

# Marion E. Hambrick, PhD

College of Education and Human Development  
University of Louisville  
Louisville, KY 40292

502.852.8286  
marion.hambrick@louisville.edu

## Work Experience

---

### University of Louisville

Executive Director, Grawemeyer Awards	Nov. 2021 - Present
Interim Associate Dean	Sep. 2019 - May 2022
Special Assistant to the Dean	April 2019 - Sep. 2019
Director, Grawemeyer Award in Education	Aug. 2017 - April 2020
Associate Professor	Aug. 2017 - Present
Assistant Professor	Aug. 2011 - July 2017
Graduate Assistant, Instructor	Aug. 2008 - July 2011

### Kentucky Derby Festival

Marketing Intern	Aug. 2009 - May 2010
------------------	----------------------

### General Electric Co.

Financial Analyst	July 2003 - July 2010
-------------------	-----------------------

### ProQuest Co.

Editorial Assistant	July 2001 - July 2003
---------------------	-----------------------

### General Electric Co.

Corporate Auditor, Financial Analyst	Feb. 1997 - Jan. 2001
--------------------------------------	-----------------------

## Education

---

PhD Educational Leadership & Organizational Development - Sport Administration  
University of Louisville, Louisville, KY, May 2010

MBA Finance  
University of Kentucky, Lexington, KY, December 1996

BA Finance  
Transylvania University, Lexington, KY, June 1995

## Teaching

---

University of Louisville

Aug. 2008 - Present

Courses Taught: Prepare and deliver all course materials, including lectures, presentation slides, exams, assignments, case studies, and Blackboard course design for the following courses:

SPAD 383 Sport Marketing  
 SPAD 401 Career Development in Sport  
 SPAD 402 Internship in Sport Administration  
 SPAD 404 Financial Principles in Sport  
 SPAD 490 Senior Seminar in Sport Administration  
 SPAD 561 Special Topics - Sport for Development - Botswana  
 SPAD 561 Special Topics - Sport for Development - Trinidad and Tobago  
 SPAD 561 Special Topics - Sport Communication  
 SPAD 604 Financial Principles of Sport  
 SPAD 635 Research Methods  
 SPAD 701 Doctoral Seminar in Sport Administration Research  
 SPAD 702 Research Colloquium I  
 ELFH 312 Designing Learning  
 ELFH 332 Measuring Effectiveness  
 ELFH 490 Organizational Behavior and Leadership  
 HON 331/341 Sport and Film

Academic, internship advising for 75 undergraduates	2008 - 2012, 2013 - 2016
Academic, internship advising for 30 master's students	2012 - 2013

## Research

---

### Peer-Reviewed Publications

41. Kang, S., Greenwell, C., **Hambrick, M. E.** (2022). Exploring sport fans' smartphone usage in the era of digital globalization. *Asian Sport Management Review*.
40. Cocco, A. R., Katz, M. & **Hambrick, M. E.** (2021). Co-attendance communities: A multilevel egocentric network analysis of American soccer supporters' groups. *International Journal of Environmental Research and Public Health*, in press.
39. Svensson, P. G., Mahoney, T. Q., & **Hambrick, M. E.** (2020). What does innovation mean to nonprofit leaders? Insight from an international sample of development and peace-building nonprofits. *Nonprofit and Voluntary Sector Quarterly*, 49, 380-398.
38. Rice, J. A., **Hambrick, M. E.**, & Greenwell, T. C. (2019). Mass participant sport event brand associations: An analysis of two event categories. *International Journal of Sport Management and Marketing*, 19, 330-351. DOI: 10.1504/IJSMM.2019.104146

37. **Hambrick, M. E.**, Svensson, P. G., & Kang, S. (2019). Using social network analysis to investigate interorganizational relationships and capacity building within a sport for development coalition. *Sport Management Review*, 22, 708-723. <https://doi.org/10.1016/j.smr.2018.12.002>
36. Frederick, E., **Hambrick, M. E.**, Schmidt, S. H., & Shreffler, M. B. (2019). Queue the drama: An analysis of *Last Chance U* and the portrayal of sport myths. *Journal of Sports Media*, 14, 113-136. DOI: 10.1353/jsm.2019.0006
35. Svensson, P. G., & **Hambrick, M. E.** (2019). Exploring how external stakeholders shape social innovation in sport for development and peace. *Sport Management Review*, 22, 540-552. <https://doi.org/10.1016/j.smr.2018.07.002>
34. O'Hallarn, B., Shapiro, S. L., Wittkower, D. E., Ridinger, 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. <https://doi.org/10.1016/j.smr.2018.06.001>
33. Choi, C., Greenwell, T. C., Hums, M. A., & **Hambrick, M. E.** (2019). Understanding consumer behaviors in virtual golf: Differences in leisure constraints. *Sport Marketing Quarterly*, 28, 46-57. <https://doi.org/10.32731/SMQ.281.032019.04>
32. **Hambrick, M. E.**, Schmidt, S. H., & Cintron, A. M. (2018). Cohesion and leadership in individual sports: A social network analysis of participation in recreational running groups. *Managing Sport and Leisure*, 23, 225-239. <https://doi.org/10.1080/23750472.2018.1554449>
31. 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: Examining the phenomenon through a Curt Schilling case study. *Journal of Sport Management*, 32, 389-400.
30. Huml, M., **Hambrick, M. E.**, Hums, M. A., & Nite, C. (2018). It's powerful, legitimate, and urgent, but is it equitable? Stakeholder claims within the attributes of stakeholder salience in sport. *Journal of Sport Management*, 32, 243-256.
29. Schmidt, S. H., Shreffler, M. B., & **Hambrick, M. E.**, & Gordon, B. (2018). An experimental examination of activist type and effort on brand image and purchase intentions. *Sport Marketing Quarterly*, 27, 31-43.
28. Rice, J. A., **Hambrick, M. E.**, & Aicher, T. J. (2018). A qualitative investigation of sport activity participation and constraint negotiation among African American endurance runners. *Journal of Sport Behavior*, 41, 64-87.
27. Aicher, T. J., Rice, J. A., & **Hambrick, M. E.** (2017). Understanding the relationship between motivation, sport involvement, and sport event evaluation meanings as factors influencing marathon participation. *Journal of Global Sport Management*, 1-17. <http://dx.doi.org/10.1080/24704067.2017.1375384>

26. **Hambrick, M. E.** (2017). Sport communication research: A social network analysis. *Sport Management Review*, 20, 170-183.
25. Huml, M., **Hambrick, M. E.**, & Hums, M. A. (2016). Coaches' perceptions of the reduction of athletic commitment for Division II student-athletes: Development and validation of a measure of athletic/academic balance. *Journal of Intercollegiate Sport*, 9, 303-325.
24. Hoert, J., Herd, A. M., & **Hambrick, M. E.** (2016). The role of leadership support for health promotion in employee wellness program participation, perceived job stress, and health behaviors. *American Journal of Health Promotion*, 1-8. DOI: 10.1177/0890117116677798
23. Sanderson, J., & **Hambrick, M. E.** (2016). Riding along with Lance Armstrong: Exploring antapologia in response to athlete adversity. *Journal of Sports Media*, 11, 1-24.
22. DeWitty, V. P., Tabloski, P. A., Millett, C. M., **Hambrick, M. E.**, Shreffler, M., Downing, C. A., & Huerta, C. G. (2016). Diversifying the pipeline into doctoral nursing programs: Developing the Doctoral Advancement Readiness Self-Assessment. *Journal of Professional Nursing*, 32, S68-S75. doi:10.1016/j.profnurs.2016.03.002
21. Simmons, J. M., Mahoney, T. Q., & **Hambrick, M. E.** (2016). Leisure, work, and family. How IronMEN balance the demands of three resource-intensive roles. *Leisure Sciences*, 38, 232-248.
20. Svensson, P. G., & **Hambrick, M. E.** (2016). "Pick and choose our battles" - Understanding organizational capacity in a sport for development and peace organization. *Sport Management Review*, 19, 120-132.
19. Kang, S. J., Ha, J. P., & **Hambrick, M. E.** (2015). A mixed method approach to exploring the motives of sport-related mobile applications among college students. *Journal of Sport Management*, 29, 272-290.
18. **Hambrick, M. E.**, & Svensson, P. G. (2015). Exploring sport-for-development organizations and the role of organizational relationship building via social media usage. *International Journal of Sport Communication*, 8, 233-254.
17. **Hambrick, M. E.**, Hums, M. A., Bowers, G. G., & Wolff, E. A. (2015). Examining the role of elite athletes with disabilities in the sporting goods industry. *Adapted Physical Activity Quarterly*, 32, 1-18.
16. **Hambrick, M. E.**, & Kang, S. J. (2015). Pin it: Exploring how sports organizations use Pinterest to connect with fans. *Communication & Sport*, 3, 434-457.
15. Svensson, P. G., Mahoney, T. Q., & **Hambrick, M. E.** (2015). Social media for social change? A content analysis of how sport-for-development organizations use of Twitter. *Nonprofit and Voluntary Sector Quarterly*, 44, 1086-1106.

14. **Hambrick, M. E.**, Frederick, E. L., & Sanderson, J. (2015). From yellow to blue: Exploring Lance Armstrong's image repair strategies across traditional and social media. *Communication & Sport*, 3, 196-218.
13. **Hambrick, M. E.**, & Pegoraro, A. (2014). Social Sochi: Using social network analysis to investigate electronic word-of-mouth in three hashtag communities. *International Journal of Sport Management and Marketing*, 15, 120-140.
12. Frederick, E. L., Burch, L., Sanderson, J., & **Hambrick, M. E.** (2014). "I wish I were invisible": A case study of Manti Te'o's image-repair strategies during the Katie Couric interview. *Public Relations Review*, 40, 780-788.
11. Frederick, E. L., **Hambrick, M. E.**, & Clavio, G. C. (2014). Examining @NHL communication on Twitter during the 2012-2013 lockout. *Journal of Sports Media*, 9, 25-44.
10. Shelangoski, B., **Hambrick, M. E.**, Weber, J., & Gross, J. (2014). Self-efficacy in intercollegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 7, 17-42.
9. **Hambrick, M. E.**, Simmons, J. M., & Mahoney, T. Q. (2013). A mixed-method inquiry into the perceptions of leisure-work-family conflict among female Ironman participants. *International Journal of Sport Marketing and Management*, 13, 173-199.
8. Mahoney, T. Q., **Hambrick, M. E.**, Zimmerman, M. H., & Svensson, P. G. (2013). Examining emergent niche sports YouTube exposure through the lens of the Psychological Continuum Model. *International Journal of Sport Marketing and Management*, 13, 218-238.
7. Simmons, J. M., Greenwell, T. C., Thorn, D., **Hambrick, M. E.**, & Greenhalgh, G. G. (2013). Consumption of niche sports: Understanding which product attributes predict consumption across different levels of team identification. *International Journal of Sport Management and Marketing*, 13, 239-256.
6. **Hambrick, M. E.**, & Sanderson, J. (2013). Gaining primacy in the digital network: Using social network analysis to examine sports journalists' coverage of the Penn State football scandal via Twitter. *Journal of Sports Media*, 8, 1-18.
5. Sanderson, J., & **Hambrick, M. E.** (2012). Covering the scandal in 140 characters: Exploring the role of Twitter in coverage of the Penn State saga. *International Journal of Sport Communication*, 5, 384-402.
4. **Hambrick, M. E.** (2012). Six degrees of information: Using social network analysis to explore the spread of information within sport social networks. *International Journal of Sport Communication*, 5, 16-34.

3. **Hambrick, M. E., & Mahoney, T. Q.** (2011). "It's incredible - trust me": Exploring the role of celebrity athletes as marketers in online social networks. *International Journal of Sport Management and Marketing*, 10, 161-179.
2. Greenhalgh, G. P., Simmons, J. M., **Hambrick, M. E., & Greenwell, T. C.** (2011). Spectator support: Examining the attributes which differentiate niche from mainstream sport. *Sport Marketing Quarterly*, 20, 41-52.
1. **Hambrick, M. E., Simmons, J. M., Greenhalgh, G. P., & Greenwell, T. C.** (2010). Twitter in sport: A content analysis of professional athlete tweets. *International Journal of Sport Communication*, 3, 454-471.

### Book

**Hambrick, M. E.** (2019). *Social network analysis in sport research*. Newcastle, United Kingdom: Cambridge Scholars Publishing.

### Peer-Reviewed Case Studies

18. **Hambrick, M. E.** (2023). Theory of disruptive innovation. *SAGE Business Cases*.
17. **Hambrick, M. E.** (2023). Theory of image repair. *SAGE Business Cases*.
16. **Hambrick, M. E.** (2020). SoulCycle and the use of reputation management strategies in response to controversy. *SAGE Business Cases*. <http://sk.sagepub.com/cases/soulcycle-reputation-management-strategies-in-response-to-controversy>
15. Murfree, J. R., Burpo, B. B., & **Hambrick, M. E.** (2020). Nike and Colin Kaepernick: Black culture in sport sponsorships. *SAGE Business Cases*. <http://sk.sagepub.com/cases/nike-balancing-act-between-social-justice-and-selling-products>
14. Police, C., & **Hambrick, M. E.** (2020). The Women's Tennis Association and the media framing of the 2018 U.S. Open Final. *SAGE Business Cases*. <https://sk.sagepub.com/cases/womens-tennis-association-media-framing-of-the-2018-us-open-final>
13. **Hambrick, M. E., & Pond, A. M.** (2020). Evaluating the rise of electric scooters through Porter's Five Forces framework. *SAGE Business Cases*. <https://sk.sagepub.com/cases/evaluating-rise-electric-scooters-porters-five-forces-framework>
12. **Hambrick, M. E.** (2020). Investing in the stock market. *SAGE Business Cases*. <https://sk.sagepub.com/cases/investing-in-the-stock-market>

11. Presley, R. G., & **Hambrick, M. E.** (2019). Greatness is a process. An examination of Jay Z's rise and future in sports agency. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526496607>
10. Spencer, T. C., & **Hambrick, M. E.** (2019). The decision by Western Kentucky University to transition to NCAA Division I athletics and the Football Bowl Subdivision. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526487094>
9. **Hambrick, M. E.** (2019). Investigating the product life cycle of Snap and its sports media partnerships. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526486516>
8. **Hambrick, M. E.** (2019). Investigating GoPro and its diffusion of innovations. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526480057>
7. **Hambrick, M. E.** (2019). Papa John's and its use of image repair to address public relations crises. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526483638>
6. **Hambrick, M. E.** (2018). A proposal for a new soccer-specific stadium for the Louisville City FC soccer team. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526445742>
5. **Hambrick, M. E.** (2018). Riding into the future: A financial examination of SoulCycle and the indoor cycling studio trend. *Case Studies in Sport Management*. <http://dx.doi.org/10.4135/9781526462633>
4. Cintron, A., Levine, J., & **Hambrick, M. E.** (2016). A case study of the National Hockey League: The question of expansion. *Case Studies in Sport Management*. doi:10.1123/cssm.2015-0020
3. **Hambrick, M. E.**, Bass, J. R., & Schaeperkoetter, C. C. (2014). "The biggest hire in school history": Considering the factors influencing the hiring of a major college football coach. *Case Studies in Sport Management*. doi.org/10.1123/cssm.2014-0002
2. Popp, N., Miller, J., & **Hambrick, M. E.** (2013). Break point for the USTA: Developing a strategic vision for the United States Tennis Association. *Case Studies in Sport Management*, 1-2, 1-9.
1. **Hambrick, M. E.**, Mahoney, T. Q., & Calabrese, R. (2012). Clicking for a cause: Using social media campaigns to drive awareness for golf tournaments and charitable organizations. *Case Studies in Sport Management*.

### Scholarly Presentations

32. Frederick, E., **Hambrick, M. E.**, Schmidt, S., & Shreffler, M. B. (2017, March). *Queue the drama: An analysis of Last Chance U and the portrayal of sport myths*. Presented at the 10th Summit of Communication and Sport, Phoenix, AZ.

31. Schmidt, S., Shreffler, M. B., & **Hambrick, M. E.** (2016, November). *Good guy, good buy: An experimental look at activism and brand image/purchase intent*. Presented at the annual conference of the Sport Marketing Association, Indianapolis, IN.
30. Kang, S. J., **Hambrick, M. E.**, Greenwell, T. C., & Choi, N. (2016, November). *Examining smart-fans from their usage perspective*. Presented at the annual conference of the Sport Marketing Association, Indianapolis, IN.
29. Kang, S. J., **Hambrick, M. E.**, & Greenwell, T. C. (2016, May). *An exploration of factors that encourage and discourage sport fans from using their smartphones*. Presented at the annual conference of the North American Society for Sport Management, Orlando, FL.
28. Wenner, L., Billings, A., Butterworth, M., Kian, E. M., & **Hambrick, M. E.** (2016, March). *Sport communication pedagogy*. Invited presentation at the 9th Summit of Communication and Sport, Grand Rapids, MI.
27. Mahoney, T. Q., & **Hambrick, M. E.** (2015, September). *Perceived and actual e-community usage: An exploratory analysis of Ironman Arizona*. Presented at the annual conference of the European Association of Sport Management, Dublin, Ireland.
26. Kang, S. J., Hanna, C., & **Hambrick, M. E.** (2015, May). *Exploring smartphone usage: What are fans doing with their smartphones?* Presented at the annual conference of the North American Society for Sport Management, Austin, TX.
25. Mahoney, T. Q., & **Hambrick, M. E.** (2015, March). *Exploring the influence of e-communities on participation and retention in triathlons*. Presented at the 8th Summit of Communication and Sport, Charlotte, NC.
24. Pratt, A., **Hambrick, M. E.**, & Aicher, T. J. (2015, March). *Marathons and social media: Engagement strategies and outcomes*. Presented at the 8th Summit of Communication and Sport, Charlotte, NC.
23. Svensson, P. G., & **Hambrick, M. E.** (2015, March). *Social media as a communication tool for relationship building: The case of a grassroots sport for development and peace organization*. Presented at the 8th Summit of Communication and Sport, Charlotte, NC.
22. Pegoraro, A., Frederick, E., Burch, L., **Hambrick, M. E.**, Sanderson, J., Smith, L., & Naraine, M. (2015, March). *Twitter research in sport communication: What a difference a year makes*. Presented at the 8th Summit of Communication and Sport, Charlotte, NC.
21. Pegoraro, A., Frederick, E. L., Burch, L., Sanderson, J., **Hambrick, M. E.**, & O'Hallarn, B. (2014, October). *Social Sochi: Examining social media and 2014 Sochi Olympic Games*. Presented at the annual conference of the Sport Marketing Association, Philadelphia, PA.

20. Rice, J. A., Aicher, T. A., **Hambrick, M. E.**, & Rosely, M. K. (2014, October). *Comparing two sport participant motivation scales using an underrepresented population*. Presented at the annual conference of the Sport Marketing Association, Philadelphia, PA.
19. Svensson, P. G., & **Hambrick, M. E.** (2014, May). *Understanding organizational capacity through the adoption and use of social media in a sport-for-development organization*. Presented at the annual conference of the North American Society for Sport Management, Pittsburgh, PA.
18. Rosselly, M., Aicher, T. J., Rice, J. A., & **Hambrick, M. E.** (2014, May). *Are there barriers keeping African-Americans from running marathons? Investigating why some African-Americans choose to run marathons and the barriers that would keep them from running along with selection of sport based on race*. Presented at the annual conference of the North American Society for Sport Management, Pittsburgh, PA.
17. **Hambrick, M. E.** (2014, March). *Using social network analysis to explore the growth of sport communication as a research field*. Presented at the 7th Summit of Communication and Sport, New York City, NY.
16. **Hambrick, M. E.**, Mahoney, T. Q., & Aicher, T. J. (2014, March). *Can you picture it? Exploring self-presentation and digital curation of sporting events within social media*. Presented at the 7th Summit of Communication and Sport, New York City, NY.
15. Frederick, E. L. Burch, L., Sanderson, J., & **Hambrick, M. E.** (2014, March). *"I wish I were invisible": A case study of Manti Te'o's image-repair strategies during the Katie Couric interview*. Presented at the 7th Summit of Communication and Sport, New York City, NY.
14. Rice, J. A., & **Hambrick, M. E.** (2013, October). *Generation Y sport participant behavior trending*. Presented at the annual conference of the Sport Marketing Association, Albuquerque, NM.
13. Kang, S. J., Rice, J. A., & **Hambrick, M. E.** (2013, October). *Overcoming niche sport disadvantages with social media*. Presented at the annual conference of the Sport Marketing Association, Albuquerque, NM.
12. **Hambrick, M. E.**, Frederick, E. L., & Sanderson, J. (2013, August). *From yellow to blue: Exploring Lance Armstrong's self-presentation on Twitter*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.
11. Svensson, P., Mahoney, T., & **Hambrick, M. E.** (2013, May). *Social media for social change? A content analysis of how sport-for-development organizations use Twitter*. Presented at the annual conference of the North American Society for Sport Management, Austin, TX.

10. Kang, S. J., & Ha, J. P. (2013, May). *A qualitative study exploring the motives of sport-related mobile applications*. Presented at the annual conference of the North American Society for Sport Management, Austin, TX. **Hambrick, M. E.** (faculty advisor).
9. Mahoney, T. Q., Svensson, P. G., & **Hambrick, M. E.** (2013, February). *Mobile applications --encouraging the competitive spirit or reckless behavior? An examination of negligence*. Presented at the annual conference of the Sport Law and Recreation Association, Denver, CO.
8. **Hambrick, M. E.**, & Sanderson, J. (2013, February). *Gaining primacy in the digital network: Using social network analysis to examine sports journalists' coverage of the Penn State football scandal via Twitter*. Presented at the 6th Summit of Communication and Sport, Austin, TX.
7. Mahoney, T. Q., Zimmerman, M. H., **Hambrick, M. E.**, & Svensson, P. G. (2013, February). *Examining emergent niche sports YouTube exposure through the lens of the Psychological Continuum Model*. Presented at the 6th Summit of Communication and Sport, Austin, TX.
6. **Hambrick, M. E.**, Hums, M. A., Bowers, G. G., & Wolff, E. A. (2012, May). *Elite athlete attitudes toward technology and innovation in the sporting goods industry*. Presented at the annual conference of the North American Society for Sport Management, Seattle, WA.
5. **Hambrick, M. E.**, Simmons, J. M., & Mahoney, T. Q. (2012, May). *A mixed-method inquiry into the perceptions of leisure-work-family conflict among female Ironman participants*. Presented at the annual conference of the North American Society for Sport Management, Seattle, WA.
4. Kang, S. J., & Ha, J. P. & (2012, May). *Exploring college student motives for using sport-related mobile applications*. Presented at the annual conference of the North American Society for Sport Management, Seattle, WA. **Hambrick, M. E.** (faculty advisor).
3. Lee, C. H., & Yang, C. H. (2012, May). *The relationship between reward system and organizational commitment of fitness club employees in Taiwan*. Presented at the annual conference of the North American Society for Sport Management, Seattle, WA. **Hambrick, M. E.** (faculty advisor).
2. **Hambrick, M. E.**, Mahoney, T. Q., & Calabrese, R. (2012, March). *Clicking for a cause: Using social media campaigns to drive awareness for golf tournaments and charitable organizations*. Presented at the 5th Summit on Communication and Sport, Peoria, IL.
1. Simmons, J. M., Greenwell, T. C., **Hambrick, M. E.**, Greenhalgh, G. P., & Thorn, D. (2011, October). *Fans v. spectators: Understanding support in Minor League Baseball*. Presented at the annual conference of the Sport Marketing Association, Houston, TX.

## Book Chapters

9. Rice, J. A., **Hambrick, M. E.**, & Greenwell, T. C. (2022). Congruity perceptions in endurance event participant consumers. *Marketing analysis in sport business*.
8. **Hambrick, M. E.** (2018). Investigating athletes and their image repair strategies during crises. In Billings, A., Coombs, T., & Brown, K., *Reputational challenges in sport*. New York: Routledge.
7. DeSchrive, T. D., **Hambrick, M. E.**, & Mahony, D. F. (2018). Finance and economics in the sport industry. In Pedersen, P. M., Parks, J., Quarterman, J., & Thibault, L., *Contemporary sport management* (6th ed.). Champaign, IL: Human Kinetics.
6. **Hambrick, M. E.** (2015). Social media marketing. In Bernstein, G., *The fundamentals of sport marketing*. Urbana, IL: Sagamore Publishing.
5. DeSchrive, T. D., Mahony, D. F., & **Hambrick, M. E.** (2014). Finance and economics in the sport industry. In Pedersen, P. M., Parks, J., Quarterman, J., & Thibault, L., *Contemporary sport management* (5th ed.). Champaign, IL: Human Kinetics.
4. **Hambrick, M. E.**, & Greenwell, T. C. (2013). Event budgeting. In Greenwell, T. C. Danzey Bussell, L. A., & Shonk, D. J., *Managing sport events* (p. 67-89). Champaign, IL: Human Kinetics.
3. **Hambrick, M. E.**, & Kang, S. J. (2013). Individual sports. In Hums, M. A., & MacLean, J. C., *Governance and sport policy in sport organizations* (4th ed.) (p. 333-362). Champaign, IL: Human Kinetics.
2. **Hambrick, M. E.** (2013). Using social network analysis in sport communication research. In Pedersen, P. M. (Ed.), *The Routledge handbook of sport communication* (p. 279-288). New York: Routledge.
1. Mahony, D. F., Moorman, A. M., DeSchrive, T., & **Hambrick, M. E.** (2011). Program rankings in sport management: A critical analysis of benefits and challenges. In A. Gillentine, R. Baker, & J. Cuneen (Eds.), *Paradigm Shift: Critical Essays in Sport Management* (p. 41-56). Champaign, IL: Human Kinetics.

## Scholarly Works in Progress

2. **Hambrick, M. E.** *Investigating the social network research landscape: A review of the social network analysis methodological approach within sport management*.
1. **Hambrick, M. E.**, Harris, L.M., Byun, K., Williams, S., Osezua, V., Scoggins, C., Coleman, L., Bloomer, R. & Sato, D. *Our World, Our Say: Using social network analysis to investigate relationships formed among adolescents orphaned by HIV/AIDS in Vietnam*.

## Research Grants and Funding Activities

12. Natesen Batley, P. (Principal Investigator), & **Hambrick, M. E.** (Co-Principal Investigator) (in review). *Artist driven civic leadership and the essence of cultural wellbeing*. Robert Wood Johnson Foundation, \$170,000.
11. Harris, L. M., **Hambrick, M. E.**, & Byun, K. (2019). Understanding HIV risk and resilience among adolescents who have been orphaned by HIV/AIDS in Hai Phong, Vietnam using Photovoice and social network analysis. Funded by the University of Louisville Cooperative Consortium for Transdisciplinary Social Justice Research, \$11,000.
10. Sun, J. C. (Principal Investigator & Project Director), Jean Marie, G. (Co-Principal Investigator), **Hambrick, M. E.** (Co-Investigator) et al. (2016). *Cadre and Faculty Development Course 2016: Pilot project*. Funded by the U.S. Department of the Army, Training and Doctrine Command, \$848,000, FY2016 to FY2017. Fort Eustis, VA: U.S. Army Training and Doctrine Command.
9. **Hambrick, M. E.**, Cintron, A. M., & Schmidt, S. (2016). *Exploring the use of running groups to help manage barriers to participation*. Funded by the College of Education and Human Development Research and Faculty Development Committee in the amount of \$1,000.
8. Shreffler, M. B., & **Hambrick, M. E.** (2015). *Readiness assessment for nursing programs*. Funded by the Robert Wood Johnson New Careers in Nursing Scholarship Program in the amount of \$2,500.
7. **Hambrick, M. E.**, & Shreffler, M. B. (2015). *The creation of an instrument to assess interest in pursuing an advanced nursing degree*. Funded by the Robert Wood Johnson New Careers in Nursing Scholarship Program in the amount of \$1,300.
6. **Hambrick, M. E.** (2015) *Exploring the use of running groups to help runners manage barriers to participation*. Unfunded by University of Louisville Office of Research and Innovation in the amount of \$2,910.
5. Pegoraro, A., & **Hambrick, M. E.** (2015). *Mapping the landscape of social media in occupational health and safety*. Unfunded in the amount of CDN \$61,918.
4. **Hambrick, M. E.** (2014). *Off the couch, online, and out the door: Understanding the influence of social media and fitness programs on recreational sport participation*. Unfunded by University of Louisville Office of Research and Innovation in the amount of \$2,610.
3. **Hambrick, M. E.** (2014). *Exploring sport participant motivations and behaviors in social fitness events: An examination of gamification in sports*. Unfunded by University of Louisville Office of Research and Innovation in the amount of \$3,480.

2. **Hambrick, M. E.,** Britt, D., & Straub, B. (2013). *Hope Health Clinic: Social network analysis of a clinic without walls*. Funded by the University of Louisville College of Education and Human Development in the amount of \$2,000.
1. **Hambrick, M. E.,** & Simmons, J. M. (2012). *Examining the effects of sport-family conflict and sport commitment on triathletes*. Funded by the University of Louisville College of Education and Human Development in the amount of \$1,200.

## Dissertation

*Examining the dissemination of innovations in the sporting goods industry*. Co-Chairs: T. Christopher Greenwell, PhD & Susan G. Lasky, PhD; Readers: Namok Choi, PhD, Anita M. Moorman, JD, Mary A. Hums, PhD

## Service

---

### University

Leadership, Equity, and Diversity Workgroup	2022 - Present
SACSSOC Standards Workgroup	2021 - 2022
ACC-Academic Leadership Network	2021 - 2021
Parental Leave Faculty Affairs Workgroup	2021 - 2021
University Budget Model Workgroup	2019 - 2020
University Faculty 180 Interfolio Workgroup	2019 - 2020
National Center for Faculty Development and Diversity Workgroup	2019 - 2020
University of Louisville Faculty Senate	2011 - 2013

### College

Planning & Budget Committee, Ex Officio	2019 - 2022
Faculty Advisory Council, Ex Officio	2019 - 2022
Committee on Committees, Ex Officio	2019 - 2022
Grawemeyer Award in Education, Director	2017 - 2020
Planning & Budget Committee, Member	2017 - 2019
Planning & Budget Committee, Chair	2017 - 2018
Technology Committee, Member	2012 - 2016
Grawemeyer Award in Education 30th Anniversary	2014 - 2015
Grawemeyer Award in Education Faculty Committee	2014

### Department

Personnel Committee	2017 - 2019
Faculty Research & Mentoring Committee	2012 - 2013

**Program**

SPAD Advisory Board Committee	2017 - 2019
SPAD Career SportsFest Committee	2015
SPAD Marketing Committee	2013 - 2016
SPAD Program & Admissions Committee	2010 - Present
SPAD Speaker Summit Committee	2010, 2011, 2014
SPAD Master's Program Coordinator	2011 - 2013

**National***International Journal of Sport Communication*

Editorial Board	2022 - Present
Editorial Board	2012 - 2018

*Communication & Sport*

Editorial Board	2021 - Present
Editorial Board	2015 - 2018

*Case Studies in Sport Management*

Editorial Board	2015 - 2019
-----------------	-------------

*Journal of Amateur Sport*

Editorial Board	2014 - 2017
-----------------	-------------

*Sport & Entertainment Review*

Editorial Board	2014 - 2017
-----------------	-------------

## North American Society for Sport Management

Conference Reviewer	2014 - 2015
Member	2022 - Present
Member	2007 - 2020

## International Association for Communication and Sport

Conference Reviewer	2013 - 2018
Member	2022 - Present
Member	2013 - 2018

## Sport and Recreation Law Association

Member	2007 - 2012
--------	-------------