizations. *Works in progress session*.
73. Barefoot, M., & **Martinez, J.M.** (February 2024). Segmenting sport sales research for improved cohesion and application: An integrated review. *Works in progress session*.
- North American Society for the Sociology of Sport (New Orleans, LA) 2023
72. Barefoot, M., & **Martinez, J.M.** (November 2023). Assessing allyship in sport management academia.
71. Barefoot, M., & **Martinez, J.M.** (November 2023). Sport as culture: Rethinking sport industry segmentation through the lens of cultural industries.
- Sport Marketing Association (Tampa, FL) 2023
70. Qian, Y., **Martinez, J.M.**, Luo, L., & Mastromartino, B. (October 2023). What Are The Drivers Of Willingness To Pay For Esports Hotels Customers? A Combination Of Symmetrical And Asymmetrical Approaches. *Poster Presentation*.
- Academy of Management (Boston, MA) 2023
69. Seifried, C.S., **Martinez, J.M.**, Svensson, P., Qian, Y., Zvosec, C., Soebbing, B., & Agyemang, K. (June 2023). PDW Paper in Management Education Division: Sport Management Research Productivity and Impact for Ranking Considerations.
- North American Society for Sport Management (Montréal, Québec, Canada) 2023

68. Barefoot, M., & **Martinez, J.M.** (June 2023). Learning to pitch: Analysis of learning objectives, assessments, and content in sport sales courses. *Poster Presentation*.
67. **Martinez, J. M.**, Barefoot, M., & White, J. (June 2023). Exploring organizational career management practices in sport management research. *Poster Presentation*.
66. **Martinez, J.M.**, & Seifried, C. S. (June 2023). Integrating the Smart Notes method as deliberate practice in sport management graduate academic writing. *Teaching & Learning Fair*.

College Sport Research Institute Conference (Columbia, SC) 2023

65. White, J., **Martinez, J.M.**, & Qian, Y. (March, 2023). The influence of internal marketing on work meaningfulness perceptions in collegiate sport employees.
64. Johnson, J. E., & Martinez, J. M. (March 2023). Publishing Behind the Scenes: Insights from the *Journal of Issues in Intercollegiate Athletics*. [Academic Workshop/ Teaching Session]

Applied Sport Management Association Conference (Birmingham, AL) 2023

63. Barefoot, M., & **Martinez, J.M.** (February). Re-Examining Sport Industry Segmentation in Academic Discourse.
62. Seifried, C.S. & **Martinez, J.M.** (February). An Explanation of How Journal Rankings are Developed and the Opportunities for Sport Management.
61. **Martinez, J.M.**, Barefoot, M., & White, J. (February). Career mobility of sport industry practitioners: exploring traditional versus new career patterns. [Poster Presentation]

North American Society for Sport Management Conference (Atlanta, GA) 2022

60. Barefoot, M., White, J., & **Martinez, J.M.** (June, 2022). Assessing the landscape of ticket sales research in sport management: An integrated review.

College Sport Research Institute Conference (Columbia, SC) 2022

59. **Martinez, J.M.**, White, J., & Barefoot, M. (March, 2022). Organizational research on college sport employees: A systematic review
58. Cooper, J., Johnson, J. E., Martinez, J. M., & Seifried, C. (March 2022). Publishing in JIIA and Beyond: A Discussion with past and present *JIIA* Editors. [Academic Workshop/ Teaching Session]

Association of Marketing Theory and Practice Conference (Destin, FL) 2022

57. Qian, Y., **Martinez, J.M.**, & Matz, R. (March, 2022). Gamification usage and platform loyalty in esports livestreams: An analysis of unobserved heterogeneity with FIMIX-PLS and IPMA.

- Applied Sport Management Association Conference (Indianapolis, IN) 2022
56. **Martinez, J.M.**, (February). Keynote address as inaugural Distinguished Service and Mentorship Award. [Invited]
55. **Martinez, J.M.**, & Barefoot, M. (February). Examining brand understanding among university recreation administrators.
54. Barefoot, A., & **Martinez, J.M.** (February). Branding as a revenue-generating tactic in minor league sports: An integrated review
- Sport Marketing Association (Las Vegas, NV) 2021
53. **Martinez, J.M.** (October). Employee-organizational influences on employee brand citizenship and employee brand commitment among fitness center employees. *Poster Presentation*.
- College Sport Research Institute Conference (Virtual) 2021
52. White, J. S., & **Martinez, J. M.** (March 2021). The New Normal: The Changing Work Structure of Intercollegiate Athletics Employees as a Result of Covid-19.
- Sport Management Association of Australia and New Zealand (Virtual) 2020
51. White, J. S., & **Martinez, J. M.** (November 2020). Internal Marketing and its Application to Sport: An Integrative Literature Review.
- North American Society for Sport Management (Virtual) 2020
50. Otto, M., Barnhill, C. R., & **Martinez, J.M.** (May 2020). The impact of engagement on satisfaction and intention to remain among volunteers at sporting events.
- College Sport Research Institute Conference (Columbia, SC) 2020
49. Seifried, C. S., **Martinez, J. M.**, Miller, J. J., & Croft, C. (April 2020). The search for legitimacy through studying football stadia: A historical review of the University of Southern Mississippi. (Conference canceled).
- Applied Sport Management Association Conference (Waco, TX) 2020
48. Otto, M. G., **Martinez, J. M.**, & Barnhill, C. R. (February 2020). Why engagement matters in sport volunteer motivation.
47. **Martinez, J. M.**, & Seifried, C. S. (February 2020). Developing the sport employee: Perspectives of organizational career management programs in the sport industry. (Works in Progress Session).
- Commission on Sport Management Accreditation (Baton Rouge, LA) 2020
46. Seifried, C. S., **Martinez, J. M.**, Svensson, P., Otto, M. G., Kang, S., & Demiris, T. (February 2020). Doctoral student and master's research assistantship recruiting: Tips for developing recruitment information, open houses, and web sites. (Professional Development Workshop).

- Sport Entertainment Venues Tomorrow Conference (Columbia, SC) 2019
45. Miller, J. J., Mayo, Z., & **Martinez, J.M.** (November, 2019). Preparing students for work in the sports and entertainment event management industry.
- North American Society for Sport Management (New Orleans, LA) 2019
44. Otto, M., **Martinez, J.M.**, & Barnhill, C. R. (June 2019). Employee engagement in sport: An integrated literature review.
- Applied Sport Management Association Conference (Nashville, TN) 2019
43. **Martinez, J. M.**, Otto, M., Barnhill, C. R., & Jubenville, C. B. (February 2019). The relationship of role clarity, job satisfaction, and managerial practices in university recreation employees.
42. Hughes, J., **J.M. Martinez**, White, J., Jubenville, C.B., & Rost, J.K. (February 2019). Athletes from Football Bowl Subdivision schools perceptions of sport specialization and its relationship with perfectionism.
- North American Society for Sport Management (Halifax, Nova Scotia, Canada) 2018
41. **Martinez, J.M.** (June 2018). Relationship Marketing as a Model to Engage and Retain Online Sport Management Students. *Poster Presentation*.
40. **Martinez, J. M.**, Barnhill, C. B., & Siefried, C. (June 2018). Knowledge Creation in Traditional or Integrated Doctoral Programs. *Poster Presentation*.
39. **Martinez, J.M.** (June 2018). Integrating Reflective Learning in an Online Graduate Sport Management Course. *Teaching & Learning Fair*.
- College Sport Research Institute Conference (Columbia, SC) 2018
38. Otto, M., **Martinez, J.M.**, & Barnhill, C. B. (2018). The transitioning process: A qualitative case study of international swimming and diving student-athletes competing in NCAA competition.
- Applied Sport Management Association Conference (Waco, TX) 2018
37. **Martinez, J. M.** (February 2018). Assessing Internal Market Orientation in Sport Organizations. (Works in Progress Session).
- North American Society for Sport Management (Denver, CO) 2017
36. **Martinez, J.M.**, & Barnhill, C. R. (June 2017). Employee's Perceived Service Quality and Turnover: The Influence of Managerial Practices and Job-Related Characteristics.
35. Barnhill, C. R., & **Martinez, J.M.** (June 2017). Enhancing Social Presence of Students in Online Sport Management Courses: A Qualitative Assessment of Techniques. *Poster Presentation*.

34. Otto, M., **Martinez, J.M.**, & Barnhill, C. R. (June 2017). How the Perception of Athletic Academic Advisers Affect the Overall College Experience of Freshmen Student-Athletes.
33. **Martinez, J.M.** (June 2017). Strategies for Increasing Student Engagement in Online Graduate Programs. *Teaching & Learning Fair*.

College Sport Research Institute Conference (Columbia, SC) 2017

32. Wanless, E. A., Pierce, D. A., **Martinez, J.M.**, Lawrence, H. J., & Kopka, N. (April 2017). Best practices in NCAA Football Bowl Subdivision Athletic Development.
31. Otto, M., Barnhill, C. R., & **Martinez, J.M.** (2017). A model of communication and psychological contract development of international student-athletes.

Applied Sport Management Association Conference (Baton Rouge, LA) 2017

30. **Martinez, J. M.** (February, 2017). Employer Branding in Sport Organizations: A review of theory and implications for practice. (Works in Progress Session).
29. Wanless, E. A., **Martinez, J. M.**, Johnson, J. E., & Desmond, L. (February, 2017). Organizational Structure Components Affecting NCAA FBS Athletic Development: A Resource-Based View.
28. Otto, M., **Martinez, J. M.**, & Barnhill, C. R. (February, 2017). Student-Athlete Perceptions of Academic Services Quality: Implications for Research.

North American Society for Sport Management (Orlando, FL) 2016

27. **Martinez, J.M.** (May, 2016). Active learning strategies in online learning programs in sport management. *Teaching & Learning Fair*.

Applied Sport Management Association Conference (Baton Rouge, LA) 2016

26. Wanless, E. A., Brewer, R. M., & **Martinez, J. M.** (February, 2016). High profile athletic success as a predictor of FBS athletics revenue generation applied.

Academy of Human Resource Development Conference (Jacksonville, FL) 2016

25. **Martinez, J. M.**, Evans, J. & Werdine, A. (February, 2016). Organizational learning in sport organizations: A conceptual framework for competitive advantage through service quality.

Academy of Management Annual Meeting (Vancouver, British Columbia, Canada) 2015

24. Seifried, C., Soebbing, B. P., **Martinez, J. M.**, & Agyemang, K. J. A. (August, 2015). Division I Football Bowl Subdivision (FBS) bowl games as examples of interorganizational linkages within a cultural industry.

Sport & Entertainment Venues Tomorrow Conference (Columbia, SC) 2014

23. **Martinez, J. M.**, Miller, J. J., Koo, G. Y. (2014, November) Determinants of Organizational Commitment Among Intercollegiate Athletic Department Personnel.

- Sport Marketing Association (Philadelphia, PA) 2014
22. **Martinez, J.M.**, Dixon, A.W., Stinson, J.L., & Miller, J.J. (2014, October). Internal Brand Equity: Implications for Revenue Generation in Athletics.
- North American Society for Sport Management (Pittsburgh, PA) 2014
21. Carroll, M.S., & **Martinez, J.M.** (2014, May). Utilizing Technology to Create Engaging E-Learning for Teaching Sport Management. *Teaching & Learning Fair*.
- Southern Sport Management Conference (Nashville, TN) 2014
20. **Martinez, J. M.**, Miller, J., Koo, G. Y., & Jubenville, C. B. (2014, March). Determinants of Organizational Commitment Among Intercollegiate Athletics Administrators.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2013
19. Montgomery, R., Dixon, A.W., & **Martinez, J.M.** (2013, November). Evaluating sport sponsorship effectiveness at a mid-major Division I institution.
- Sport Marketing Association Conference (Albuquerque, NM) 2013
18. **Martinez, J.M.**, & Miller, J. (2013, October). Employee Marketing: Implications for Brand-Building in College Athletics.
17. Dixon, A.W., **Martinez, J.M.**, Barrett, M., & Martin, C.L.L. (2013, October). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness.
- North American Society for Sport Management (Austin, TX) 2013
16. **Martinez, J.M.**, & Miller, J. (2013, May). Service-Learning in a "Super Experience". *Teaching and Learning Fair*.
- Sport Marketing Association Conference (Orlando, FL) 2012
15. Dixon, A., **Martinez, J.M.**, & Barrett, M. (2012, October). Assessing fan motivation in college sport: Implications for strategic marketing.
- North American Society for Sport Management (Seattle, WA) 2012
14. **Martinez, J.M.**, Stinson, J., & Dixon, A.W. (2012, May). Internal Marketing in Intercollegiate Athletics Departments: Maximizing Effectiveness Across Job Types.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2010
13. Andrew, D.P.S., **Martinez, J.M.**, & Flavell, S. (2010, November). Factors that contribute to student-athletes' choices to attend Big East Conference member institutions.
- Sport Marketing Association Conference (New Orleans, LA) 2010
12. **Martinez, J.M.**, Stinson, J. & Jubenville, C.B. (2010, October). Internal Marketing Perceptions in Intercollegiate Athletics and their Influence on Organizational Commitment.

- Florida State Sport Management Conference (Tallahassee, FL) 2010
11. Bryan, T., Martin, C. L. L., & **Martinez, J. M.** (2010, October). Media Bias in Sports Journalism: An Exploratory Study.
- Southern Sport Management Conference (Troy, AL) 2010
10. Jubenville, C. B., Goss, B. D., **Martinez, J. M.**, & Lund, B. (2010, April). An Interactive Reality-Based Sportsmanship Platform.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2009
9. **Martinez, J.M.**, Jubenville, C.B., & Goss, B.D. (2009, November). Employee Brand Commitment in NCAA D1 College Athletics: A Path Analysis of Internal Marketing Practices and Their Influence on Organizational Commitment.
 8. Jubenville, C.B., Goss, B.D., **Martinez, J.M.**, & Lund, B. (2009, November). From Scholars to Fans: Adopting a Social Media Platform to Promote Academic Research.
- Sport Marketing Association Conference (Cleveland, OH) 2009
7. **Martinez, J.M.**, Stinson, J. & Jubenville, C.B. (2009, October). Intercollegiate Athletics and Institutional Fundraising: A Meta-Analysis.
- Southern Sport Management Conference (Troy, AL) 2009
6. Jubenville, C. B., Goss, B. D., & **Martinez, J. M.** (2009, April). Creating affinity through art: the Doug Hess Experience.
 5. Jubenville, C. B., Goss, B. D., & **Martinez, J. M.** (2009, April). It all started with a vision: creating a practitioner-friendly, open access journal in the sport management academy.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2008
4. **Martinez, J.M.**, & Jubenville, C.B. (2008, November). The Relationship of Intercollegiate Athletic Success and Factors of Institutional Identity: A Meta-Analytic Review.
- Tennessee Alliance for Health, Physical Education, Recreation & Dance (Franklin, TN) 2007
3. Jubenville, C.B., **Martinez, J. M.**, Gill, J., Churchill, J., & Shelly, J.P. (2007, November). Values Based Sponsorship Case Study: Purity Dairies and One Goal Sports.
- Kentucky Alliance for Health, Physical Education, Recreation & Dance (Louisville, KY) 2007
2. Jubenville, C.B., **Martinez, J. M.**, Macbeth, J., & Burt, M.J. (2007, October). Rutherford County, TN Schools Athletic Program in Corporate America: A Case Study Sponsorship.
 1. Jubenville, C.B., **Martinez, J. M.**, Gill, J., Churchill, J., & Shelly, J.P. (2007, October). Values Based Sponsorship Case Study: Purity Dairies and One Goal Sports.

Other Presentations

Louisiana State University National Distance Learning Week (Baton Rouge, LA) 2014

1. **Martinez, J. M.** (2014, November). Using the Video Software Camtasia in Online Course Development. *Louisiana State University National Distance Learning Week*, Baton Rouge, LA.

Administrative Appointments

Associate Director, School of Kinesiology

Louisiana State University, August 2025-Present

- Serves as part of the leadership team for the School of Kinesiology, second to the Director, and assists with all leadership and administrative components of the school
- Helps oversee a program that includes more than 40 faculty (both tenure line and instructional), six staff members, and has enrollments of more than 3,000 undergraduate students and 249 graduate students (both on-campus and online)
- Organizes student recruitment activities, including attendance at undergraduate kickoff and research fairs, as well as graduate student information sessions
- Oversees the assessment committee for the school, coordinating reporting where needed for both internal and external review, such as COSMA and CAATE
- Provides oversight on adjunct recruitment, as well as works with the undergraduate scheduling coordinator to ensure instructional coverage for the School.
- Provides direction and support towards budget decisions for the school, including operational, travel and online budget activities

Director of Online Programs for Sport Management

Louisiana State University, August 2014-Present

- Serve as the administrative coordinator for online education for the Sport Management programs within the School of Kinesiology
- Serves as the primary contact for both the MS in Sport Management and BS in Sport Administration through LSU Online
- Responsible for online course scheduling, recruiting, and management of the Master's in Sport Management and bachelor's in Sport Administration
- Serves as the liaison between LSU Online, the College of Human Sciences and Education, and the School of Kinesiology/Sport Management online education

Interim Global Campus Coordinator

Troy University, August 2013 – July 2014

- Make recommendations of class assignments to the Director of the School of Hospitality, Sport and Tourism Management
- Ensure faculty teaching in online classes are certified to teach course prior to assignment
- Lead and monitor the community integration aspects of service activities for full-time Global Campus faculty
 - o To include:
 - Establishing strategy to identify and develop relationships with various organizations

- Establishing goals for number of organizations to contact within set period of time
- Ensuring faculty establish and cultivate relationship with contacted organizations
- Coordinate the course design and layout of all online courses for consistency and quality purposes
- Collaborate with Undergraduate and Graduate Program Coordinators to standardize the course design of all undergraduate and graduate courses within Global Campus and Troy Campus for consistency and quality purposes
- Maintain a highly qualified adjunct pool for all online courses
- Point of contact for undergraduate and graduate student issues for online classes
- Point of contact for graduate students preparing to take exit exam
- Participate in program enhancement efforts
- Lead and direct the development and maintenance of the online curriculum and courses
- Liaison between Global Campus faculty and Troy Campus faculty
- Responsible for disseminating university, college, and school information to Global Campus faculty
- Provide relevant information on students, faculty, and the overall program to be used in marketing materials for the undergraduate and graduate programs (i.e., website, social media, brochures, newsletter, etc.)

Faculty Positions

Associate Professor (with tenure)
Louisiana State University
Sport Management

August 2020 – Present

Assistant Professor (tenure-track)
Louisiana State University
Sport Management

August 2014 – July 2020

Assistant Professor (tenure-track)
Troy University
Hospitality, Sport and Tourism Management

May 2009 – July 2014

Graduate Research Assistant
Middle Tennessee State University
Sport Management

August 2007 – May 2009

Adjunct Lecturer
Cumberland University
Hospitality, Sport and Tourism Management

January 2009 – December 2009

Directed student advising and committee work

Served on Masters Comprehensive Exam Committees (N=467; Chaired n=341; Member n=126)

Current doctoral students:

- Hussein Alhassan (2nd year)

Past doctoral students:

- Mandy Barefoot (*2025 Applied Sport Management Association Conference Graduate Student Research Award*)
 - Title: *Effects of seasonality on the experiences of employees in minor league sports*
 - Awarded Ph.D.: August 2025
 - Initial Employment- Western Kentucky University as tenure-track Assistant Professor (2025)
- Jeffrey White
 - Title: *The Moderating Effect of Leadership Style on the Relationship Between Perceptions of Organizational Justice and the Performance Appraisal Satisfaction of Sport Employees*
 - Awarded Ph.D.: August 2024
 - Initial Employment- Briar Cliff University as tenure-track Assistant Professor (2024)
- Marcella Otto (*2020 Applied Sport Management Association Conference Graduate Student Research Award*)
 - Title: *Exploring the Role of Engagement Among Sport Volunteers at College Football Bowl Games*
 - Awarded Ph.D.: August 2020
 - Initial Employment- Northern Illinois University as tenure-track Assistant Professor (2020)

Served on Doctoral Defense: (N=14; Chaired *n*=3; Member *n*=11)

- Luke Miller (Committee Member – 2026: Psychology)
- Mandy Barefoot (**Chaired** – 2025: Sport Management)
- Jeff White (**Chaired** – 2024: Sport Management)
- Grace Blyth (Committee Member – 2025: Psychology)
- Cristina Abarno (Committee Member – 2023: Psychology)
- Nathan Baer (Committee Member – 2023: Sport Management)
- Tiffany Demiris (Committee Member – 2022: Sport Management)
- Marcella Otto (**Chaired** – 2020: Sport Management)
- Tatiana Matlasz (Committee Member – 2021: Psychology)
- Danielle Butcher (Committee Member – 2020: Education)
- Benjamin Downs (Committee Member – 2019: Sport Management)
- Anna Ciamparella (Committee Member – 2018: Comparative Literature)
- Melody Baham (Committee Member – 2016: Education)
- Patrick Tutka (Committee Member – 2016: Sport Management)

Served on Doctoral General Exam: (N=14; Chaired $n=3$; Member $n=11$)

- Lindsay Duede (Committee Member – 2026: Communication Studies)
- Grace Blyth (Committee Member – 2024: Psychology)
- Mandy Barefoot (**Chaired** – 2023: Sport Management)
- Luke Miller (Committee Member – 2023: Psychology)
- Jeffrey White (**Chaired** – 2023: Sport Management)
- Nathan Baer (Committee Member – 2023: Sport Management)
- Marcella Otto (**Chaired** – 2020: Sport Management)
- Cristina Abarno (Committee Member – 2022: Psychology)
- Tiffany Demiris (Committee Member – 2022: Sport Management)
- Tatiana Matlasz (Committee Member – 2019: Psychology)
- Benjamin Downs (Committee Member – 2018: Sport Management)
- Danielle Butcher (Committee Member – 2017: Education)
- Anna Ciamparella (Committee Member – 2016: Comparative Literature)
- Patrick Tutka (Committee Member – 2015: Sport Management)

Related Professional Positions

Manager of Communications, The University of Southern Mississippi, Hattiesburg, MS, July 2006 – August 2007

Assistant Director of Athletic Media Relations, The University of Southern Mississippi, Hattiesburg, MS, August 2003 – July 2006

Editorial Staff Writer/Webmaster, Pittman Communications, LLC, Hattiesburg, MS, January 1999-July 2003

Graduate Assistant/Athletic Media Relations, The University of Southern Mississippi, Hattiesburg, MS, September 2000-December 2002

Teaching Experience:

Louisiana State University

- KIN 2510 Introduction to Sport Management (Undergraduate: campus and online)
- KIN 3801 Sport Strategies and Planning (Undergraduate: campus and online)
- KIN 3804 Financial Issues in Sport (Undergraduate: campus)
- KIN 4513 Facilities Management in Sport (Undergraduate/Graduate: online)
- KIN 4515 Sport Seminar (Undergraduate/Graduate: campus and online)
- KIN 4517 Sport Administration (Graduate: online)
- KIN 4518 Governance and Policy in Sport (Undergraduate/Graduate: campus and online)
- KIN 4900 Independent Study (Graduate: campus and online)
- KIN 7511 Administrative Problems in Kinesiology (Graduate: campus and online)
- KIN 7544 Current Topics in Sport Management (Graduate: campus and online)
- KIN 7516 Organizational Behavior and Theory in Sport Management (Graduate: online)
- KIN 7900 Introduction to Research Methods (Graduate: online)

Troy University

- KHP/HSTM 3355 Introduction to Sport and Fitness Management (Undergraduate)
- KHP/HSTM 3365 Research Methods in Hospitality, Sport and Tourism Management (Undergraduate)
- KHP/HSTM 4430 Sport Marketing (Undergraduate)
- KHP/HSTM 4435 Current Issues in Sport Management (Undergraduate)
- KHP/HSTM 4443 Sport Administration (Undergraduate)
- KHP/HSTM 4452 Sport Communications (Undergraduate)
- SFM 6600 Foundations of Sport Management (Graduate)
- SFM 6604 Statistical Analysis and Interpretation (Graduate)
- SFM 6615 Sport Administration (Graduate)
- SFM 6616 Sport Finance (Graduate)
- SFM 6617 Readings in Sport and Fitness Management (Graduate)
- SFM 6632 Critical Issues in Sport and Fitness Management (Graduate)
- SFM 6640 Sport Marketing (Graduate)
- SFM 6691 Research Methods in Sport and Fitness Management (Graduate)

Middle Tennessee State University

- ATHC 5800 Administration of High School and College Athletics (Undergraduate)

Cumberland University

- HPER 316 Introduction to Sport Management (Undergraduate)
- HPER 409 Facility Maintenance and Design (Undergraduate)

Invited Campus Lecturer/Presentation Locations:

The University of Mississippi, Department of Health, Exercise Science, and Recreation Management; Nebraska Wesleyan University, Department of Health and Human Performance.

Other Research/Consulting Activities

Guided Student Research Projects

7. Barefoot, M.*, & **Martinez, J.M.** (2022). Reviewing ticket sales research in college athletics.
6. White, J.*, & **Martinez, J.M.** (2022). Remote work in college athletics.
5. Otto, M.*, **Martinez, J.M.**, & Barnhill, C. R. (2017). How the Perception of Athletic Academic Advisers Affect the Overall College Experience of Freshmen Student-Athletes.
4. Montgomery, R.*, Dixon, A.W., & **Martinez, J.M.** (2013). Fan Motivation and Sponsor Implications

3. Wasson, C.*, Dixon, A. W., & **Martinez, J. M.** (2013). Social Media Usage Among Major League Soccer Marketing Officers.
2. Harrison, T. B.*, **Martinez, J. M.**, & Shaughnessy, C. H. (2013). Perceived Competitive Advantage Among Division I College Athletes.
1. Dixon, A.W., **Martinez, J.M.**, Barrett, M.*, & Martin, C.L.L. (2012). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness.

Grant Activities

2025

Building career capital in sport management: Measuring self-awareness, career adaptability, and career engagement among sport management student populations. LSU School of Kinesiology Director's Research Award. **Martinez, J. M.** (P.I.) **Amount:** \$1300. **Status:** Funded.

2024

Perceptions of sustained employability after graduation: Measuring self-awareness, career engagement and career capital among sport management student populations. North American Society for Sport Management (NASSM) Janet Parks Research Grant. **Martinez, J. M.** (P.I.) **Amount:** \$1045. **Status:** Not funded.

2019

Employer Branding in the Sport Industry: Recruiting and Retaining Sport Employees through Marketing Processes. LSU College of Human Sciences and Education Dean's Faculty Research & Travel Grant. **Martinez, J. M.** (P.I.) **Amount:** \$900. **Status:** Funded.

2018

Employee Engagement in Sport, Fitness and Recreation Settings. Southeastern Conference (SEC) Travel Grant. **Martinez, J. M.** (P.I.) **Amount:** \$900. **Status:** Funded.

2016

Piloting a Structured Student Retention Program in Online Graduate Education: Assessing Impacts on Institutional Commitment, Social Integration and Student Satisfaction Among Graduate Students. Academic Partnerships Research Grant Program. **Martinez, J. M.** (PI). **Amount:** \$1,500. **Status:** Not Funded.

Applying the Community of Inquiry Framework to Enhance Student Engagement in a Graduate Online Program. Academic Partnerships Research Grant Program. **Martinez, J. M.** (Co-PI) & Barnhill, C. R. (Co-PI). **Amount:** \$5,000. **Status:** Not Funded.

Organizational learning in sport organizations: A conceptual framework for competitive advantage through service quality. Office of Research & Economic Development, Louisiana State University, Junior Faculty Travel Grant. **Martinez, J. M.** (P.I.) **Amount:** \$550. **Status:** Funded.

2015

Examining service orientation and service-dominant orientation and the influence on measurable outcomes for major college athletics programs. Southeastern Conference (SEC) Travel Grant.

Martinez, J. M. (P.I.), Agyemang, K. A. **Amount:** \$1,000. **Status:** Not funded.

Active learning strategies in online learning programs in sport management. Campus Federal Credit Union, Louisiana State University, Teaching Enhancement Grant. **Martinez, J. M.** (P.I.) **Amount:** \$500. **Status:** Funded.

2014

Martinez, J. M. (2014). Scenario Based Learning with Virtual Agents: A Pilot Program of Time Management Skills for Student-Athletes. NCAA Research Committee. (Co-PI). Amount: \$50,000. **Status:** Not Funded.

Martinez, J. M. (2014). Ralph E. Powe Junior Faculty Award. Amount: \$10,000. **Status:** Not Funded.

Martinez, J. M. (2014). Examining the Influence of Strategic Human Resource Management Practices on Organizational Outcomes in Intercollegiate Athletics. Amount: \$3,500. Louisiana State University. **Status:** Not Funded.

2013

Martinez, J.M. (2013) Paper Presentation Grant, Troy University, Faculty Development Council, \$700 **Status:** Funded.

2012

Martinez, J.M. (2012) Paper Presentation Grant, Troy University, Faculty Development Council, \$725 **Status:** Funded

Martinez, J.M. (2012) Paper Presentation Grant, Troy University, Faculty Development Council, \$375 **Status:** Funded

2011

Jubenville, C.B., **Martinez, J.M.**, Summer, L., & Gillette, K. (2011) NAIA Champions of Character Development Program. John Templeton Foundation. Amount: \$358,000.00 Status: Not Funded.

2010

Martinez, J.M. (2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$695 **Status:** Funded

Martinez, J.M. (2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$275 **Status:** Funded

2009

Jubenville, C.B., Marzouka, J.M., & **Martinez, J.M.** (2009) Growing the Game of Women's Basketball From the Inside: A Generation of Dreamers, A Generation of Doers. NCAA Division I Women's Basketball Grant Program. Amount: \$195,000.00 **Status:** Not funded.

Jubenville, C.B., **Martinez, J.M.** & Daughdrill, B. (2009) Agile Ticketing Solutions Fellowship Program, Marty McGinty, Director of Sales, \$25,000.00 **Status:** Not funded.

Jubenville, C.B., & **Martinez, J.M.** (2009) A-Game Sport Management Sales Fellowship Program, Micheal Thompson, Investor/Board Member, \$25,000.00 **Status:** Funded

Martinez, J.M. (2009) Paper Presentation Grant, Troy University, Faculty Development Council, \$750 **Status:** Funded

2008

Jubenville, C.B., Diaz, S., & **Martinez, J.M.** (2008) Interactive, Reality Based Sportsmanship Platform, Center for Sport Policy and Research, Sun Belt Conference, Mr. Wright Waters, \$106,000.00 **Status:** Not funded.

Jubenville, C.B., Diaz, S., & **Martinez, J.M.** (2008) An Examination of Athletes' and Coaches' Knowledge, Values, and Attitudes of Sportsmanship in the Sun Belt Conference: A Three-Prong Approach, Center for Sport Policy and Research, Sun Belt Conference, Mr. Wright Waters, \$60,000.00 **Status:** Not funded.

Jubenville, C.B. & **Martinez, J.M.** (2008) Center for Sport Policy and Research, Brian Shulman, Founder and CEO Learning Through Sports, \$30,000.00 per year for two years (2008-2010) **Status:** Funded

Jubenville, C.B. & **Martinez, J.M.** (2008) Nelligan Sports Marketing Fellowship Program Micheal Lawson, Property Manager, \$20,000.00 **Status:** Not funded.

Jubenville, C.B. & **Martinez, J.M.** (2008) Center for Sport Policy and Research, Middle Tennessee State University, University Foundation, Special Projects Grant \$20,000.00 **Status:** Not Funded

Jubenville, C.B. & **Martinez, J.M.** (2008) Center for Sport Policy and Research, Middle Tennessee State University, College of Graduate Studies, Special Assistance Grant \$15,000.00 **Status:** Funded

2007

Jubenville, C.B. & **Martinez, J.M.** (2007). Learning Through Sports, Brian Shulman, Founder and CEO, \$48,000.00 **Status:** Funded

Jubenville, C.B. Goss, B.D. & **Martinez, J.M.** (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, College of Graduate Studies, Special Assistance Grant \$21,000.00 **Status:** Funded

Jubenville, C.B., Goss, B.D. & **Martinez, J.M.** (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, Department of Health and Human Performance, Special Assistance Grant \$5,000.00 **Status:** Funded

Jubenville, C.B., & **Martinez, J.M.** (2007). Distinguished Lecture Series: Speaker Mr. Douglas Hess, Middle Tennessee State University, Distinguished Lecture Series, \$2,500.00 **Status:** Not Funded

Jubenville, C.B., & **Martinez, J.M.** (2007). Distinguished Lecture Series: Speaker Mr. Brian Shulman, Middle Tennessee State University, Distinguished Lecture Series, \$800.00 **Status:** Funded

Professional Development and Service

Editorial Service

Editorial Board Member

International Journal of Sport Management 2024-Present

2026: (Papers Reviewed: 2)

2025: (Papers Reviewed: 2)

2024: (Papers Reviewed: 1)

Sport Management Education Journal 2018-2024

2024: (Papers Reviewed: 1)

2023: (Papers Reviewed: 2)

2022: (Papers Reviewed: 2)

2020: (Papers Reviewed: 4)

2019: (Papers Reviewed: 3)

2018: (Papers Reviewed: 2)

Journal of Issues in Intercollegiate Athletics 2016-2020

2020: (Papers Reviewed: 2)

2019: (Papers Reviewed: 1)

2018: (Papers Reviewed: 1)

2017: (Papers Reviewed: 1)

2016: (Papers Reviewed: 2)

Journal of Applied Sport Management 2013-2017

2015: (Papers Reviewed: 1)

2013: (Papers Reviewed: 1)

Special Issue Co-Editor 2014

Journal of Applied Sport Management

2014: (Papers Reviewed/Editor: 11)

Editor 2021-2024

Journal of Issues in Intercollegiate Athletics

2024: (Papers Reviewed/Editor: 13)

2023: (Papers Reviewed/Editor: 32)

2022: (Papers Reviewed/Editor: 38)

2021: (Papers Reviewed/Editor: 31)

Editor

2011-12

Journal of Sport Administration & Supervision

2012: (Papers Reviewed/Editor: 8)

2011: (Papers Reviewed/Editor: 7)

Assistant Editor

2008-2011

Journal of Sport Administration & Supervision

2010: (Papers Reviewed: 2)

2009: (Papers Reviewed: 2)

2008: (Papers Reviewed: 1)

Manuscript Review Service

Ad-hoc Manuscript Reviewer

2026

Journal of Management History (Papers Reviewed: 1)

Journal of Applied Sport Management (Papers Reviewed: 1)

Sport Management Education Journal (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer

2025

International Review on Public and Nonprofit Marketing (Papers Reviewed: 1)

Journal of Hospitality, Leisure, Sport & Tourism Education (Papers Reviewed: 1)

Journal of Sport Behavior (Papers Reviewed: 1)

Managing Sport and Leisure (Papers Reviewed: 1)

Sport Management Education Journal (Papers Reviewed: 1)

Sport, Education and Society (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer

2024

Managing Sport and Leisure (Papers Reviewed: 1)

Measurement in Physical Education and Exercise Science (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer

2022

Managing Sport and Leisure (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer

2019

European Journal of Marketing (Papers Reviewed: 1)

Journal of Applied Sport Management (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer

2018

International Journal of Sport Management (Papers Reviewed: 1)

Sport Marketing Quarterly (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer <i>European Journal of Sport Science</i> (Papers Reviewed: 1)	2017
Ad-hoc Manuscript Reviewer <i>International Journal of Sport Management</i> (Papers Reviewed: 1) <i>Sport Management Education Journal</i> (Papers Reviewed: 2)	2016
Ad-hoc Manuscript Reviewer <i>Event Management Journal</i> (Papers Reviewed: 2) <i>International Review on Public and Nonprofit Marketing</i> (Papers Reviewed: 1) <i>Sport Management Education Journal</i> (Papers Reviewed: 1)	2015
Ad-hoc Manuscript Reviewer <i>International Journal of Motorsport Management</i> (Papers Reviewed: 1)	2013
Ad-hoc Manuscript Reviewer <i>Sport Management Education Journal</i> (Papers Reviewed: 1)	2012
Ad-hoc Manuscript Reviewer <i>Journal of Issues in Intercollegiate Athletics</i> (Papers Reviewed: 1)	2011
<u>Conference Review Service</u>	
Full Paper Reviewer Academy of Management (Chicago, IL) *Awarded Best Reviewer – Careers Division (2024) Academy of Management (Copenhagen, Denmark) Academy of Management (Philadelphia, PA)	2024-2026
Abstract Reviewer Applied Sport Management Association (Philadelphia, PA) Applied Sport Management Association (Cincinnati, OH) Applied Sport Management Association (Knoxville, TN) Applied Sport Management Association (Indianapolis, IN)	2021, 2024-2026
Abstract Reviewer North American Society for Sport Management Conference (San Juan, Puerto Rico) North American Society for Sport Management Conference (San Diego, CA) North American Society for Sport Management Conference (Atlanta, GA) North American Society for Sport Management Conference (San Diego, CA) North American Society for Sport Management Conference (New Orleans, LA) North American Society for Sport Management Conference (Halifax, Nova Scotia, Canada) North American Society for Sport Management Conference (Orlando, FL)	2015, 2017-2019, 2022-2026

Abstract Reviewer	2016-2019
CSRI Association Conference (Columbia, SC)	
CSRI Association Conference (Columbia, SC)	
CSRI Association Conference (Columbia, SC)	
CSRI Association Conference (Columbia, SC)	
Abstract Reviewer	2013-2019
Sport Marketing Association Conference (Chicago, IL)	
Sport Marketing Association Conference (Dallas, TX)	
Sport Marketing Association Conference (Boston, MA)	
Sport Marketing Association Conference (Indianapolis, IN)	
Sport Marketing Association Conference (Atlanta, GA)	
Sport Marketing Association Conference (Philadelphia, PA)	
Sport Marketing Association Conference (Albuquerque, NM)	
Abstract Reviewer	2020-2024
Eastern Academy of Management (Portland, ME)	
Eastern Academy of Management (Virtual)	
Eastern Academy of Management (Virtual)	
Abstract Reviewer	2019-2020
Southern Management Association (St. Pete Beach, FL)	
Southern Management Association (Norfolk, VA)	
Abstract Reviewer	2018
Online Learning Consortium Annual Conference (Orlando, FL)	
Abstract Reviewer (Tourism & Sport Management Division)	2010
Administrative Sciences Association of Canada Annual Conference (Regina, Saskatchewan, Canada)	
<u>Other Review Service</u>	
Book reviewer	2013
<i>Sport Communications, Publicity and Relations</i>	
Jones and Bartlett Learning	

Louisiana State University

Service to the department

1. Associate Director, School of Kinesiology, August 2025-Present.
2. Director of Online Programs, School of Kinesiology, August 2014-Present.
3. Search committee chair, BS in Kinesiology (Online) Professional Practice faculty positions. School of Kinesiology (2026). [Two positions]

4. Search committee member, Sport Management Professional Practice faculty position. School of Kinesiology (2024-25). [Two positions]
5. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2023-24).
6. Search committee chair, Sport Management Professional Practice faculty position. School of Kinesiology (2022-23).
7. Search committee member, Sport Management Professional Practice faculty position. School of Kinesiology (2021-22).
8. Search committee member, Athletic Training Professional Practice faculty position. School of Kinesiology (2020-21).
9. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2018-19). [Two positions]
10. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2014-15). [Two positions]

Service to the College

1. Committee member, Distance Learning Committee (2015-Present)
2. Search committee member, Associate Dean for Professional Education and Distance Learning (2015).

Service to the University

1. Committee member, Budget and Planning Advisory Committee (2023-Present)
2. Faculty Senate (August 2019-August 2022)
3. Committee member, Online Engagement Council (2018-2024)
4. Search committee member, Assistant Vice Provost of Learning Design, Professional Studies and Community Programs (2018).
5. Online Teaching Cohort (Policy Working Group), Louisiana State University, Spring 2016-2018.

Troy University

Service to the department

1. Global Campus Coordinator, School of Hospitality, Sport and Tourism Management, August 2013 – July 2014.

2. Sport and Fitness Management Curriculum Committee, Fall 2009-July 2014.
3. Search committee member, Tenure-track Global Campus faculty position in Fort Walton Beach, FL (2013)
4. Search committee member, Tenure-track Global Campus faculty position in Brunswick, GA (2013)
5. Search committee member, Tenure-track Global Campus faculty position in San Antonio, TX (2012-13)
6. Search committee member, Tenure-track Global Campus faculty position in Orlando, FL (2011)
7. Search committee member, Tenure-track Global Campus faculty position in Columbus, GA (2010)

Service to the College

1. Service learning experience coordinator: Super Bowl XLVII Volunteer Experience in New Orleans, LA (January 2013)
2. Educational Technology Committee representative, Fall 2012-July 2014

Service to the University

1. Vector Team Representative (Student Retention Planning Group), Phenix City Campus, Spring 2014
2. Faculty Development Committee, Phenix City Campus Representative, August 2013 – July 2014.
3. Instructional Design Faculty Feedback Group, Committee Chair, Fall 2012-July 2014

Service to the Community

1. Committee leader, Troop 46, Zachary, LA, Boys Scouts of America, March 2021-Present
2. Selected to the Phenix City/Russell County Chamber of Commerce 2013-14 Leadership Class, August 2013-April 2014
3. Head Elder, Board of Elders, Lutheran Church of the Redeemer, Columbus, GA, October 2011-May 2014
4. Whitewater Educational Stakeholders Committee Member, Columbus, GA, May 2013-May 2014

Other Service

Service to the Profession

1. Applied Sport Management Conference Director, 2016-2017
2. Southern Sport Management Conference Director, 2015
3. Southern Sport Management Conference Co-Director, 2011-2014
4. Exemplary Course Reviewer, Blackboard, 2013
5. Sport Marketing Association, Social Media Committee Member, 2011-2012
6. Southern Sport Management Conference Academic Chair, 2010

Professional Memberships (offices held):

1. Academy of Management (AOM); 2023-Present
2. North American Society of Sport Management (NASSM); 2009, 2012, 2014-Present
3. Southern Management Association (SMA); 2019, 2025
4. Applied Sport Management Association (President); 2015-2017
5. Academy of Human Resource (AHRD); 2016
6. Sport Marketing Association (SMA); 2009-2014, 2019, 2022
7. Southern Sport Management Association (Executive Committee member); 2009 – 2015
8. Southern Sport Management Association (President): 2014-2015
9. Southern Sport Management Association (President Elect): 2012-2014
10. Young Professionals of Columbus, GA; 2010
11. Pike County (AL) Young Professionals; 2011-2013
12. College Sports Information Directors Association of America; 2003-2006
13. Football Writers Association of America, 2003-2006
14. Basketball Writers Association of America; 2004-2006
15. Mississippi Press Association; 2000-2003

Professional Development Activities

1. Management Education Division Mid-Career and Beyond Professional Development Certificate (Academy of Management, Chicago, August 2024)
2. Institute for Emerging Leaders in Online Learning (Online Learning Consortium, Washington State University, Summer 2018)
3. Online Learning Consortium (OLC) Online Teaching Certificate Program (2015-2016)
4. Chancellor's Fellows Leadership Program (Troy University, 2013-2014)

Other Awards and Honors

1. Best Reviewer Award, Academy of Management – Careers Division, August 2024
2. Distinguished Service Award, Applied Sport Management Association, February 2021
3. Troy University Reward Caller of the Month, October, 2010