**Kemmons Wilson School of Hospitality and Resort Management**

**Faculty Scholarly Activity**

**Faculty Profiles**

**Brennan K. Berg, Ph.D.**

**Assistant Professor of Sport Commerce**

Dr. Brennan K. Berg is an Assistant Professor of Sport Commerce in the Kemmons Wilson School of Hospitality and Resort Management at The University of Memphis. He received his B.A. in Political Science from The University of Memphis, his M.S. in Sport and Leisure Commerce from The University of Memphis, and his Ph.D. in Sport Management from the University of Texas at Austin. Dr. Berg's research interest lies in the area of sport policy, including policy discourse, the utilization of sport for international and intergroup relations, sport as a tool for public health, and sport development. His work has been published in various peer-reviewed journals, such as *Journal of Sport Management*, *Sport Management Review*, *International Journal of Sport Policy and Politics,* *European Sport Management Quarterly,* and *Sport Marketing Quarterly*. His research has been presented at academic conferences around the globe, including the North American Society for Sport Management (NASSM) and the American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD).

Outside The University of Memphis, Dr. Berg continues to serve as a coordinator for the 1968 U.S. Olympic Team Oral History Project at the H.J. Lutcher Stark Center for Physical Culture and Sports in Austin, Texas.

**Rhema D. Fuller, Ph.D.**

**Assistant Professor of Sport Commerce**

Dr. Rhema Fuller is an Assistant Professor of Sport and Leisure Management in the Kemmons Wilson School of Hospitality, Sport and Resort Management at the University of Memphis. Dr. Fuller earned a B.S. in Finance from the University of Connecticut, and a M.A. and Ph.D. in Sport Management from the University of Connecticut. His research interests include the intersection of diversity (e.g., race and ethnicity), sport-based civic initiatives, higher education, and intercollegiate athletics. Dr. Fuller has published 11 articles in scholarly outlets including the Sport Management Review, Sport Marketing Quarterly, Research Quarterly for Exercise and Science, and the Sport Management Education Journal. Dr. Fuller has also delivered ten scholarly and eight industry presentations.

Prior to joining the University of Memphis, Dr. Fuller spent four years at Alfred State College as an Assistant Professor of Sport Management in the Business Department. While at Alfred State, Dr. Fuller served as the institution's NCAA Faculty Athletic Representative. Among his duties, he acted as a consultant to the athletic department on matters of compliance, institutional control and student-athlete well-being. Beyond his time in higher education, Dr. Fuller worked in the University of Michigan's Sports Marketing Department and for Husky Sport, a sport-based civic program.

**Cody T. Havard, Ph.D.**

**Assistant Professor of Sport Commerce**

Dr. Havard is an assistant professor of Sport Commerce in the Kemmons Wilson School of Hospitality and Resort Management at The University of Memphis. Dr. Havard received his Ph.D. in Sport Administration from the University of Northern Colorado, also holds an M.Ed. from Texas State University – San Marcos and a B.S. from The University of Texas at Austin. His primary line of research addresses rivalry in sport and its impact on fan behavior. He has published 19 articles in journals such as Sport Management Review, Sport Marketing Quarterly, the Journal of Sport Behavior, the International Journal of Sport Management and Marketing, and the International Journal of Sports Marketing and Sponsorship. Dr. Havard has delivered 34 presentations at scholarly conferences. For his research efforts, Dr. Havard was named the 2015 Emerging Scholar in Sports Marketing by the SportSIG of the American Marketing Association.

Dr. Havard developed and validated the Sport Rivalry Fan Perception Scale (SRFPS) to measure the perceptions fan have toward their favorite team’s rival and Glory Out of Reflected Failure (GORFing) to describe the joy fans experience when someone other than their favorite team defeats their rival. His internationally recognized work has been featured in publications such as The Wall Street Journal and *The Secret Lives of Sports Fans: The Science of Sports Obsession*, and he is the founder and editor of www.sportrivalry.com*.*

Dr. Havard has outreach experience working with Texas Women’s Basketball, Austin Parks and Recreation Department, the University Interscholastic League, the United States Olympic Committee, the Jackson Generals, and Northern Colorado Women’s Athletics.

**Michael Hutchinson, Ph.D.**

**Assistant Professor of Sport Commerce**

Dr. Michael Hutchinson is an assistant professor of Sport Commerce in the Kemmons Wilson School of Hospitality and Resort Management. Dr. Hutchinson earned a B.S. in Business Administration from Mississippi College, and a M.S. and Ph.D. in Sport Management from Texas A&M University. His research interests primarily reside in the field of organizational behavior, specifically focusing on organizational commitment among sport organizations. Dr. Hutchinson has published 22 manuscripts in several peer-reviewed journals including the Journal of Sport Management, Sport Management Review, Sport Marketing Quarterly, and International Journal of Sports Marketing and Sponsorship.

Dr. Hutchinson has delivered 29 scholarly presentations as academic conferences such as the Southern Management Association, North American Society for Sport Management, and Sport Marketing Association, while also being recognized in several popular press media outlets including ESPN.com, ESPN Radio, Newsday, and Diverse Issues in Higher Education. Dr. Hutchinson has served as principal investigator for several funded grants, earning funding from such organizations as the Knight Foundation and North American Society for Sport Management.

**Tim Ryan, Ph.D.**

**Associate Professor of Sport Commerce**

Dr. Tim Ryan is an Associate Professor of Sport Commerce and the graduate coordinator of the Sport Commerce degree program at the University of Memphis. He received his B.S. in Mathematics from Wheaton College (IL), his M.S. in Sport Administration from the University of Southern Mississippi, and his Ph.D. in Sport Management from Texas A&M University. His research interests lie in the areas of work satisfaction of coaches and customer satisfaction. He has published 22 manuscripts in peer-reviewed journals such as the Sport Management Review, Sport Marketing Quarterly, Injury Prevention, Team Performance Management and the International Journal of Sport Management. He has also delivered 52 peer-reviewed presentations at national and international academic conferences, such as the annual meetings of the North American Society for Sport Management (NASSM), the Sport Marketing Association (SMA), and the College Sport Research Institute (CSRI) conference. Currently, Dr. Ryan serves as the unit coordinator for both the Sport and Leisure Management and Sport Commerce degree programs.

**Scholarly Publications**

**Journals our Faculty have Published Work (34)**

Journal of Sport Management, Sport Management Review, Disaster and Prevention Management, Sport Marketing Quarterly, Journal of Sport Behavior, Journal of Sponsorship, International Journal of Sport Policy and Politics, International Journal of Sport Management and Marketing, International Journal of Sports Marketing and Sponsorship, European Sport Management Quarterly, International Journal of Sport Management, International Journal of Entrepreneurial Venturing, International Journal of Sport Communication, International Journal of Aquatic Research and Education, Research Quarterly for Exercise and Science, Race Ethnicity and Education, Journal of Negro Education, Journal of Intercollegiate Sport, Sport Management Education Journal, Journal of Applied Sport Management, Journal of Issues in Intercollegiate Athletics, Journal of Fandom Studies, Journal of Black Studies, Journal of the Christian Society for Kinesiology and Leisure Studies, Journal for the Study of Sports and Athletes in Education, Journal of Service-Learning in Higher Education, Team Performance Management, Injury Prevention, The Qualitative Report, SAGE Open, Journal of Contemporary Athletics, Applied Research in Coaching and Athletics Annual, The Physical Educator, Journal of ICHPER-SD.

**Publications (59)**

***Education***

**Hutchinson, M.**, Sagas, M., & Quatman, C. (2010). Early career development in the sport industry: Factors affecting employment. International Journal of Sport Management, 11(4), 561-580.

***Law***

Bouchet, A., Batista, P. J., & **Hutchinson, M.** (2012). The effectiveness of early termination clauses in university coaching contracts: Why Coach Franchione wasn’t as successful as Coach O’Brien. Applied Research in Coaching and Athletics Annual, 27, 147-163.

***Management***

**Havard, C. T.** & Dwyer, B. (2012). Examining university students’ constraints to attendance at college basketball games. *Journal of Contemporary Athletics*, *6*, 203-217.

**Havard, C. T.,** Eddy, T., Reams, L., Stewart, R., & Ahmad, T. (2012). Perceptions and general knowledge of online social networking activity of university students. *Journal of Sport Administration and Supervision, 4*(1)*, 14-31*. Published online May, 2012. Editor’s Choice Award winner.

Dwyer, B.,Eddy, T., **Havard, C.** & Braa, L. (2010). Stakeholder perceptions of a university’s reclassification from NCAA Division II to NCAA Division I (FCS) membership. *Journal of Issues in Intercollegiate Athletics, 3*, 76-97. Published online January, 2010.

**Hutchinson, M.**, Rascher, D. A., & Jennings, K. (press). A smaller window to the university: The impact of athletic de-escalation on status and reputation. Journal of Intercollegiate Sport.

**Hutchinson, M.**, & **Berg, B. K.** (2015). Institutions of higher commitment: A case study of de-escalation and American football's decisive role in intercollegiate athletics. Sport Management Review, 18(3), 464-480.

**Hutchinson, M.**, Nite, C., & Bouchet, A. (2015). Escalation of commitment in United States collegiate athletic departments: An investigation of social and structural determinants of commitment. Journal of Sport Management, 29(1), 57-75.

Nite, C., **Hutchinson, M.**, Melton, E. N., & Bouchet, A. (2015). Locating universities within the phases of escalation of commitment to intercollegiate athletics. Journal of Applied Sport Management, 7(1), 83-108.

**Hutchinson, M.**, & Bouchet, A. (2014). Achieving organizational de-escalation: Exit strategy implementation among United States collegiate athletic departments. Sport Management Review, 17(3), 347-361.

**Hutchinson, M.**, & Bouchet, A. (2014). Organizational redirection in highly bureaucratic environments: De-escalation of commitment among Division I athletic departments. Journal of Sport Management, 28(2), 143-161.

**Hutchinson, M.** (2013). Initiating institutional redirection: Factors for de-escalation of commitment in Division I athletic departments. Journal of Issues in Intercollegiate Athletics, 6(1), 114-130.

Bouchet, A., & **Hutchinson, M.** (2012). Brand establishment at the University of Chicago: An investigation of de-escalation of commitment in university athletics. Journal of Sport Administration and Supervision, 4(1), 97-113.

Bouchet, A., & **Hutchinson, M.** (2011). Organizational escalation and retreat in university athletics: Brand insulation in Birmingham-Southern College’s transition to Division III athletics. Journal of Intercollegiate Sport, 4(2), 261-282.

Bouchet, A., & **Hutchinson, M.** (2010). Organizational escalation to an uncertain course of action: A case study of institutional branding at Southern Methodist University. Journal of Issues in Intercollegiate Athletics, 3(1), 272-295.

Woolf, J., **Berg, B. K.**, Newland, B., & Green, B. C. (In press). So you want to be a fighter? Institutional work and sport development processes at an elite mixed martial arts gym. *Journal of Sport Management.*

***Marketing***

**Hutchinson, M.**, **Havard, C. T.**, **Berg, B. K.**, & **Ryan, T. D.** (in press). Losing the core sport product: Marketing amidst uncertainty in college athletics. Sport Marketing Quarterly.

Inoue, Y., **Havard, C. T.**, & **Irwin, R. L.** (2016). Roles of involvement and motivation in determining employees’ beliefs about cause-related sport sponsorship. *International Journal of Sports Marketing and Sponsorship, 17*, 3-18*.*

Brown, C., Willis, E., **Havard, C.T.**, & **Irwin, R. L.** (2015). From tailgating to Twitter: Fans’ use of social media at a gridiron matchup between two historically black colleges. *Journal of Applied Sport Management: Research that Matter, 7*(3) 1-18.

Stadler Blank, A., Sweeney, K., **Fuller, R.D.** (2014).Room for growth in professional sport:

An examination of the factors affecting African-American attendance. *Sport Marketing Quarterly*, 23, 225-240.

Ballouli, K., & **Hutchinson, M.** (2013). Effects of brand music on attitudes toward a team advertisement. Journal of Issues in Intercollegiate Athletics, 6(1), 269-285.

Ballouli, K., **Hutchinson, M.**, Cattani, K., & Reese, J. (2013). A qualitative inquiry into motivations to participate in fantasy football. International Journal of Sport Management, 14(2), 211-232.

**Hutchinson, M.**, & Bennett, G. (2012). Core values brand building in sport: Stakeholder attitudes towards intercollegiate athletics and university brand congruency. Sport Management Review, 15(4), 434-447.

Ballouli, K., & **Hutchinson, M.** (2012). Branding the elite professional athlete through use of new media and technology: An interview with Ash De Walt. International Journal of Entrepreneurial Venturing, 4(1), 58-64.

Choi, J., Tsuji, Y., **Hutchinson, M.**, & Bouchet, A. (2011). An investigation of sponsorship implications within a state sports festival: The case of the Florida Sunshine State Games. International Journal of Sports Marketing and Sponsorship, 12(2), 108-123.

**Hutchinson, M.** (2010). The utilization of core values as an avenue for promotion in sport: Faith based activations as the moral face of sport organization brands. Journal of the Christian Society for Kinesiology and Leisure Studies, 1(1), 1-7.

Ballouli, K., & **Hutchinson, M.** (2010). Digital-branding and social-media strategies for professional athletes, sports teams, and leagues: An interview with Digital Royalty’s Amy Martin. International Journal of Sport Communication, 3(4), 395-401.

**Hutchinson, M.**, & Bouchet, A. (2010). Sponsoring firms assess perceptions of sport property engagement and execution. Journal of Sponsorship, 4(1), 59-71.

Bouchet, A., **Hutchinson, M.**, & Hudson, S. (2009). Sport property sponsorships: Examining sponsoring firms perceptions on sport sponsorship. Journal of Contemporary Athletics, 4(4), 273-283.

**Ryan, T. D., Havard, C. T., & Irwin, R. L.** (2013). Sponsorship and state high school football championships: An analysis of consumer spending. *Applied Research in Coaching and Athletics Annual, 28*, 97-110.

***Pedagogy***

Bruening, J. E., **Fuller, R. D**., Cotrufo, R. J., Madsen, R. M., Wilson-Hill, D., (2014). Applying

intergroup contact theory to the sport management classroom. *Sport Management Education Journal, 8*, 35-45.

Bruening, J. E., Madsen, R. M., Evanovich, J. M., & **Fuller, R. D**., (2010). Discovery, integration,

application and teaching: Service learning through sport and physical activity. *Sport Management Education Journal*, *4*, 31-48.

***Policy Discourse***

**Berg, B. K.**, & Chalip, L. (2013). Regulating the emerging: A policy discourse analysis of mixed martial arts legislation. *International Journal of Sport Policy and Politics, 5(1)*, 21-38.

***Rivalry***

**Havard, C. T.** (2016). Rivalry among teams and conferences in intercollegiate athletics: Does a conference pride phenomenon exist? *Journal of Contemporary Athletics, 10*, 1-14.

**Havard, C. T.,** Eddy, T. W., & **Ryan T. D**. (In press). Examining the impact of team identification and gender on rival perceptions and behavior of intercollegiate athletics fans. *Journal of Applied Sport Management: Research that Matters.*

**Havard, C. T.,** & Reams. L. (In press). Investigating differences in fan rival perceptions between conferences in intercollegiate athletics. *Journal of Sport Behavior.*

**Havard, C. T.,** Shapiro, S. L., & Ridinger, L. L. Who’s our rival? (In press) Investigating the influence of a new intercollegiate football program on rivalry perceptions. *Journal of Sport Behavior*.

Spinda, J. S. W., & **Havard, C. T.** (In press). I wouldn't pick them to save my season: The impact of rivalry on fantasy football. In N. B. Bowman, J. S. W. Spinda, and J. Sanderson (Eds.). *Fantasy Sports and the Changing Sports Media Industry: Media, Players, and Society.* Lexington Books.

Wann, D. L., **Havard, C. T.**, Grieve, F. G., Lanter, J. R., Partridge, J. A., & Zapalac, R. K. (In press). Investigating sport rivals: Number, evaluations, and relationship with team identification. *Journal of Fandom Studies*.

**Havard, C. T** (2014). Glory Out of Reflected Failure: The examination of how rivalry affects sport fans. *Sport Management Review, 17*, 243-253. <http://dx.doi.org/10.1016/j.smr.2013.09.002>.

**Havard, C. T.** & Eddy, T. (2013). Qualitative assessment of rivalry and conference realignment in intercollegiate athletics. *Journal of Issues in Intercollegiate Athletics, 6*, 216-235*.* Published online September, 2013.

**Havard, C. T.,** Gray, D. P., Gould, J., Sharp, L. A., & Schaffer, J. J. (2013). Development and validation of the Sport Rivalry Fan Perception Scale (SRFPS).   *Journal of Sport Behavior, 36*, 45-65*.*

**Havard, C. T.**, Reams, L., & Gray, D. P. (2013). Perceptions of highly identified fans regarding rival teams in United States intercollegiate football and men’s basketball. *International Journal of Sport Management and Marketing*, *14*, 116-132.

**Havard, C. T.**,Wann, D. L., & **Ryan, T. D. (**2013). Investigating the impact of conference realignment on rivalry in intercollegiate athletics. *Sport Marketing Quarterly, 22*(4), 224-234*.*

***Socio-Cultural***

**Fuller, R. D**., Harrison, C. K., Bukstein, S. (in press). A study of the significance of racial and athletic identification on educational perceptions among African American male college athletes. *Race Ethnicity and Education*.

Harrison, C. K., Martin, B. E., **Fuller, R. D.** (2015). “Eagles don’t fly with sparrows” Self-

determination theory (SDT), African American male scholar-athletes and peer group influences on motivation. *Journal of Negro Education*, *84*, 80-93.

**Fuller, R. D.** (2013). Race in pads and race in class?: An examination of perceptions of

stereotypes and racial discrimination among African American male college athletes.

*Journal for the Study of Sports and Athletes in Education, 7*, 190 - 209.

***Social Responsibility***

Inoue, Y., & **Havard, C. T.** (2015). Exploring the contributions of spectator sport to the post-disaster recovery. *Disaster Prevention and Management, 24*, 355-368*.*

Inoue, Y. & **Havard, C. T.** (2014). Determinants and consequences of the perceived social impact of a sport event. *Journal of Sport Management, 28*, 294-310.

***Sport for Development***

**Berg, B. K.**, Irwin, C. C., Wright, P. M., Irwin, R. L., & Hutchinson. (In press). An unacceptable status quo: A sport development case study of swimming and drownings. *Sport Management Review.*

Lim, S. Y., Warner, S., Dixon, M., **Berg, B.**, Kim, C., & Newhouse-Bailey, M. (2011). Sport participation across national contexts: A multilevel investigation of individual and systemic influences on adult sport participation. *European Sport Management Quarterly*, *11(3)*, 197-224.

**Fuller, R. D.**, Evanovich, J. M., Bruening, J. E., Welty Peachey, J., Coble Murty, C. J., Percy, V. E., . . . Corral, M. (2015). The impact of a sport-based service learning course on participants’ attitudes, intentions, and actions towards social change. *Journal of Intercollegiate Sport, 8*, 14-36.

Bruening, J. E., **Fuller, R. D.**, Percy, V. E. (2015). A multilevel analysis of the lifespan of the

campus- community partnership: From initiation to restructuring. *Journal of Service-Learning in Higher Education, 4*, 86-111.

Bruening, J. E., Welty Peachey, J., Evanovich, J. M., **Fuller, R. D.**, Coble Murty, C. J., Percy,

V. E., . . . Chung, M. (2015). Managing sport for social change: The effects of intentional design and structure in a sport based service learning initiative. *Sport Management Review*, *18*, 69-85.

**Fuller, R. D**. Percy, V. E., Bruening J. E., & Cotrufo, R. J., (2013). Positive youth development:

Minority male participation in a sport-based after-school program in an urban environment. *Research Quarterly for Exercise and Sport, 84,* 469-482.

***Sport and International Relations***

**Berg, B. K.**, Kessler, S. A., & Hunt, T. M. (2012). A realist perspective of sport and international relations: US governmental perceptions of Olympic boycott movements, 1936-2008. *International Journal of Sport Policy and Politics, 4(3)*, 307-320.

***Sport Psychology***

**Fuller, R. D.** (2014).Transition experiences out of intercollegiate athletics: A meta-synthesis.

*The Qualitative Report, 19,* 1-15.

***Sport and Public Health***

**Berg, B. K.** (In press). Sustaining local physical activity programs: Lessons from the United States. *International Journal of Sport Policy and Politics*.

Inoue, Y., **Berg, B. K.**, & Chelladurai, P. (2015). Spectator sport and population health: A scoping study. *Journal of Sport Management, 29*(6), 705-725.

**Berg, B. K.**, Warner, S., & Das, B. M. (2015). What about sport? A public health perspective on leisure-time physical activity. *Sport Management Review*, *18(1)*, 20-31.

***Book Reviews***

**Havard, C. T.** (2012). Eagle blue: A team, a tribe, and a high school basketball season in Arctic Alaska. *Journal of Sport Management, 26*, 271-272*.* (Book Review)

**Havard, C.** (2007). Leisure and recreation management (5th ed.), Torkildsen, G. *Journal of Sport Management, 21*, 139-140. (Book Review)

**External Grants (7)**

**Havard, C.T.** (2014). Sport Marketing Association (SMA) Research Grant – Fan Identification, Engagement, and Fan Attendance of Minor League Baseball Teams in the State of Tennessee. Amount $1,000.

**Ryan, T. D.** Penwell, K., Baker, R. H., & **Irwin, R. L.** (2014). A career readiness program for student-athletes. NCAA Innovations in Research and Practice Grant Program Proposal. Amount - $10,000.

Woolf, J., Newland, B., **Berg, B.**, & Green, B.C. (2013). Tri-Success Grant Program – University of Windsor -- Managing sport development absent a formal governance structure. Amount $5,000.

Inoue, Y., **Havard, C. T.** (2012) North American Society for Sport Management (NASSM) - The Psychological Impact of the FedEx St. Jude Classic: Antecedents and Consequences. Amount $3596.

**Hutchinson, M.**, Nite, C., [Co-Principal Investigators] & Bouchet, A. [Co-Investigator] (2012). Toward predicting escalation of commitment in intercollegiate athletics: Normalizing determinants in athletic departments. Janet B. Parks NASSM Research Grant. Funded: $3,059.

**Hutchinson, M.**, & Bouchet, A. [Co-Principal Investigators] (2011). De-escalation of commitment in intercollegiate athletics: An investigation of spending in Division I universities. Knight Commission on Intercollegiate Athletics. Funded: $4,255.

**Ryan, T. D.** (2011). Desoto Civic Center patron satisfaction survey. Desoto Civic Center. Amount - $2500.

**Fuller, R. D.** (2010). The effects of athletic identity, racial identity and perceived racial discrimination on the academic persistence of African American male college athletes. The Laboratory for Diversity in Sport at Texas A&M University Diversity in Sport Dissertation Grant. $1,000.

Gould, J., **Havard, C. T.**, Eddy, T., Reams, L., & Ahmad, T. (2010).UNC Faculty Research & Publications Board New Project Program. The Greeley Bikes, Boards, and Blades Parade and B4 Dash. Amount $1,344.41.

**Ryan, T. D., Irwin, R. I.** (2009). TSSAA Bowl patron questionnaire. Championship Marketing. Amount - $1000.

**Irwin, R. I.**, Irwin, C., **Ryan, T. D.**, Drayer, J., & Southall, R. (2007-2008). Constraints impacting minority participation in swimming. USA Swimming. Amount - $51,463.

**KWS Faculty in the Media (17)**

**2015**

Rhema Fuller’s Intergroup Contact Theory in the Classroom article reviewed in Journal of Sport Management (Sept., 2015). *citation below*:

Bruening, J.E., **Fuller, R.D**., Cotrufo, R.J., Madsen, R.M., Wilson-Hill, D., (2014). Applying intergroup contact theory to the sport management classroom. *Sport Management Education Journal, 8*, 35-45.

**2014**

Cody Havard Quoted as expert on fan rivalry in story, *The sciences of hate in college football: What makes Auburn Alabama, Michigan-Ohio State and other rivalries different.* (Thur., November 27) Wall Street Journal. (2014)

Cody Havard featured as expert on fan rivalry in story, *Tiger Kickoff: The Battle Line: Manufacturing a rivalry.* (Wed., November 26) Missouri Columbian.

Cody Havard Quoted as expert on fan rivalry in story, *Are Red Raider fans really the worst in the Big 12?*, Lubbock Avalanche-Journal.

Michael Hutchinson appeared on ESPN 1220: The Classroom [Radio broadcast]. (2014, December 6). Comments regarding UAB’s discontinuation of their football program and the future of Division I football. Strudler, K., & Brault, G.

**2013**

Rhema Fuller was featured in faculty advising featured in story, Alfred State: Sport Management Students Compete in Chapel Hill, NC by Regional News Network.

Cody Havard’s Rivalry and Realignment article reviewed in Journal of Sport Management (Sept., 2014) *citation below*:

**Havard, C. T.**, Wann, D. L., & Ryan, T. D. (2013). Investigating the impact of conference realignment on rivalry in intercollegiate athletics. *Sport Marketing Quarterly, 22*, 224-234.

Cody Havard’s Research on Rivalry featured in book, *The Secret Lives of Sports Fans: The Science of Sports Obsession* by Eric Simmons, Duckworth Overlook. (2013)

Cody Havard’s Online Social Networking article reviewed in Journal of Sport Management (May, 2013) *citation below:*

**Havard, C. T.,** Eddy, T., Reams, L., Stewart, R., & Ahmad, T. (2012). Perceptions and general knowledge of online social networking activity of university students. *Journal of Sport Administration and Supervision, 4*(1)*, 14-31*.

Michael Hutchinson Quoted as expert in Collins College of Business Magazine. (2013, Winter). Division I football: A losing proposition for universities?. The University of Tulsa.

Michael Hutchinson appeared on KHON2 News [Television broadcast]. (2013, May 16). Sports to get millions from UH now, millions later. Mangieri, G.

Michael Hutchinson quoted in Diverse Issues in Higher Education. (2013, January 17). The conference scramble: Financial concerns push institutions to consider their conference affiliations. Stuart, R.

**2012**

Rhema Fuller’s research on African American male college athletes featured in story, *Fuller Presents Research Paper at NCAA Convention*, The Evening Tribune.

Michael Hutchinson’s Brand Establishment article reviewed in the Journal of Sport Management (2013, January). Citation below:

Bouchet, A., & **Hutchinson, M.** (2012). Brand establishment at the University of Chicago: An investigation of de-escalation of commitment in university athletics. Journal of Sport Administration and Supervision, 4(1), 97-113.

**2011**

Michael Hutchison quoted in Newsday. (2012, October 11). Knight Commission and how college sports ought to be. Jeansonne, J.

**2010**

Cody Havard’s Research on United States Olympic Committee featured in story, *Sport Research Helps Improve Winter Olympics* by Sean Plaza, UNC Mirror. (2010)

Michael Hutchinson quoted on ESPN.com. (2012, October 10). Knight Commission’s losing battle: Commission has faced difficult task as athletic income has skyrocketed. Maisel, I.

**KWS Faculty 2015 Scholarly Activity**

**Brennan K. Berg**

***Scholarly Journal Publications***

**Berg, B. K.** (In press). Sustaining local physical activity programs: Lessons from the United States. *International Journal of Sport Policy and Politics*.

Inoue, Y., **Berg, B. K.**, & Chelladurai, P. (2015). Spectator sport and population health: A scoping study. *Journal of Sport Management, 29*(6), 705-725.

Hutchinson, M., Havard, C. T., **Berg, B. K.**, & Ryan, T. D. (In press). Losing the core sport product: Marketing amidst uncertainty in college athletics. *Sport Marketing Quarterly*.

***Conference Presentations***

Inoue, Y., **Berg, B. K.**, Bowers, M., Chelladurai, P., Du, J., Kihl, L., Sato, M., & Warner, S. (June, 2015). *Management of sport for public health: Defining the field*. North American Society for Sport Management Conference, Ottawa, Ontario.

Hutchinson, M., & **Berg, B. K.** (June, 2015). Institutions of higher commitment: A case study of de-escalation and American football’s decisive role in intercollegiate athletics. North American Society for Sport Management Conference, Ottawa, Ontario.

**Berg, B.**, Warner, S., & Das, B. (April, 2015). The use of sport to help U.S. adults meet physical activity and public health recommendations. East Carolina University’s National Public Health Week Symposium, Greenville, NC.

**Rhema D. Fuller**

***Scholarly Journal Publications***

**Fuller, R. D**., Harrison, C. K., Bukstein, S. (in press). A study of the significance of racial and athletic identification on educational perceptions among African American male college athletes. *Race Ethnicity and Education*.

Bruening, J. E., **Fuller, R. D.**, Percy, V. E. (2015). A multilevel analysis of the lifespan of the

campus- community partnership: From initiation to restructuring. *Journal of Service-Learning in Higher Education, 4*, 86-111.

**Fuller, R. D.**, Evanovich, J. M., Bruening, J. E., Welty Peachey, J., Coble Murty, C. J., Percy, V. E., . . . Corral, M. (2015). The impact of a sport-based service learning course on participants’ attitudes, intentions, and actions towards social change. *Journal of Intercollegiate Sport, 8*, 14-36.

Harrison, C. K., Martin, B. E., **Fuller, R. D.** (2015). “Eagles don’t fly with sparrows” Self-

determination theory (SDT), African American male scholar-athletes and peer group influences on motivation. *Journal of Negro Education*, *84*, 80-93.

Bruening, J. E., Welty Peachey, J., Evanovich, J. M., **Fuller, R. D.**, Coble Murty, C. J., Percy,

V. E., . . . Chung, M. (2015). Managing sport for social change: The effects of intentional design and structure in a sport based service learning initiative. *Sport Management Review*, *18*, 69-85.

**Cody T. Havard**

***Awards***

2015 Emerging Scholar in Sports Marketing by the SportSIG of the American Marketing Association

***Scholarly Journal Publications***

**Havard, C. T.,** Shapiro, S. L., & Ridinger, L. L. Who’s our rival? Investigating the influence of a new intercollegiate football program on rivalry perceptions. *Journal of Sport Behavior*.

**Havard, C. T.,** & Reams. L. (in press). Investigating differences in fan rival perceptions between conferences in intercollegiate athletics. *Journal of Sport Behavior.*

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**Michael Hutchinson**

***Awards***

Best Paper Award: Strategic Management Track | Southern Management Association Conference

***Scholarly Journal Publications***

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**Tim Ryan**

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