

STEPHEN L. SHAPIRO
Curriculum Vitae

DATE: August 1, 2024

CONTACT INFORMATION:

University of South Carolina
Department of Sport and Entertainment Management
Close-Hipp 766
Columbia, SC 29201
SHAPIRSL@mailbox.sc.edu

ACADEMIC EXPERIENCE:

Interim Associate Dean of Graduate Education **2024 - Present**
College of Hospitality, Retail, and Sport Management

Professor **2021 - Present**
Director of Graduate Programs **2020 - Present**
Department of Sport and Entertainment Management
University of South Carolina

Associate Chair **2023 – 2024**
Department of Sport and Entertainment Management
University of South Carolina

Associate Professor **2017 – 2020**
International Graduate Program Director **2019 – 2020**
Department of Sport and Entertainment Management
University of South Carolina

Associate Professor **2014 - 2017**
Sport Management Graduate Program Coordinator **2012 – 2017**
Department of Human Movement Sciences
Old Dominion University

Assistant Professor **2008 - 2014**
Old Dominion University
Human Movement Sciences

EDUCATION:

Ph.D., (2008) *University of Northern Colorado.* Greeley, CO.

Major: Sport and Exercise Science with an emphasis in Sport Administration
Minor: Applied Statistics and Research Methods
Dissertation Title: Donor Loyalty in College Athletics: An Analysis of Relationship Fundraising and Service Quality Effects on Donor Retention
Dissertation Advisor: Dr. David Stotlar

M.S., (2002) *University of Central Florida*. Orlando, FL.
Major: Management

B.A., (2000) *University of Central Florida*. Orlando, FL.
Major: Advertising and Public Relations
Minor: Business Administration

PRIMARY RESEARCH INTERESTS:

- Ticket Pricing
- Consumer Behavior
- College Athletic Fundraising, Donor Retention, Donor Behavior
- Gambling, Fantasy Sport, and Sport Consumption

HONORS/AWARDS:

- University of South Carolina, Garnet Apple Teaching Innovation Awards, 2023
- College Sport Research Institute – Research Fellow, 2022
- University of South Carolina, Pipeline for Academy Leaders Fellow, 2021-2022
- University of South Carolina College of Hospitality, Retail, and Sport Management, Patricia G. Moody Distinguished Researcher and Scholar Award, 2021
- University of South Carolina College of Hospitality, Retail, and Sport Management, Brian J. and Linda L. Mihalik Outstanding Global Scholar Award, 2021
- Sport Marketing Association Research Fellow, 2016
- ODU Darden College of Education Service Award, 2016
- Sport Marketing Association Conference - Best Professional Paper, 2010, 2013, & 2016
- ODU Most Collaborative Grant Award, 2014
- North American Society for Sport Management Research Fellow, 2013
- Shining Star Faculty Award, Office of Student Affairs, Old Dominion University, 2009
- Graduate Dean’s Citation for Excellence, University of Northern Colorado, 2008

TEACHING EXPERIENCE:

TEACHING SPECIALIZATION

Sport Marketing
Sport Finance
Statistics and Research Methods in Sport
Sport Media & Public Relations

UNIVERSITY TEACHING

University of South Carolina

Graduate Level Classes

SPTE 760 Principles of Sport and Entertainment Marketing (on campus and online)
SPTE 860 Doctoral Seminar in Sport Marketing
SPTE 655 Sport and Social Media (online)
SPTE 580 Business Principles in Sport Management (on campus and online)
HRSM 700 Quantitative Methods in HRSM

Undergraduate Level Classes

SPTE 380 Sport and Entertainment Marketing (on campus and online)
SPTE 440 SPTE Business and Finance
SPTE 410 Sport and Entertainment in Popular Culture (online)

Development of Online Courses

Sport and Entertainment Marketing (Graduate and Undergraduate)

Old Dominion University

Graduate Level Courses

SMGT 746 Sport Marketing
SMGT 738 Fiscal Planning and Management of Sport (Face-to-Face and Online)
FOUN 722 Statistics for Sport Management (Face-to-Face and Online)
ESPR 635 Research Methods
SMGT 755 Social Issues in Sport (Face-to-Face and Online)
HMS 695 Sports Analytics (Face-to-Face and Online)

Undergraduate Level Courses

SMGT 331 Sport Finance
SMGT 455 Sport and Contemporary Society
SMGT 315 Sport Media & Public Relations

Development of Online Courses

Sport Finance
Sport Sociology
Sports Analytics

University of Aruba

MBA Program – Marketing and Social Media

STUDENT ADVISING

University of South Carolina

Doctoral Advising/Dissertation Committees:

2021-present	Deukmook Bae - Chair
2021 – present	Saad Alshamari - Chair
2019 – present	Ryan Dastrup – Co-Chair
2018 – 2023	Eric Nichols – Chair
2018 – 2021	Misun Won – Chair
2017 – 2019	Kelly Evans – Co-Chair
2021 – 2024	Jiayao Chee Qi – Committee Member
2021 – present	Chan Hyeon Hur – Committee Member
2021 – present	Jesse Kasser – Committee Member
2018 – 2021	Zeqing Mao – Committee Member
2018- 2023	Tsu-Lin Yeh – Committee Member
2017 – 2018	Yongjin Hwang – Committee Member

Master’s Thesis Committees

2023	Colleen Dibble - Reader
2022	Chloe Riley - Reader
2022	Muhammad Muneeb Ur Rehman - Reader
2021	Khaled Alhalk – Reader
2021	Eid A. Al-Bordaini - Reader
2020	Craig Duggan – Reader

Undergraduate Thesis Committees:

2022	Andrew Pechulonis – Lead Advisor
2021	William Lindsay – Lead Advisor
2019	Morgan Bueter - Lead Advisor
2019	Shelby Burnette - Lead Advisor
2018	Joshua Behringer – Reader
2018	Marianne Ballou - Reader

Old Dominion University

Dissertation Committees:

2017 - present	Desiree Ellison
2016 - 2019	Takeyra Collins
2013 – 2017	Brendan O’Hallarn - Chair
	<i>NASSM Student Research Competition Finalist, 2017</i>

2013 – 2016 Craig Morehead – Chair
NASSM Student Research Competition Finalist, 2016
2014 – 2017 Michelle Redmond
2011 - 2013 Jessica Walter

Thesis Committees:

2013-2014 Dorothy Collins - Chair
2010-2011 Mark Patterson - Chair
2015 Tim Posey - Committee Member
2011 Amy Schendel - Committee Member
2010 Andrew Pariser - Committee Member
2009 Aaron Johnston - Committee Member
2009 Takeyra Collins - Committee Member

External Advising

Dissertation Committees:

2019-2020 Armin Marquez – Committee Member (Georgia State University)

Thesis Committees:

2019-2020 Austin Schulte – Committee Member (UNC Chapel Hill)

General Advising:

2020-2024 Lead advisor for the USC Master of Sport and Entertainment Management program (75 students)
2019 Lead advisor for USC Sport and Entertainment Management Master’s Accelerator Program for international students and joint degree program with HBKU (Qatar)
2012-2017 Lead advisor for ODU graduate sport management program (50 students)
2010-2013 Development and implementation of annual advising workshops for 300 undergraduate sport management majors
2010-2013 Advising for undergraduate sport management majors A-F (approximately 100 students)
2009-2010 Advising for freshman and sophomore sport management majors (approximately 150 students)
2008-09 Advising for freshman sport management majors (approximately 60 students)

Internship Advising:

2021 – 2024 Instructor for 35 graduate student field study experiences per year
2018 Instructor for 35 undergraduate student practicums
2016 Experiential learning initiative coordinator for 3 graduate students
2009 - 2014 Internship coordinator for 3 graduate students per year

RESEARCH/SCHOLARLY ACTIVITIES:

REFEREED JOURNAL PUBLICATIONS

1. Lee, Y., Moonsup, H., **Shapiro, S. L.**, & Morse, A. (in press). Revisiting the impact of divisional affiliation on secondary market ticket prices in the National Football League. *Journal of Applied Sport Management*.
2. Dwyer, B., **Shapiro, S. L.**, & Drayer, J. (2024). Fan conflict or complement? The relationship between sports betting and team loyalty. *International Journal of Sport Marketing and Sponsorship*, 25, 483-498. <https://doi.org/10.1108/IJSMS-07-2023-0138>.
3. Popp, N., Du, J., **Shapiro, S. L.**, & Simmons, J. (2024). Using artificial intelligence to detect the relationship between social media sentiment and season ticket purchases. *International Journal of Sport Communication*, 17, 17-31.
4. Popp, N., **Shapiro, S. L.**, Simmons, J., & Dastrup, R. (2024). Examining reported versus actual attendance in college basketball non-conference games: Do scheduling elements make a difference? *Journal of Applied Sport Management*. 16, 17-28.
5. Marquez, A., Cianfrone, B., & **Shapiro, S. L.** (2024). An experimental examination of spectators' attribution of fee responsibility to teams during ticket purchases. *International Journal of Sport Management and Marketing*, 24, 137-155.
6. Mondt, A. B., Lee, Y., **Shapiro, S. L.**, & Morse, A. (2023). Consumer perceptions of a secondary ticket market: The case of StubHub and Major League Baseball. *International Journal of Sport Marketing and Sponsorship*, 24, 1039-1054.
7. *Nichols, E., & **Shapiro, S. L.** (2023). The impact of authenticity on celebrity athlete social media endorsement messaging. *Sport Marketing Quarterly*, 32, 175-188.
8. *Dastrup, R., Koesters, T., **Shapiro, S. L.**, & Park, S. (2023). "Why can't we be friends"? An examination of academic and industry alignment in sport sponsorship. *International Journal of Applied Sport Sciences*, 35, 169-185.
9. Lee, Y., Morse, A., Hyun, M., **Shapiro, S. L.**, & Drayer, J. (2023). Does time matter? How Major League Baseball secondary market sellers make ticket pricing decisions. *Sport, Business, and Management: An International Journal*, 13, 397-415.
10. Dwyer, B., **Shapiro, S. L.**, Drayer, J., & (2023). A segmentation analysis of sports bettors by involvement. *Journal of Sport Management*.37, 203-216.
11. Popp, N., Simmons, J., **Shapiro, S. L.**, & Watanabe, N. (2023). Predicting ticket holder no-shows: Examining differences between reported and actual attendance at college football games. *Sport Marketing Quarterly*, 32, 3-17.

12. Marquez, A., Cianfrone, B. A., & **Shapiro, S. L.** (2022). All-Inclusive v. partitioned pricing in sports: The effects of pricing format on ticket purchasers' response. *Sport Marketing Quarterly*, 31, 16-32.
13. Gomez, E., Ridinger, L., Hill, E., & **Shapiro, S. L.** (2021). An examination of motivations, attitudes and charitable intentions for running in a charity event. *Journal of Amateur Sport*, 7, 25-50.
14. *Morehead, C., **Shapiro, S. L.**, Reams, L. McEvoy, C., & Madden, T. (2021). A qualitative exploration of the ticket-pricing process used in intercollegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 14, 547-573
15. *Won, M., & **Shapiro, S. L.** (2021). Analysis of price bundling and framing: The impact of availability and discount messaging. *Sport, Business, and Management: An International Journal*, 11, 493-514.
16. *Won, M., & **Shapiro, S. L.** (2021). An examination of partitioned pricing and the influence of culture and familiarity on sport consumer behavior. *Sport Marketing Quarterly*, 30, 163-177.
17. **Shapiro, S. L.**, Schulte, A., Popp, N., & Bates, B. (2021). An examination of secondary ticket market pricing trends and determinants at the NCAA Football Bowl Subdivision level. *Journal of Issues in Intercollegiate Athletics*, 21, 194-213. http://csri-jiia.org/wp-content/uploads/2021/04/RA_2021_10.pdf
18. Popp, N., Simmons, J., **Shapiro, S. L.**, Greenwell, C., & McEvoy, C. (2020). An analysis of attributes impacting consumer online ticket purchases in a dual-market environment. *Sport Marketing Quarterly*, 29, 177-188.
19. **Shapiro, S. L.**, Drayer, J., & Dwyer, B. (2020). An examination of consumer reactance to sports gambling and daily fantasy sport regulatory restrictions. *Sport Management Review*, 23, 797-809.
20. *Evans, K., **Shapiro, S. L.**, & Brown, M. T. (2020). External congruence and its effect on sport sponsorship recall in pest control, pizza, and apparel categories. *International Journal of Sport Management*, 21, 131-150.
21. Watanabe, N. M., Yan, G., Pegoraro, A., & **Shapiro, S. L.** (2019). Does rivalry matter? An analysis of sport consumer interest on social media. *International Journal of Sports Marketing and Sponsorship*, 20, 646-665
22. Yan, G., Watanabe, N., **Shapiro, S. L.**, Naraine, M., Hull, K. (2019). Unfolding the Twitter scene of the 2017 UEFA Champions League final: An analysis of sport digital networks. *European Sport Management Quarterly*, 19, 419-436. DOI: 10.1080/16184742.2018.1517272

23. *O'Hallarn, B., **Shapiro, S. L.**, Wittkower, D. E., Ridinger, L. L., & Hambrick, M. E. (2019). A model for the generation of public sphere-like activity in sport-themed Twitter hashtags. *Sport Management Review*, 22, 407-418.
24. Dwyer, B., Drayer, J., & **Shapiro, S. L.** (2019). To play or not to play? An analysis of disposition, gambling, and daily fantasy sport. *Journal of Sport Management*, 33, 174-188.
25. **Shapiro, S. L.**, Reams, L., & So, K. (2019). Is it worth the price? The role of perceived financial risk, identification, and perceived value in purchasing pay-per-view broadcasts of combat sports. *Sport Management Review*, 22, 235-246.
26. Drayer, J., Dwyer, B., **Shapiro, S. L.** (2019). Fantasy millionaires: Identifying at-risk consumers based on motivations. *Journal of Sport Management*, 33, 37-49.
27. Dwyer, B., **Shapiro, S. L.**, & Drayer, J. (2018). Daily fantasy football and self-reported problem behavior in the United States. *Journal of Gambling Studies*, 34, 689-707.
28. *O'Hallarn, B., **Shapiro, S. L.**, Hambrick, M. E., Wittkower, D. E., Ridinger, L., & Morehead, C. A. (2018). Sport, Twitter hashtags and the public sphere: An examination of the phenomenon through a Curt Schilling case study. *Journal of Sport Management*, 32, 389-400.
29. **Shapiro, S. L.**, & Drayer, J. (2018). Paying the price: Examining consumer response to pricing strategy. *Sport & Entertainment Review*, 4(2), 27-32.
30. *O'Hallarn, B., **Shapiro, S. L.**, & Pegoraro, A. (2018). Hashmoney: Exploring Twitter hashtag use as a secondary ticket market price determinant. *International Journal of Sport Management & Marketing*, 18(3), 199-219.
31. *Hill, E., Posey, T., Gomez, E. & **Shapiro, S. L.** (2018). College outdoor orientation programs: Evaluation their impact. *Journal of Outdoor Recreation, Education and Leadership*, 10, 109-123.
32. Popp, N. **Shapiro, S. L.**, Walsh, P., McEvoy, C., Simmons, J., & Howell, S. (2018). Factors impacting ticket price paid by consumers on the secondary market for a major sporting event. *Journal of Applied Sport Management*, 10, 23-33.
33. Drayer, J., **Shapiro, S. L.**, & Dwyer, B. (2018). Worth the price of admission? The mediating effect of perceived value on ticket purchase intention. *Sport Marketing Quarterly*, 27, 44-57.
34. **Shapiro, S. L.**, DeSchraver, T. D., & Rascher, D. A. (2017). The Beckham effect: Examining the longitudinal impact of a star performer on league marketing, novelty, and scarcity. *European Sport Management Quarterly*, 5, 610-634.

35. *Morehead, C. A., **Shapiro, S. L.**, Madden, T. M., Reams, L., & McEvoy, C. D. (2017). Athletic ticket pricing in the collegiate environment: An agenda for research. *Journal of Intercollegiate Sport*, 10, 83-102.
36. Warner, S., Sparvero, E., **Shapiro, S. L.** & Anderson, A. (2017). Yielding healthy community with sport? *Journal of Sport for Development*, 8(5), 41-52.
37. Reams, L., & **Shapiro, S. L.** (2017). Who's the main attraction? Examining star power as a determinant of UFC pay-per-view demand. *European Sport Management Quarterly*, 17, 132-151.
38. **Collins, D., Heere, B., **Shapiro, S. L.**, Ridinger L., & Wear, H. (2016). The displaced fan: The importance of new media and community identification for maintaining team identity with your former hometown team. *European Sport Management Quarterly*, 16, 655-674.
39. **Shapiro, S. L.**, Dwyer, B., & Drayer, J. (2016). Are you playing fair? Examining the role of fairness in sport consumer ticket purchase decisions. *Sport Marketing Quarterly*, 25, 227-240.
40. Havard, C., **Shapiro, S. L.**, & Ridinger, L. L. (2016). Who's our rival now? Investigating the influence of a new intercollegiate football program on rivalry perceptions. *Journal of Sport Behavior*, 39(4), 385-408.
41. DeSchraver, T. D., Rascher, D. A., & **Shapiro, S. L.** (2016). If we build it, will you come? Examining the effect of expansion teams and soccer-specific stadiums on Major League Soccer attendance. *Sport, Business, and Management: An International Journal*, 6, 205-227, <http://dx.doi.org/10.1108/SBM-05-2014-0025>
42. **Shapiro, S. L.**, Drayer, J., & Dwyer, B. (2016). Examining consumer perceptions of demand-based ticket pricing in spectator sport. *Sport Marketing Quarterly*, 25, 34-46.
43. *Morehead, C., O'Hallarn, B., & **Shapiro, S. L.** (2016). Tell me how you really feel: Analyzing debate, desire, and disinhibition on online sports news stories. *International Journal of Sport Communication*, 9, 13-35. <http://dx.doi.org/10.1123/IJSC.2015-0056>
44. Parris, D., **Shapiro, S. L.**, Welty-Peachey, J., Bowers, J., & Bouchet, A. (2015). More than competition: Exploring stakeholder identities at a grassroots cause-related sporting event. *International Review on Public and Nonprofit Marketing*, 12, 115-140, DOI: 10.1007/s12208-015-0129-4
45. Drayer, J., Frascella, V. P., **Shapiro, S. L.**, & Mahan, J. (2014). Examining the effect of legitimacy-building strategies on secondary ticket market firm performance. *European Sport Management Quarterly*, 14, 464-484.

46. **Shapiro, S. L.**, & Drayer, J. (2014). An examination of dynamic ticket pricing and secondary market price determinants in Major League Baseball. *Sport Management Review*, 17, 145-159.
47. **Shapiro, S. L.**, Drayer, J., & Dwyer, B. (2014). Exploring fantasy baseball consumer behavior: Examining the relationship between identification, fantasy participation, and consumption. *Journal of Sport Behavior*, 37(1), 77-93.
48. *O'Hallarn, B, & **Shapiro, S. L.** (2014). #NBCFail: A qualitative review of the shared experience as a social movement. *First Monday*, 19(1), DOI: <http://dx.doi.org/10.5210%2Ffm.v19i1.4760>
49. McEvoy, C. D., Morse, A. L., & **Shapiro, S. L.** (2013). Factors influencing collegiate athletic department revenues. *Journal of Issues in Intercollegiate Athletics*, 6, 249-267.
50. Dwyer, B., Drayer, J., & **Shapiro, S. L.** (2013) Proceed to checkout? The impact of time in advanced ticket purchase decisions. *Sport Marketing Quarterly*, 22, 166-180.
51. **Shapiro, S. L.**, Ridinger, L. L., & Trail, G. T. (2013). The impact of a new college football program: An analysis of spectator consumption behavior, identification, and future behavioral intentions. *Journal of Sport Management*, 27, 130-145.
52. Drayer, J., Dwyer, B., & **Shapiro, S. L.** (2013). Examining the impact of league entry fees on online fantasy sport participation and league consumption, *European Sport Management Quarterly*, 13, 1-19, DOI:10.1080/16184742.2013.783605
53. **Shapiro, S. L.**, & Drayer, J. (2012). A new age of demand-based pricing: An examination of dynamic ticket pricing and secondary market prices in Major League Baseball. *Journal of Sport Management*, 26, 532-546.
54. Parris, D., Drayer, J., & **Shapiro, S. L.** (2012). Developing a pricing strategy for the Los Angeles Dodgers. *Sport Marketing Quarterly*, 21(4), 256-264.
55. Drayer, J., **Shapiro, S. L.**, & Lee, S. (2012). Dynamic ticket pricing in sport: A conceptual approach. *Sport Marketing Quarterly*, 21(3), 184-194.
56. **Shapiro, S. L.**, DeSchraver, T. D., & Rascher, D. A. (2012). Factors affecting the price of luxury suites in major North American sports facilities. *Journal of Sport Management*, 26(3), 249-257.
57. Dwyer, B., **Shapiro, S. L.**, & Drayer, J. (2011). Segmenting motivation: An analysis of fantasy baseball motives and mediated sport consumption. *Sport Marketing Quarterly*, 20(3), 129-137.
58. Drayer, J. & **Shapiro, S. L.** (2011). An examination into the factors that influence consumers' perceptions of value. *Sport Management Review*, 14(4), 389-398.

59. Warner, S., **Shapiro, S. L.**, Ridinger, L. L., & Dixon, M. A. (2011). The football factor: Creating a sense of community on campus. *Journal of Issues in Intercollegiate Athletics*, 4, 236-256.
60. **Shapiro, S. L.**, & Dwyer, B. (2011). Web-based survey applications: A comprehensive review of providers and best practices for sport management researchers. *International Journal of Sport Management*, 12, 1-26.
61. **Shapiro, S. L.** & Ridinger, L. L. (2011). An examination of donor involvement and gender in college athletics. *Sport Marketing Quarterly*, 20(1), 22-32.
62. **Shapiro, S. L.** (2010). Does service matter? An examination of donor perceptions of service quality in college athletics. *Sport Marketing Quarterly*, 19(3), 154-165.
63. **Shapiro, S. L.**, Giannoulakis, C., Drayer, J., & Wang, C. S. (2010). An examination of athletic alumni giving behavior: Development of the former student-athlete donor constraint scale. *Sport Management Review*, 13(3), 283-295.
64. Drayer, J., **Shapiro, S. L.**, Dwyer, B., Morse, A. L., & White, J. (2010). The effects of fantasy football participation on NFL consumption: A qualitative analysis. *Sport Management Review*, 13(2), 129-141.
65. **Shapiro, S. L.**, Drayer, D., Dwyer, B., & Morse, A. L. (2009). Punching a ticket to the big dance: A critical analysis of at-large selection to the NCAA Division I men's basketball tournament. *Journal of Issues in Intercollegiate Athletics*, 2, 46-63.
66. **Shapiro, S. L.** & Giannoulakis, C. (2009). An exploratory investigation of donor constraints for former student-athletes. *International Journal of Sport Management*. 10(2), 207-225
67. Drayer, J., & **Shapiro, S. L.** (2009). Value determination in the secondary ticket market: A quantitative analysis of the NFL Playoffs. *Sport Marketing Quarterly*, 18(1), 5-13.
68. Morse, A. L., **Shapiro, S. L.**, McEvoy, C. D., & Rascher, D. A. (2008). The effects of roster turnover on demand in the National Basketball Association. *International Journal of Sport Finance*, 3(1), 8-18.

*Authored with PhD student (lead advisor)

** Authored with a Master's student (lead advisor)

INVITED PAPERS IN REFEREED JOURNALS

Watanabe, N., **Shapiro, S. L.**, & Drayer, J. (2021) Big data and analytics in sport management. *Journal of Sport Management*, 35, 197-202. Retrieved from <https://journals.humankinetics.com/view/journals/jsm/aop/article-10.1123-jsm.2021-0067/article-10.1123-jsm.2021-0067.xml?content=pdf>

REFEREED WHITE PAPERS

Shapiro, S. L., & Koesters, T. (2020). When they return to play, will we return to the stands? An examination of consumer intentions to attend sport and entertainment events and engage in related-travel activities. *Sport & Entertainment Review*. Retrieved from <https://serjournal.com/2020/07/06/white-paper-when-they-return-to-play-will-we-return-to-the-stands/>.

NON-REFEREED JOURNAL PUBLICATIONS

Drayer, J., Dwyer, B., & **Shapiro, S. L.** (2016, September). Irrational and delusional? Studying traits of daily fantasy players. *Sports Business Journal*, 19(23), 20.

*Drayer, J., **Shapiro, S. L.**, & Morehead, C. (2014, August). Is the price right? A look at pricing in college sport. *The NACDA Report*, 26-30.

Drayer, J. & **Shapiro, S. L.** (2011, May). Impact on secondary market a challenge for dynamic pricing. *Sports Business Journal*, 14(6), 25.

Drayer, J., & **Shapiro, S. L.** (2010, July). Importance of data-based pricing strategies. *Ticket News*. http://www.ticketnews.com/guest_commentary.

* Authored with PhD student (lead advisor)

BOOK CHAPTERS

Drayer, J., & **Shapiro, S. L.** (in press). Secondary ticket market. In J. Reese (Ed.), *Ticket operations and sales management in sport* (2nd ed.). Morgantown, WV: Fitness Information Technology.

Evans, K., & **Shapiro, S. L.** (2024). Mega-event sport sponsorship in the United States. In Solberg, H. A., Storm, R. K., & Swart-Arries, K. *Research Handbook on Major Sporting Events*. Edward Elgar Publishing, Cheltenham, U.K.

Shapiro, S. L., & Dwyer, B. (2023). Financial operations. In E. A. Weight & R. H. Zullo *Administration of Intercollegiate Athletics* 2nd Edition. Champaign, IL: Human Kinetics.

Ridinger, L. L., & **Shapiro, S. L.** (2016). Creating community and building brand equity: Is football the answer? In B. Pitts' *Case studies in sport marketing* (2nd Ed). Morgantown, WV: Fitness Information Technology.

Shapiro, S. L. (2016). Fiscal responsibility. In G. Bernstein's *Nonprofit recreation and sport organizations: Principles and practices in leadership and management*. Austin, TX: Sentia Publishing.

Dwyer, B., **Shapiro, S. L.**, & Drayer, J. (2016). Fantasy sports and mediated fandom. In N. Bowman, J. Spinda, and J. Sanderson [eds.], *Fantasy sports and the changing sports media industry: Media, players, and society* (pp. 177-198). Lanham, MD: Lexington Books.

Shapiro, S. L., & Dwyer, B. (2015). Financial operations. In E. A. Weight & R. H. Zullo *Administration of Intercollegiate Athletics* (pp. 143-172). Champaign, IL: Human Kinetics.

Shapiro, S. L., & Dwyer, B. (2015). Sports promotion, pricing, and packaging. In G. Bernstein's *The Principles of Sport Marketing* (pp. 63-82). Sagamore Publishers.

BOOK REVIEWS

Shapiro, S. L. (2010). Review of proposal for *Statistics in Sports Studies*. Routledge: London, England

Shapiro, S. L. (2009). Review of *Financial Management in the Sport Industry*. Holcomb Hathaway Publishers: Scottsdale, AZ.

REFEREED PRESENTATIONS

Qi, J., Todd, S., & **Shapiro, S. L.**, (May, 2024) *Fandom vs. employment: Examining the impact of team identification on fan and employment outcomes for job seekers*. Oral presentation at NASSM 2024, Minneapolis, MN.

*Bae, D., **Shapiro, S. L.**, & Dwyer, B. (May, 2024). *Navigating a gambling loss: Examining the impact of cognitive appraisal and gambling identity*. Oral presentation at NASSM 2024, Minneapolis, MN.

DeSchraver, T., Webb, T., & **Shapiro, S. L.**, (May, 2024). What can we charge? Revenue management in professional sport team concession sales. Oral presentation at NASSM 2024, Minneapolis, MN.

Shapiro, S. L., Croes, J., Wardlaw, J., Gillentine, A., & Lee, S. (November, 2023). Perceived value of sport in Aruba. Resident perceptions of economic, social, and health benefits. Oral Presentation, SEVT 2024, Columbia, SC.

*Bae, D., & **Shapiro, S. L.** (November, 2023). A conceptual examination of the effect of sport gambling on the parasocial relationship between sport consumers and athletes. Oral Presentation, SEVT 2024, Columbia, SC.

*Bae, D., **Shapiro, S. L.**, & Dwyer, D. (October, 2023). Sport gambling losses and dehumanization: Examining the role of betting motivations and attribution of responsibility. Oral presentation, SMA 2023, Tampa, FL.

- *Alshamari, S., & **Shapiro, S. L.** (October, 2023). Exploring the role of women in sport leadership: A case study of Qatar. Oral presentation, SMA 2023, Tampa, FL.
- Dwyer, B., Shapiro, S. L., & Gupta, K. (October, 2023). Sports betting and the influence of consumer confusion. Oral presentation, SMA 2023, Tampa, FL.
- *Alshamari, S., & **Shapiro, S. L.** (September, 2023). Exploring the role of team marketing managers in enhancing professional football league attendance in Qatar. Oral presentation, EASM 2023, Belfast, Northern Ireland.
- *Alshamari, S., & **Shapiro, S. L.** (June, 2023). Exploring the impact of hosting the FIFA World Cup on the local soccer league attendance: The case of the Qatar 2022 World Cup. Poster presentation, NASSM 2023, Montreal, Quebec, Canada.
- *Bae, D., & **Shapiro, S. L.** (June, 2023). An Examination of the gambling sport consumer: The effect of power on behavioral responses after a gambling loss. Oral presentation, NASSM 2023, Montreal, Quebec, Canada.
- Shapiro, S. L.**, Dwyer, B., Bae, D., & Reams, L. (June, 2023). Wagering Among Team Sport Fans: An Examination of Gambling Participation, Mediated Consumption, and Interest in Game Outcomes. Oral presentation, NASSM 2023, Montreal, Quebec, Canada.
- LeCrom, C., Howell, S., Bravo, G., Dao, M., & **Shapiro, S. L.** (June, 2023). Sport management research overseas: benefits, challenges, and contributions. Panel presentation, NASSM 2023, Montreal, Quebec, Canada.
- *Rehman, M., Swart-Arries, K., & **Shapiro, S. L.**, (March, 2023). *We built it, and here they come: A fan awareness and perception study on the tourism impact of FIFA Arab Cup on the Road to 2022.* Oral Presentation at WASM 2023, Doha, Qatar.
- *Alshamari, S., Feller, R., & **Shapiro, S. L.** (March, 2023). *The impact of the Qatar 2022 World Cup announcement: A resident perception of the change in physical activity and sport participation.* Oral Presentation at WASM 2023, Doha, Qatar.
- *Alhalk, K., Swart-Arries, K., **Shapiro, S. L.**, & Al Thawadi, O. (March, 2023). *Qatar FIFA World Cup 2022 football participation legacy.* Oral Presentation at WASM 2023, Doha, Qatar.
- *Al-Bordaini, E., Swart-Arries, K., **Shapiro, S. L.** (March, 2023). *The role of endurance sports in healing from mental trauma and improvement of well-being – A management approach.* Oral Presentation at WASM 2023, Doha, Qatar.
- *Bae, D., & **Shapiro, S. L.** (November, 2022). An examination of psychological state and sport gambling consumer behavior: The impact of power on gambling losses. Oral Presentation at SEVT 2022, Columbia, SC.

- Popp, N., **Shapiro, S. L.**, Simmons, J., & Dastrup, R. (October, 2022). Maximizing college basketball turnout: An examination of determinants of actual attendance and no-show behavior as a strategic planning tool. Oral Presentation at SMA 2022, Charlotte, NC.
- Dwyer, B., **Shapiro, S. L.**, & Drayer, J. (October, 2022). Supplement or replacement: Examining the relationship between sports betting and team loyalty. Oral Presentation at SMA 2022, Charlotte, NC.
- *Bae, D., & **Shapiro, S. L.** (October, 2022). An empirical examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal and relational value. Poster Presentation at SMA 2022, Charlotte, NC.
- *Alshamari, S., Dastrup, R. & **Shapiro, S. L.** (October, 2022). The impact of pre-mega sport event programming on physical activity participation: The case of the Qatar 2022 World Cup. Oral Presentation at SMA 2022, Charlotte, NC.
- Shapiro, S. L.**, Dwyer, B., & Drayer, J. (September, 2022). Exploring the sport gambler: An examination of behavioral tendencies, information valuation, and gambling behavior. Oral Presentation at EASM 2022, Innsbruck, Austria.
- Shapiro, S. L.**, Gillentine, A., & Brown, M. (September, 2022). Bridging the research-practice divide in sport management education. Oral Presentation at EASM 2022, Innsbruck, Austria.
- *Won, M., & **Shapiro, S. L.** (June, 2022). *An integrative review of partitioned and drip pricing literature: How do sport consumers respond to fees?* Oral Presentation at NASSM 2022, Atlanta, GA.
- Popp, N., Du, J., **Shapiro, S. L.**, Simmons, J., & Nichols, E. (June, 2022). Does social media engagement drive ticket sales? Oral Presentation at NASSM 2022, Atlanta, GA.
- *Bae, D., & **Shapiro, S. L.** (April, 2022). A conceptual examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal and relational value. Poster Presentation at Discover USC, Columbia, SC.
- *Alshamari, S. & **Shapiro, S. L.** (April, 2022). The impact of pre-hosting a sport mega-event on physical activity participation: The case of the Qatar 2022 World Cup. Oral Presentation at Discover USC, Columbia, SC.
- Popp, N., **Shapiro, S. L.**, Simmons, J., & Dastrup, R. (April, 2022). *Scheduling college basketball games to maximize attendance.* Oral Presentation at the Scholarly Conference on College Sport, Columbia, SC.
- *Alshamari, S. & **Shapiro, S. L.** (November, 2021). The impact of the Qatar 2022 World Cup announcement on the physical activity participation among local residents. Oral Presentation at SEVT 2021, Columbia, SC.

- *Dastrup, R., & **Shapiro, S. L.** (November, 2021). Fanocracy - fan avidity and the crossover relationship across multiple teams in one market. Oral Presentation at SEVT 2021, Columbia, SC.
- *Dastrup, R., Koesters, T., **Shapiro, S. L.**, & Park, S. (October, 2021). Bridging the divide: An enhanced review of academic research and industry articles in sport sponsorship. Poster Presentation at SMA 2021, Las Vegas, NV.
- *Nichols, E., & **Shapiro, S. L.** (October, 2021). Celebrity entrepreneurship from the consumer perspective. Poster Presentation at SMA 2021, Las Vegas, NV.
- Marquez, A., Cianfrone, B., & **Shapiro, S. L.** (October, 2021). Spectators' perceptions of fee responsibility during ticket purchases. Oral Presentation at SMA 2021, Las Vegas, NV.
- Dwyer, B., Drayer, J., & **Shapiro, S. L.** (October, 2021). A segmentation analysis of sports bettors by involvement. Oral Presentation at SMA 2021, Las Vegas, NV.
- Won, M., & **Shapiro, S. L.** (October, 2021). An examination of sport consumer perceptions related to ticket surcharges and sustainable venues. Oral Presentation at SMA 2021, Las Vegas, NV.
- Marquez, A., Cianfrone, B. A., & **Shapiro, S. L.** (June, 2021). The effects of pricing format on ticket purchasers' response. Oral Presentation at the 2021 NASSM Virtual Conference.
- Evans, K., & **Shapiro, S. L.** (June, 2021). Finding the perfect match: Dimension analysis and development of the external sponsorship congruence scale. Oral Presentation at the 2021 NASSM Virtual Conference.
- *Won, M., & **Shapiro, S. L.** (June, 2021). An analysis of surcharge transparency and ticket purchase behavior on the secondary market. Oral Presentation at the 2021 NASSM Virtual Conference.
- *Alshamari, S., & **Shapiro, S. L.** (April, 2021). The social impact of sport mega-events on host countries: Review of research. Discover UofSC Virtual Conference.
- *Dastrup, R., Koesters, T., **Shapiro, S. L.**, & Park, S. (April, 2021). Why can't we be friends? An examination of academic and industry alignment in sport sponsorship. Discover UofSC Virtual Conference.
- Shapiro, S. L.**, Schulte, A., & Popp, N. (March, 2021). Secondary ticket market pricing determinants among NCAA FBS programs. Oral Presentation at the 2021 CSRI Virtual Conference.

- *Won, M., & **Shapiro, S. L.** (September, 2020). An examination of consumer response to cause-related marketing fees associated with sport tickets. Oral Presentation at the 2020 EASM Virtual Conference.
- *Dastrup, R., Koesters, T., & **Shapiro, S. L.** (May, 2020). Why can't we be friends? An examination of academic and industry alignment in sport sponsorship. Poster Presentation at 2020 NASSM Virtual Conference.
- *Won, M. & **Shapiro, S. L.** (May, 2020). An analysis of price bundling and framing: The impact of discount and availability messaging among traveling sport consumers. Oral Presentation at 2020 NASSM Virtual Conference.
- ***Bueter, M., **Shapiro, S. L.**, & Grady, J. (November, 2019). Battle of the brands: How Nike and Adidas compete for Cristiano Ronaldo at Juventus FC. Abstract Accepted to the Sport and Entertainment Venues of Tomorrow Annual Conference, Columbia, SC.
- *Won, M., & **Shapiro, S. L.**, (November, 2019). A conceptual examination of partitioned pricing and cultural impacts in sport. Abstract Accepted to the Sport and Entertainment Venues of Tomorrow Annual Conference, Columbia, SC.
- *Evans, K., & **Shapiro, S. L.** (November, 2019). *The argument for a comprehensive sponsorship congruence instrument: A conceptual analysis*. Poster presentation at the Sport Marketing Association Annual Conference, Chicago, IL.
- *Won, M., & **Shapiro, S. L.** (November, 2019). *An examination of partitioned pricing and the influence of culture and familiarity on sport consumer behavior*. Oral presentation at the Sport Marketing Association Annual Conference, Chicago, IL.
- *Nichols, E., & **Shapiro, S. L.** (November, 2019). The impact of authenticity on promoted social media posts by celebrity athletes. Oral presentation at the Sport Marketing Association Annual Conference, Chicago, IL.
- Shapiro, S. L.**, Dwyer, B., & Drayer, J. (November, 2019). *An examination of consumer reactance to sports gambling and daily fantasy sport regulatory restrictions*. Oral presentation at the Sport Marketing Association Annual Conference, Chicago, IL.
- Popp, N., **Shapiro, S. L.**, Watanabe, N., & Simmons, J. (November, 2019). *Why didn't they show up? An examination of factors influencing no show rates at college football games*. Oral presentation at the Sport Marketing Association Annual Conference, Chicago, IL.
- Drayer, J., & **Shapiro, S. L.**, & Kim, K. Y. (September, 2019). *Examining the effect of ticket fee sizes on purchase intentions*. Oral Presentation at the European Sport Management Association Annual Conference, Seville, Spain.

- Shapiro, S. L.**, Watanabe, N. M., Yan, G., & Won, M. (May, 2019). *Needle in a haystack: Networked influence on Twitter during the Pyeongchang Winter Olympic Games*. Oral Presentation at NASSM, New Orleans, LA.
- Burnette, S., & **Shapiro, S. L.** (April, 2019). *Memberships in collegiate spectator sport as an alternative to the season ticket model*. Poster Presentation at the College Sport Research Institute Annual Conference. Columbia, SC.
- Watanabe, N. M., **Shapiro, S. L.**, & Yan, G. (February, 2019). *Predicting influence in social media networks: A multi-level analysis of the 2018 Winter Olympic Games*. Oral Presentation at the American Marketing Association 2019 Winter Academic Conference, Austin Texas.
- Dwyer, B., **Shapiro, S. L.**, & Drayer, J. (November, 2018). Self-reported gambling behavior and perceptions of sports betting in the United States. Oral Presentation at the Sport and Entertainment Venues of Tomorrow Annual Conference, Columbia, SC.
- Shapiro, S. L.**, & Drayer, J. (October, 2018). Not at that price! A review of research on consumer response to pricing strategy in sport. Oral presentation at the Sport Marketing Association Annual Conference, Dallas, TX.
- Popp, N., Simmons, J., **Shapiro, S. L.**, Greenwell, C., & McEvoy, C. (October, 2018). Analyzing consumer preferences for online sport ticket purchases. Oral presentation at the Sport Marketing Association Annual Conference, Dallas, TX.
- *Evans, K., **Shapiro, S. L.**, & Brown, M. T. (October, 2018). Controversial sponsors' influence on intent to purchase sport products. Oral presentation at the Sport Marketing Association Annual Conference, Dallas, TX.
- Shapiro, S. L.**, & Reams, L. (June, 2018). *Complements or substitutes? The impact of cable viewership on pay-per-view purchases in combat sports*. Oral presentation at NASSM, Halifax, Nova Scotia.
- Cunningham, G., Downward, P., Fink, J., Ridinger, L. L., **Shapiro, S. L.**, Shilbury, D., & Taylor, T. (June, 2018). *Publishing in sport management journals: Perspectives from editors*. Panel presentation at NASSM, Halifax, Nova Scotia.
- *Evans, K., **Shapiro, S. L.**, & Brown, M. T. (June, 2018). *External congruence and its effect on sport sponsorship recall*. Poster presentation at NASSM, Halifax, Nova Scotia.
- *Campbell, T., & **Shapiro, S. L.** (June, 2018). *CrossFit consumer analysis*. Poster presentation at NASSM, Halifax, Nova Scotia.
- DeSchraver, T. D., **Shapiro, S. L.**, & Rascher, D. A. (November, 2017). *What is a star? Star power and demand for professional sport*. Oral presentation at the Sport Marketing Association Annual Conference, Boston, MA.

- Reams, L., & **Shapiro, S. L.** (November, 2017). *Team fighting: Perceived violence, enjoyment and viewing intentions among MMA fans*. Oral presentation at the Sport Marketing Association Annual Conference, Boston, MA.
- *Campbell, T. & **Shapiro, S. L.** (November, 2017). *Brand evangelism in participative sport: Do CrossFitters fit the mold?* Poster presentation at the Sport Marketing Association Annual Conference, Boston, MA.
- Dwyer, B., **Shapiro, S. L.**, Drayer, J., & Greenhalgh, G. (August, 2017). *Daily fantasy football, self-reported problem behavior, and the sustainability of an industry under legal scrutiny*. Oral presentation at the American Marketing Association Annual Summer Conference, San Francisco, CA.
- Shapiro, S. L.**, Dwyer, B., & Drayer, J. (June, 2017). *Don't tell me what to do! An examination of consumer reactance to daily fantasy sport regulatory restrictions*. Oral presentation at NASSM, Denver, CO.
- *O'Hallarn, B., & **Shapiro, S. L.** (June, 2017). *Sport, Twitter hashtags, and the public sphere: A qualitative test of Habermasian discourse through a Curt Schilling case study*. Oral presentation at NASSM, Denver, CO.
- Wagner, S., Morse, A. L., **Shapiro, S. L.** (February, 2017). *The effect men's basketball and football success has on undergraduate enrollment and quality of student at Southeastern Conference institutions*. Oral presentation at the Applied Sport Management Association Annual Conference, New Orleans, LA
- Shapiro, S. L.**, & Reams, L. (November, 2016). *Is it worth the price? The role of identification, perceived value, and perceived risk in purchasing pay-per-view broadcasts of combat sports*. Oral presentation at the Sport Marketing Association Annual Conference, Indianapolis, IN.
- *Morehead, C., & **Shapiro, S. L.** (November, 2016). *An exploration of internal stakeholder roles and isomorphic behavior in FBS ticket pricing*. Oral presentation at the Sport Marketing Association Annual Conference, Indianapolis, IN.
- Dwyer, B., Drayer, J., & **Shapiro, S. L.** (November, 2016). *An analysis of dispositions, gambling, and daily fantasy sport participation*. Oral presentation at the Sport Marketing Association Annual Conference, Indianapolis, IN.
- Reams, L., & **Shapiro, S. L.**, (June, 2016). *Consumer misbehavior: Pay-Per-View broadcasts and peer-to-peer smartphone streaming apps*. Oral presentation at NASSM, Orlando, FL.
- Drayer, J., **Shapiro, S. L.**, & Dwyer, B. (June, 2016). *Exploring motivations of daily fantasy sports participants*. Oral presentation at NASSM, Orlando, FL.

- *Morehead, C., & **Shapiro, S. L.** (June, 2016) A qualitative exploration of the ticket-pricing process used in intercollegiate athletics. Oral presentation at NASSM, Orlando, FL.
- *Morehead, C., **Shapiro, S. L.**, Reams, L., & Madden, T. (June, 2016). *Athletic ticket pricing in the collegiate environment: An agenda for research*. Oral presentation at NASSM, Orlando, FL.
- Posey, T., Hill, E., Kinsley, E., McFall, M., Clifford, D., Gomez, E., & **Shapiro, S. L.** (November, 2015). *Student readiness: Examining the impact of a first-year outdoor orientation program*. Oral presentation at the Association of Outdoor Recreation and Education: Research Symposium, Atlanta, GA.
- ***Shapiro, S. L.**, & Morehead, C. (October, 2015). *Are we in the top 4? Examining the influence of the College Football Playoff rankings on secondary ticket market prices*. Oral presentation at the Sport Marketing Association Annual Conference, Atlanta, GA.
- Greenhalgh, G., Drayer, J., Dwyer, B., LeCrom, C., & **Shapiro, S. L.** (September, 2015) *An assessment of fans' willingness to pay for green initiatives*. Oral presentation at the European Association for Sport Management Annual Conference, Dublin, Ireland.
- Reams, L., & **Shapiro, S. L.** (June, 2015). *Who's the main attraction? Examining star power as a determinant of UFC pay-per-view demand*. Oral presentation at NASSM, Ottawa, Canada.
- *O'Hallarn, B., & **Shapiro, S. L.** (June, 2015). *Hashmoney: Exploring Twitter hashtag use as a secondary ticket market price determinant*. Poster presentation at NASSM, Ottawa, Canada.
- *Morehead, C., Redmond, M. & **Shapiro, S. L.** (November, 2014). *The perceived preparedness of collegiate sport facility managers*. Poster presentation at NASSM, Ottawa, Canada.
- Warner, S., **Shapiro, S. L.**, & Anderson, A. (April, 2015). *Outcomes of creating community: Do scholarships and leadership roles make a difference?* Poster presentation at the 2015 Conference on College Sport, Columbia, SC.
- Drayer, J., **Shapiro, S. L.**, Diehl, M., & Dwyer, B. (November, 2014). *Understanding variations in demand across seat locations in professional sport*. Oral presentation at the Sport Marketing Association of Australia and New Zealand, Melbourne, AUS.
- Shapiro, S. L.**, Drayer, J., & Dwyer, B. (October, 2014). *The impact of time and ticket price on consumer behavior*. Oral presentation at the Sport Marketing Association Annual Conference, Philadelphia, PA.

- Havard, C., **Shapiro, S. L.**, & Ridinger, L. L. (October, 2014). *Investigating rivalries of a new intercollegiate football team*. Oral presentation at the Sport Marketing Association Annual Conference, Philadelphia, PA.
- *Morehead, C., & **Shapiro, S. L.** (October, 2014). *Examining the suitability of dynamic ticket pricing in the FBS*. Oral presentation at the Sport Marketing Association Annual Conference, Philadelphia, PA.
- DeSchriver, T. D., Rascher, D., & **Shapiro, S. L.** (May, 2014). *The Beckham effect: David Beckham's impact on Major League Soccer, 2007-2012*. Oral presentation at NASSM, Pittsburgh, PA.
- Reese, J., **Shapiro, S. L.**, Drayer, J., Rascher, D., & DeSchriver, T. D. (May, 2014). *"Nobody beats our price": Examining current pricing theory and strategy within the sport industry*. Oral presentation at NASSM, Pittsburgh, PA.
- Shapiro, S. L.**, Ridinger, L. L., & Reams, L. (May, 2014). *Take two? The development of an online master's degree program as a complement to an existing face to face program: Issues and best practices*. Oral presentation at VCU Online Learning Summit, Richmond, VA.
- *O'Hallarn, B., & **Shapiro, S. L.** (April, 2014) *Miami and bust: The mythology and economics of depression-era football at the Norfolk Division of the College of William and Mary*. Oral presentation at the College Sport Research Institute Annual Conference, Columbia, SC.
- *Morehead, C., O'Hallarn, B., & **Shapiro, S. L.** (April, 2014). *Let me give you a piece of my mind: Citizen reactions to Old Dominion University's master plan proposal on newspaper message boards*. Oral presentation at the College Sport Research Institute Annual Conference, Columbia, SC.
- Shapiro, S. L.**, Dwyer, B., & Drayer, J. (October, 2013). *Are you playing fair? Examining the role of fairness and familiarity in sport consumer ticket purchase decisions*. Oral presentation at the Sport Marketing Association Annual Conference, Albuquerque, NM.
- Drayer, J., **Shapiro, S. L.**, & Dwyer, B. (September, 2013). *An examination of the role of source in the sport consumer decision making process*. Oral presentation at European Association for Sport Management Annual Conference, Istanbul, Turkey.
- ****DiFilippo, A., **Shapiro, S. L.**, & McLaughlin, E. (July, 2013). *The power of love: A model for cooperative strategies for destination marketing organizations*. Oral presentation at the Destination Marketing Association International, Orlando, FL.
- Dwyer, B., Drayer, J., & **Shapiro, S. L.** (May, 2013) *Proceed to checkout? The impact of time in advanced ticket purchase decisions*. Oral presentation at NASSM, Austin, TX.

- DeSchraver, T. D., Rascher, D. A., & **Shapiro, S. L.** (May, 2013). *If we build it, will you come? Examining the effect of expansion teams and soccer-specific stadiums on Major League Soccer attendance.* Oral presentation at NASSM, Austin, TX.
- Shapiro, S. L.** (May, 2013). *The triple threat: Best practices for teaching similar course content in face-to-face, synchronous and asynchronous environments.* Oral presentation at VCU Online Learning Summit, Richmond, VA.
- *O'Hallarn, B. L., & **Shapiro, S. L.** (March, 2013). *#NBCFail: A qualitative review of the shared experience as a social movement.* Oral presentation at the Summit of the International Association for Communication and Sport. Austin, TX.
- Shapiro, S. L.**, Ridinger, L. L., Gomez, E., & Hill, E. (October, 2012). *Examining attitudes and charitable intentions at a cause-related sporting event.* Oral presentation at the Sport Marketing Association Annual Conference. Orlando, FL.
- Drayer, J., **Shapiro, S. L.**, & Lee, S. (October, 2012). *Dynamic ticket pricing in sport: A conceptual approach.* Oral presentation at the Sport Marketing Association Annual Conference. Orlando, FL.
- McEvoy, C. D., Morse, A. L., & **Shapiro, S. L.** (October, 2012). *Factors influencing collegiate athletic department revenues.* Oral presentation at the Sport Marketing Association Annual Conference. Orlando, FL.
- Hill, E., Ridinger, L. L., **Shapiro, S. L.**, & Gomez, E. (October, 2012). *An examination of motives for running in a charity event.* Oral presentation at the NRPA Annual Conference. Anaheim, CA.
- Parris, D., & **Shapiro, S. L.** (September, 2012). *Self-identity and identification: The role of marketing research for non-profit organizations hosting cause-related sporting events.* Oral presentation at the Atlantic Marketing Association Annual Conference, Williamsburg, VA.
- Shapiro, S. L.**, & Drayer, J. (May, 2012). *An examination of dynamic ticket pricing and secondary market price determinants in Major League Baseball.* Oral presentation at NASSM, Seattle, WA.
- Drayer, J., **Shapiro, S. L.**, & Frascella, V. (May, 2012). *Examining the effect of legitimacy-building strategies in secondary ticket market firm performance.* Oral presentation at NASSM, Seattle, WA.
- Shapiro, S. L.**, Ridinger, L. L., & Trail, G. T. (April, 2012). *Fan motivation factors for a new football team: Is novelty the driving force?* Oral presentation at the CSRI Conference on College Sport, Chapel Hill, NC.

- Shapiro, S. L.**, & Drayer, J. (October, 2011). *Revenue management in sport: An examination of dynamic ticket pricing and secondary market prices in MLB*. Oral presentation at the Sport Marketing Association Annual Conference, Houston, TX.
- Shapiro, S. L.**, Drayer, J., & Dwyer, B. (October, 2011). *Exploring fantasy baseball consumer behavior: Examining the relationship between points of attachment, fantasy participation, and consumption*. Oral presentation at the Sport Marketing Association Annual Conference, Houston, TX.
- Drayer, J., & **Shapiro, S. L.** (September, 2011). *Dynamic ticket pricing in sport: A good fit?* Oral presentation at the European Association for Sport Management Annual Conference, Madrid, Spain.
- Ridinger, L. L., & **Shapiro, S. L.** (April, 2011). *Consumer behavior associated with tailgating*. Oral presentation at the Scholarly Conference on College Sport, Chapel Hill, NC.
- Ridinger, L. L., **Shapiro, S. L.**, Warner, S., & Dixon, M.A. (April, 2011). *Building community on campus: Is football the answer?* Oral presentation at the Scholarly Conference on College Sport, Chapel Hill, NC.
- ** Patterson, M., & **Shapiro, S. L.** (April, 2011). *An analysis of the factors influencing conference bowl revenue in college athletics*. Poster presentation at the Scholarly Conference on College Sport, Chapel Hill, NC.
- Shapiro, S. L.**, Ridinger, L. L., & Trail, G. T. (October, 2010). *The impact of a new college football program: An analysis of spectator consumption behavior, identification, and future behavioral intentions*. Oral Presentation at the Sport Marketing Association Annual Conference, New Orleans, LA.
- Dwyer, B., **Shapiro, S. L.**, & Drayer, J. (October, 2010). *Segmenting motivation: An analysis of fantasy baseball motives and mediated sport consumption*. Oral Presentation at the Sport Marketing Association Annual Conference, New Orleans, LA.
- Warner, S., **Shapiro, S. L.**, Ridinger, L. L., & Dixon, M. A. (June, 2010). *The football factor: Creating a sense of community on campus*. Oral Presentation at the NASSM, Tampa, FL.
- Drayer, J., & **Shapiro, S. L.** (June, 2010). *Examining consumer valuations of sport event tickets and the influence of face value*. Oral Presentation at the NASSM, Tampa, FL.
- McEvoy, C. D., Morse, A. L., & **Shapiro, S. L.** (April, 2010). *An analysis of the factors influencing revenue production in college athletics*. Oral Presentation at the Scholarly Conference on College Sport, Chapel Hill, NC.

Shapiro, S. L., & Ridinger, L. L. (October, 2009). *An examination of donor involvement and gender in college athletics*. Oral presentation at the Sport Marketing Association Annual Conference, Cleveland, OH.

Drayer, J., & **Shapiro, S. L.** (May, 2009) *Value determination in the secondary ticket market: A quantitative analysis of the NFL Playoffs*. Oral presentation at NASSM, Columbia, SC.

Shapiro, S. L. & Dwyer, B. (May, 2009) *Web-based survey applications: An investigation of features and best practices for sport management researchers*. Oral presentation at NASSM, Columbia, SC.

Shapiro, S. L. & Drayer, J. (April, 2009) *An examination of motivations for college athletic alumni donors*. Oral Presentation at the Scholarly Conference on College Sport, Chapel Hill, NC.

Dwyer, B. & **Shapiro, S. L.** (March, 2009). *Fantasy sports & gambling*. Oral Presentation at the Sport & Recreation Law Association Annual Conference, San Antonio, TX.

Shapiro, S. L., Giannoulakis, C., & Drayer, J. (June, 2008). *An examination of athletic alumni giving behavior: Validation and interpretation of the former student-athlete donor constraint scale*. Oral presentation at NASSM, Toronto, Canada.

Shapiro, S. L., Drayer, D., Dwyer, B., & Morse, A. L. (April, 2008). *Punching a ticket to the big dance: Determinants and financial implications of at-large selection to the NCAA Division I men's basketball tournament*. Oral presentation at the Scholarly Conference on College Sport, Memphis, TN.

Shapiro, S. L. (November, 2007). *Donor loyalty in college athletics: An analysis of relationship fundraising and service quality effects on donor retention*. Oral presentation at the Sport Marketing Association Annual Conference, Pittsburgh, PA.

Drayer, J., Morse, A. L., **Shapiro, S. L.**, Dwyer, B., White, J. (November, 2007). *The effects of fantasy football participation on NFL consumption*. Oral presentation at the Sport Marketing Association Annual Conference, Pittsburgh, PA.

Shapiro, S. L., & Morse, A. M. (June, 2007). *The determinants of ancillary pricing in Major League Baseball*. Oral Presentation at NASSM, Ft. Lauderdale, FL.

Shapiro, S. L., Giannoulakis, C., Drayer, J., & Wang C. S. (June, 2007). *The development of a donor constraint scale: Identifying barriers for former-student athletes to make financial contributions to their athletic department*. Oral Presentation at NASSM, Ft. Lauderdale, FL.

Shapiro, S. L. (March, 2007). *The Maisonave case: What is unforeseeable risk for the baseball spectator?* Oral Presentation at the Sport & Recreation Law Association Annual Conference, Chapel Hill, NC.

Morse, A. L., & **Shapiro, S. L.** (November, 2006). *The effects of roster turnover on attendance in the NBA*. Oral Presentation at the Sport Marketing Association Annual Conference, Denver, CO.

Wang, C. S., **Shapiro, S. L.**, Morse, A. M., Giannoulakis, C., & Min, S. (November, 2006). *Volunteer motivation in non-profit sporting events within Colorado*. Oral Presentation at the Sport Marketing Association Annual Conference, Denver, CO.

* Presented with Ph.D. student (lead advisor)

** Presented with Master's student (lead advisor)

*** Presented with undergraduate student (lead advisor)

**** Grant funded research presented

INVITED PRESENTATIONS

Shapiro, S. L. (moderator), Holt, M., Lukasik, J., & Dwyer, B. (October, 2021) *Sport gambling issues and trends*. RAP Session, SMA Conference, Las Vegas, NV.

Popp, N., & **Shapiro, S. L.** (January, 2020). *Examining no shows: Understanding why ticketholders don't make it to the stadium*. Invited research presentation at Ticket Forum, Charlotte, NC.

Shapiro, S. L. (December, 2019). *Challenges and opportunities in sport management research*. Invited research presentation at the 2019 National Taiwan Sport University International Sport Forum, Taoyuan City, Taiwan.

Popp, N., & **Shapiro, S. L.** (January, 2019). *Using data and research to develop (pricing) strategy*. Invited research presentation at Ticket Forum, Charlotte, NC.

Shapiro, S. L. (September, 2018). *Ticket operations in college sport*. Invited research presentation at National Taiwan Sport University, Taoyuan City, Taiwan.

Shapiro, S. L. (September, 2018). *Economic impact in sport and entertainment*. Invited research presentation at National Taiwan Sport University, Taoyuan City, Taiwan.

Shapiro, S. L. (September, 2018). *Ticket operations and pricing in college sport*. Invited research presentation at National Taiwan University, Taipei City, Taiwan.

DeSchraver, T. D., **Shapiro, S. L.**, & Rascher, D. (November, 2013). *Pricing the game experience*. Invited research presentation at the Sport and Entertainment Venues Tomorrow Annual Conference, Columbia, SC.

Shapiro, S. L. (November, 2013). *Internships that work*. Invited panelist, Sport and Entertainment Venues Tomorrow Annual Conference, Columbia, SC.

Shapiro, S. L. (November, 2013). *Tao of Sports Advanced Sales - Sport Pricing*. Invited speaker for online roundtable.
<http://www.youtube.com/watch?v=SDMCDwZFCek&feature=youtu.be>

Shapiro, S. L. (October, 2012). *Revenue management in sport: An examination of dynamic ticket pricing in Major League Baseball*. Invited presentation for the ODU Education Research Lab Workshop, Norfolk, VA.

Shapiro, S. L. & Ridinger, L. L. (October, 2010). *Student perceptions of campus sense of community and college football*. Invited presentation for ODU Student Affairs, Norfolk, VA.

Ridinger, L. L., & **Shapiro, S. L.** (December, 2010). *The impact of ODU football on student sense of community*. Invited presentation for the ODU University Athletics Committee, Norfolk, VA.

Drayer, J., & **Shapiro, S. L.** (July, 2010). *Research trends in ticketing*. Ticket Summit, Las Vegas, NV.

Drayer, J., Reese, J., & **Shapiro, S. L.** (January, 2010). *The economics of ticketing*. Panel Discussion at Ticket Summit, New York, NY.

RESEARCH EXPERTISE HIGHLIGHTED IN THE MEDIA

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- Shapiro, S. L.**, Reams, L., Case, R., Ridinger, L. L., & Lyons, A. (2015). Economic impact report: 2015 AAU Junior Olympic Games. Report for the Hampton Roads Sports Commission.
- Havard, C. T., **Shapiro, S. L.**, & Ridinger, L. L. (2013). ODU Football Rivalry. Report for ODU Athletics.
- Shapiro, S. L.**, Ridinger, L. L., Gomez, E., & Hill, E.(2012). An examination of participants at the inaugural Freedom Half Marathon. Report for Freedom Marathon Inc.
- Parris, D., Bowers, J., **Shapiro, S. L.**, & Welty Peachey, J. (2010). Surf Festival post event research and technical report. Report for the National Kidney Foundation.
- Shapiro, S. L.**, Ridinger, L. L., Warner, S., Dixon, M. A. (2010). Student perceptions of sense of community and college football. Report for ODU Athletics.
- Drayer, J., & **Shapiro, S. L.** (2010). Understanding ticket brokers. Report for Ticket Network.
- Shapiro, S. L.** (2008). University of Utah athletics: Crimson club donor retention report. Greeley, CO: The University of Northern Colorado.

Shapiro, S. L. (2008). University of New Mexico athletics: Lobo club donor retention report. Greeley, CO: The University of Northern Colorado.

Shapiro, S. L. (2008). Texas Christian University athletics: Frog club donor retention report. Greeley, CO: The University of Northern Colorado.

Shapiro, S. L. (2007). Colorado State University athletics: Ram club donor retention report. Greeley, CO: The University of Northern Colorado.

Shapiro, S. L., Giannoulakis, C., Drayer, J., & Wang, C. S. (2007). University of Northern Colorado athletics: Former student-athlete donor behavior analysis. Greeley, CO: The University of Northern Colorado.

RESEARCH IN PROGRESS

*Bae, D., **Shapiro, S. L.**, Dwyer, B. (July, 2024). *Challenge and threat appraisal as a mediation mechanism between perceived controllability and future gambling intention*. Manuscript in 2nd Review, Journal of Sport Management

Dibble, C., Nagel, M., **Shapiro, S. L.**, Fisackerly, W. (July, 2024). *A comparative analysis of top earning female and male esports players: Assessing social media activity*. Manuscript in Review, International Journal of Esports.

Yeh, T., Nagel, M., Anders, A., & **Shapiro, S. L.** (July, 2024). *High performance international student-athletes' (ISAs') career experience: Cultural intelligence (CQ) and transition to SEC schools*. Manuscript in 2nd Review, Journal of Athlete Development and Experience.

*Bae, D., & **Shapiro, S. L.** (January, 2024). *An Examination of the impact of reference price on fairness perceptions: Assessing the influence of self-construal*. Manuscript in Review, Sport Marketing Quarterly

*Bae, D., **Shapiro, S. L.**, Dwyer, B. (April, 2024). *Overcoming a bad beat: An examination of sport gambling consumer motives, dehumanization, and athlete blame*. Manuscript in Review, International Journal of Sports Marketing and Sponsorship.

*Alshamari, S., **Shapiro, S. L.**, & Anders, A. (January, 2024). *Exploring the impact of hosting a sport mega-event on women's organized sport participation: The case of the Qatar 2022 World Cup*. Manuscript in Review, Journal of Global Sport Management.

*Alshamari, S., **Shapiro, S. L.**, & Dastrup R. (December, 2023). *The impact of pre-sport mega-event programming on physical activity participation: The case of the Qatar 2022 World Cup*. Manuscript in Review, Sport, Business, and Management: An International Journal.

Won, M., & **Shapiro, S. L.** (January, 2023). *Are you willing to pay cause-related fees on your ticket purchase? An analysis of consumer behaviors toward partitioned fees in sporting event tickets*. Manuscript in Review. Journal of Sport Management.

*Morehead, C., **Shapiro, S. L.**, McEvoy, C, Madden, T, & Reams, L. *An exploration of internal stakeholder roles and isomorphic behavior in Football Bowl Subdivision ticket pricing*. Manuscript in Review. Sport Management Review.

*Alshamari, S., & **Shapiro, S. L.** (April, 2024). The impact of hosting the Qatar 2022 FIFA World Cup on local sport consumption behavior. Abstract accepted for oral presentation, EASM, Paris, France.

Dwyer, B., **Shapiro, S. L.**, & Gupta, K. (April, 2024). *Age and overconfidence among sports bettors*. Abstract accepted for oral presentation, EASM, Paris, France.

*Bae, D., & Shapiro, S. L., (April 2024). *The effect of fan-oriented trash-talk on behavioral engagement of other fans: The role of pre-existing attitudes towards the teams and psychological reactance*. Abstract accepted for oral presentation, EASM, Paris, France.

*Bae, D., & Shapiro, S. L. (April, 2024). *An examination of sport consumer responses to trolling on social media*. Abstract accepted for oral presentation, SMA, St. Louis, MO.

*Alshamari, S., **Shapiro, S. L.**, & Dastrup R. (April, 2024). *Exploring the role of marketing strategies in enhancing local professional soccer league attendance post-hosting the FIFA World Cup*. Abstract accepted for oral presentation, SMA, St. Louis, MO.

Dwyer, B., Gupta, K., & **Shapiro, S. L.** (April, 2024). *The impact of consumer education on provider trust and betting intention*. Abstract accepted for oral presentation, SMA, St. Louis, MO.

* Co-authored with Ph.D. student (lead advisor)

** Co-authored with Master's student (lead advisor)

*** Co-authored with undergraduate student (lead advisor)

EXTERNAL SUPPORT

Funded Projects

<u>Project</u>	<u>Role</u>	<u>Agency/Source</u>	<u>Amount</u>	<u>Period</u>
FC Cincinnati – Fan Panel Phase II	Co-Principal Investigator	FC Cincinnati	\$172,500	23-26
FC Cincinnati – Fan Panel Study	Co-Principal Investigator	FC Cincinnati	\$150,000	20-23

Charlotte Hornets – Rate Card Study	Co-Principal Investigator	Charlotte Hornets	\$38,266	S19-Sum19
Socio-economic Impact of Cricket on Developing Nations	Methodologist Data Analyst	International Cricket Council	\$35,000	F15-S16
Economic Impact of the 2015 AAU Junior Olympic Games	Co-Principal Investigator	Hampton Roads Sports Commission	\$10,000	Sum-F15
Project P.U.S.H	External Evaluator/ Data Collection	U.S. Dept. of State	\$197,000	F14-S16
Profile and Economic Impacts of Visitors to Norfolk, Virginia	Co-Principal Investigator	Norfolk Tourism Research Foundation	\$46,188	2013
Surf Festival	Co-Principle Investigator	National Kidney Foundation	\$1,500	F10-11
Univ. of Memphis Athletics Dept. Former Athlete Donor Behavior	Co-Principal Investigator	Univ. of Memphis Athletics Dept.	\$800	F08-S09
United States Olympic Committee (USOC) – Member Research	Research Coordinator	USOC	\$14,000	F06-F07
USA Taekwondo (USAT) Member Research	Co-Principal Investigator	USAT	\$5,000	S06-F06

Projects Submitted

<u>Project</u>	<u>Role</u>	<u>Agency/Source</u>	<u>Amount</u>	<u>Period</u>
Developing the Qatar Event Legacy Framework	Co-Principal Investigator	Qatar National Research Fund	\$700,000	21-24
Sport Product vs Experience (Part II)	Co-Principal Investigator	NASSM	\$1,925	18-19

Sport Product vs Experience	Co-Principal Investigator	NASSM	\$1,925	17-18
Spartyka Consumer Research	Co-Principal Investigator	Spartyka Foundation	\$5,000	F16-S17
Creating an Alternative Division I Competition Structure Model	3 rd on Research Team	Knight Commission	\$20,000	F15
MEAC Basketball Tournament Economic Impact	Principal Investigator	City of Norfolk	\$5,000	S14
Participant Research Green Cove Springs/Freedom Marathon 8K	Principal Investigator	Freedom Marathon	\$1,000	S12
Consumer Perceptions of Ticket Prices for NCAA Post-Season Events	Co-Principal Investigator	NCAA	\$16,900	F11-S12
Consumer Perceptions of the Secondary Ticket Market	Co-Principal Investigator	Ticket Network	\$5,800	F10-S11
Donor Value Perceptions	Co-Principal Investigator	NASSM	\$1,907	F09-S10
Fantasy Sport Participation & NFL Consumption	Co-Principal Investigator	NASSM	\$1,536	F08 – S09

INTERNAL SUPPORT

Projects Funded

<u>Project</u>	<u>Role</u>	<u>Agency/Source</u>	<u>Amount</u>	<u>Period</u>
Examining the Knowledge Distance Framework and Sport Gambling	Co-Principle Investigator	SPTE Annual Grant	\$7,500	23-24

Celebrity Endorsers and Social Media Brand Engagement	Co-Principal Investigator	HRSM Interdisciplinary Grant	\$4,440	18-19
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SERVICE

National Associations:

Committee Member – Earle Ziegler NASSM Award Committee, 2023-2026

Special Issue Co-Editor – Journal of Sport Management – Big Data and Analytics in Sport Management, 2021

Editor – Sport Marketing Quarterly, 2016 – 2018

Associate Editor – Sport Marketing Quarterly, 2015

Member-at-Large - North American Society for Sport Management Executive Board, 2013-2015

Editorial Board Member – Journal of Global Sport Management, 2021 – present

Editorial Board Member – Sport Marketing Quarterly, 2012 – present

Editorial Board Member - Journal of Issues in Intercollegiate Athletics, 2011 – present

Editorial Board Member – Sport & Entertainment Review, 2014 – present

Committee Member – Journal of Sport Management Senior Associate Editor Selection Committee, 2018

Chair - SEVT Conference Academic Program, 2018 - 2020

Committee Member – Janet B. Parks NASSM Research Grant Committee, 2019-2020

Committee Member – NASSM Doctoral Research Grant Committee, 2017-2018

NASSM Student Research Paper Reviewer, 2020

Chair – NASSM Student Paper and Doctoral Grant Competitions, 2015

Chair - NASSM Distinguished Educator Award Committee, 2013

Acquisitions Editor - Journal of Issues in Intercollegiate Athletics, 2010 - 2015

Chair - Nominating Committee - North American Society for Sport Management, 2011 – 2012

Nominating Committee Member - North American Society for Sport Management, 2010 - 2012

Ad Hoc Manuscript Reviewer: Sport Management Review (2014-2023), Journal of Sport Management (2013-2021), Sport in Society (2019), Journal of Global Sport Business Management

(2018, 2022), Journal of Intercollegiate Sport (2016-2018, 2024 International Journal of Sport Management & Marketing (2011, 2015), Journal of Applied Sport Management (2017), International Journal of Sport Communication (2011, 2015, 2024), Journal of Sport Economics (2015), International Journal of Sport Finance (2015, 2022), International Journal of Sport Marketing & Sponsorship (2015-2016, 2020 – 2024), Journal of Public Administration and Policy Research (2013), European Sport Management Quarterly (2011- 2012, 2017-2018, 2021-2022), Sport, Business, & Management: An International Journal (2017, 2020-2022).

Conference Abstract Reviewer: Sport Marketing Association (2012-2024), NASSM (2010-2024), WASM (2021-2022), Scholarly Conference on Intercollegiate Sport (2010-2022), Sport & Event Management Annual Conference (2011).

College Sport Research Institute (CSRI). Faculty Affiliate Program (2008-Present)

College Sport Research Institute (CSRI). Graduate Affiliate Program (2007-2008)

Sport Marketing Association Annual Conference (Denver, CO), Registration Coordinator (2006)

University:

University of South Carolina. College of Hospitality, Retail, and Sport Management, Interim Associate Dean of Graduate Education (2023-present).

University of South Carolina. Department of Sport and Entertainment Management, Associate Chair (2023-present).

University of South Carolina. Department of Sport and Entertainment Management, Director of Graduate Programs (2020-present).

University of South Carolina. Department of Sport and Entertainment Management, International Graduate Program Director (2019-2021).

University of South Carolina. Graduate Council Member (2020-2023). Chair (2022-2023), Vice Chair (2021-2022).

University of South Carolina. University Committee on Tenure and Promotion. (2021-2024). Chair of Internal Rules Committee (2023).

University of South Carolina. HTMT School Director Search. Chair (2023-2024).

University of South Carolina. Dean of the Graduate School Search. Committee Member (2023).

University of South Carolina. Department of Sport and Entertainment Management. Tenure & Promotion Chair (2022-2024), Secretary (2020-2022).

University of South Carolina. Department of Sport and Entertainment Management. Chair of Research Awards and Grants Committee (2021-2022).

University of South Carolina. College of Hospitality, Retail, and Sport Management, Faculty Merit Subcommittee Member (2020).

University of South Carolina. College of Hospitality, Retail, and Sport Management, Curriculum Committee Chair (2019), Member (2018 and 2020).

University of South Carolina. Department of Sport and Entertainment Management, SPTE Journal Ranking Committee Chair (2018-present).

University of South Carolina. Department of Sport and Entertainment Management, PhD Program Review Committee Member (2018).

University of South Carolina. College of Hospitality, Retail, and Sport Management. Director of Graduate Studies Search Committee Member (2018).

Old Dominion University. Sport Management Program Graduate Coordinator (2012-present).

Old Dominion University, Darden College of Education. Curriculum Committee Member (2013-2017), Chair (2016-2017).

Old Dominion University, Department of Human Movement Sciences. Administrative Assistant to the Associate Dean Position Search Committee (2016).

Old Dominion University. College of Continuing Education and Professional Development Program Committee (2015-2017).

Old Dominion University. Athletics Committee (2013-2017).

Old Dominion University, Darden College of Education. Strategic Planning Committee (2015-2016).

Old Dominion University, Darden College of Education. Doctoral Advising Committee (2015- 2016).

Old Dominion University, Darden College of Education. GPD – Program Coordinator Committee (2014-present).

Old Dominion University, Darden College of Education. Evaluation Committee (2011-2013).

Old Dominion University, Department of Human Movement Sciences. Sport Management Faculty Position Search Committee (2011 & 2012).

Old Dominion University, Department of Human Movement Sciences. Athletic Training Faculty Position Search Committee (2010).

Old Dominion University, Department of Human Movement Sciences. Library Committee (2009-2011).

Old Dominion University, Department of ESPER. Strategic Planning Committee - Technology (2008-2009).

University of Northern Colorado, Sport Marketing Research Institute (SMRI). Research Co-Director, Research Coordinator (2007-2008).

University of Northern Colorado, Foundation. UNC Former Student-Athlete Donor Research (2007).

University of Northern Colorado, Sport Marketing Research Institute (SMRI). Marketing Research (2005-2007).

Community:

Heathwood Hall, Senior Exhibition Project, External Committee Member (2021-2024)
Big South Conference, 2020 Big South Conference Tournament Marketing Subcommittee Member (2020-2021)
Special Olympics South Carolina, Volunteer at the Youth Activation Summit (2019)
Ronald McDonald House Norfolk, Volunteer (2016)
Autism Awareness 5k, Race Volunteer (2015)
Francis Asbury Preschool, Volunteer Reader (2013-2014)
Polar Plunge, Special Olympics of Southeastern Virginia, Volunteer (2013, 2016)
Project Homeless Connect Norfolk, Volunteer (2011)
Freedom Marathon, Volunteer (2010-2011)
Luxford Elementary, Volunteer Reader (2009-2010)
Special Olympics Virginia, Volunteer, Fall Championships (2009)
United Way of Northern Colorado, Volunteer Grant Reviewer (2007-2008)

PROFESSIONAL ASSOCIATIONS:

North American Society for Sport Management (NASSM)
Sport Marketing Association (SMA)
European Association for Sport Management (EASM)
College Sport Research Institute (CSRI)

PROFESSIONAL DEVELOPMENT:

North American Society for Sport Management Annual Conference (NASSM), 2006-2010, 2012-2015, 2017-2024
VCU Online Learning Summit, 2013-2014
Scholarly Conference on College Sport (CSRI), 2008-2010, 2012, 2018-2019, 2021-2023
Sport and Entertainment Venues of Tomorrow Annual Conference (SEVT), 2013, 2018-2023
Ticket Summit Semi-Annual Conference, 2010
Sport Marketing Association Annual Conference (SMA), 2006-2007, 2009-2019, 2021-2022
European Association for Sport Management Annual Conference (EASM), 2019-2020, 2022
Sport Management Association of Australia and New Zealand (SMAANZ), 2014
Atlantic Marketing Association Annual Conference (AMA) 2012
MIT Sloan Sports Analytics Conference 2013
Sport & Recreation Law Association Annual Conference (SRLA), 2007, 2009

INDUSTRY EXPERIENCE:

2006 **University of Northern Colorado Athletics Department, Greeley, CO.**
Development Intern

- Developed structure and procedures for the UNC Former Athletes Club
- Conducted donor motivation research focused specifically on perceptions of reclassification
- Developed monthly Blue & Gold newsletter for current annual donors

- Worked football game day operations in donor suites

Fall 2005 **University of Northern Colorado Athletics Department, Greeley, CO.**
Compliance Intern

- Assisted in research for the Division I-A reclassification process
- Presented on playing and practice season information at monthly coaches compliance meetings
- Developed and maintained monthly compliance newsletter
- Monitored recruiting logs for contacts and evaluation

2000-2005 **University of Central Florida Athletics Department, Orlando, FL.**
Assistant Softball Coach

- Assisted in coordination of all team travel and transportation
- Responsible for directing and coordinating multiple camps and clinics
- Planned and coordinated official and unofficial recruiting visits
- Assisted in student-athlete recruitment and evaluation
- Assisted in development of the softball team budget
- Assisted in development and maintenance of a new softball facility

1999-2000 **University of Central Florida Athletics Department, Orlando, FL.**
Marketing Intern

- Wrote and disseminated news releases and materials for sponsorship solicitation
- Worked as event and game operations staff at various athletic events
- Developed marketing plans and implemented game day promotions
- Assisted in the development, coordination, and implementation of marketing, sponsorship, and ticket sales packages for 16 Division I sports
- Responsible for the coordination of print advertising