

T. CHRISTOPHER GREENWELL

ADDRESSES

Office:
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University of Louisville
Louisville, KY 40292
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EDUCATION

The Ohio State University Ph.D. Major: Sport Management Cognate: Marketing Minor: Research Methods	Columbus, Ohio June 2001
Georgia Southern University M.S. Major: Sport Management	Statesboro, Georgia June 1993
McKendree University B.B.A. Majors: Management and Business Administration	Lebanon, Illinois June 1990 Magna Cum Laude

RESEARCH/SCHOLARSHIP INTERESTS

My primary research interest is the unique aspect of the service environment in sports and how it can be used as a marketing tool. My secondary research interest involves identifying factors which determine the effectiveness of athletic marketing resource allocations and the development of strategies to increase the effectiveness of marketing resource allocations in athletic organizations. A third research interest concerns codes of ethic utilized in intercollegiate athletics.

PROFESSIONAL EXPERIENCE

2007- present: University of Louisville

Associate Professor

- Teach graduate sport administration courses on sport marketing, sport publicity and promotion, and event management. Teach undergraduate sport administration courses on sport marketing.
- Advising graduate sport administration majors.
- Undergraduate program director
- Chair of graduate admissions committee

2001 – 2007: University of Louisville

Assistant Professor

- Teach graduate sport administration courses on sport marketing, sport publicity and promotion, and event management. Teach undergraduate sport administration courses on sport marketing.
- Advising graduate sport administration majors.
- Undergraduate program director
- Chair of graduate admissions committee

2000 – 2001: University of Louisville

Lecturer

- Taught a graduate sport administration courses on sport marketing and sport publicity and promotion.
- Taught undergraduate sport administration courses on sport marketing, the sport industry and current topics and trends in sport administration.
- Advised undergraduate sport administration majors.
- Created and maintained a web site providing course resources and career resources for undergraduate and graduate sport administration students.

1998 – 2000: The Ohio State University

Graduate Teaching Associate

- Developed course curriculum, reading materials and lecture topics for a three credit undergraduate course on sport for spectators. Taught five sections of the course.
- Created syllabi and taught ten sections of five different activity classes including, bowling, jogging, racquetball, and golf within the university's Sport, Fitness, and Health Program.
- Supervised a coaching practicum for Sport and Leisure Studies undergraduates.

Administrative Assistant to the Section Coordinator

- Developed a comprehensive web site for instructors and students in the Sport, Fitness, and Health Program.

- Assisted the section coordinator in completing administrative tasks, scheduling instructors and managing equipment for a program enrolling over 13,000 students in 157 different courses per year.
- Assisted the section coordinator in creating a strategic plan for the Sport, Fitness, and Health Program, which entailed creating a model to assist in human resource planning, equipment budgeting, and space allocation.

1992 – 1998: Saint Louis University

Events Manager

- Planned and coordinated all event management, promotions, and game operations for all athletic events for an NCAA Division I athletic program.
- Cultivated, developed and serviced corporate partnerships with companies including Trans World Airlines, Southwestern Bell, Coca-Cola, Papa John's Pizza and Pennzoil.
- Designed and implemented print, billboard, radio and television advertising for campus, local and national exposure, and produced printed promotional materials including ticket brochures and fund-raising pieces.
- Hired, trained and supervised a staff of interns, student-workers and volunteers.
- Scheduled events, coordinated outside rentals and oversaw maintenance for a 2,000-seat on-campus athletic facility

1991 – 1992: Georgia Southern University

Graduate Assistant

- Worked as an administrative assistant for the Associate Vice President of Academic Affairs.
- Assisted the Associate Vice President with major campus construction project involving the building of three new academic buildings.

1990: St. Louis Cardinals National League Baseball Club

Public Relations Intern

- Corresponded with local and national media on a daily basis.
- Wrote and distributed press releases.
- Managed a photo inventory that covered 100 years of Cardinal history.

1987 – 1990: McKendree College

Sports Information Director

- Managed publicity for six NAIA sports by writing and distributing press releases, producing prospectuses and corresponding with local and national media.
- Compiled and reported statistics to NAIA regional and national offices.
- Established a sports information office and increased the number of newspapers covering McKendree athletics.

Related Experience

1996 – 1997	Event Coordinator – St. Louis Vipers Professional Roller Hockey
1994 - 1995	Stats Crew – NBA Exhibition Basketball
1994	Stats Crew – 1994 St. Louis Olympic Festival Basketball Venue
1993	Volunteer – St. Louis Wheelchair Athletic Association
1992	Volunteer – DelWilber+Associates Marketing Research

PUBLICATIONS

Articles in refereed journals

Andrew, D. P. S., Koo, G., Hardin, R. & **Greenwell, T. C.** (In press). Analyzing motives of minor league hockey fans: The introduction of violence as a spectator motive. Submitted to the *International Journal of Sport Management and Marketing*.

Greenwell, T. C., Lee, J., & Naeger, D. (In press). Using the critical incident technique to identify critical aspects of the spectator's service experience. *Sport Marketing Quarterly*.

Greenwell, T.C., & Andrew, D.P.S. (2007). Communicating with different customer segments: A case from minor-league baseball. In J. James (Ed.), *Sport marketing across the spectrum: Selected research from emerging, developing, and established scholars* (pp. 157-164). Morgantown, WV: Fitness Information Technology, Inc.

Greenwell, T. C., Popp, N., Jordan, J. S. & Brownlee, E. (2007). Customer preference and student tickets: Using conjoint analysis to develop ticket policy. *International Journal of Sport Management*, 8, 280-294.

Crawford, S. Z., **Greenwell, T. C.**, & Andrew, D. P. S. (2007). Exploring the relationship between quality in basic instructions programs and repeat participation. *The Physical Educator*, 64, 65-72.

Greenwell, T. C., Mahony, D. M., & Andrew, D. P. S. (2007). An examination of marketing resource allocation in NCAA Division I Athletics. *Sport Marketing Quarterly*, 16, 82-92.

Greenwell, T. C. (2007). Expectations, industry standards, and customer satisfaction in the student ticketing process. *Sport Marketing Quarterly*, 15, 7-14.

Andrew, D.P.S., Todd, S.Y., **Greenwell, T.C.**, Pack, S.M., & Cannon, C. (2007). Perceived organizational prestige and collegiate athletic department employees. *Journal of Contemporary Athletics*, 2(2), 163-174.

Moorman, A. M. & **Greenwell, T. C.** (2005). An examination of consumer perceptions of ambush marketing practices. *Journal of Legal Aspects of Sport*, 15, 183-211.

Daprano, C. M., Bruening, J. E., Pastore, D. L., **Greenwell, T. C.**, Dixon, M. A., Ko, Y., Jordan, J. S., Lilienthal, S. & Turner, B. A. (2005). Collaboration in sport research: A case from the field. *Quest*, 57, 300-314.

- Shackelford, D. E., & **Greenwell, T. C.** (2005). Predicting women's NCAA Division I sports attendance: An analysis of institutional characteristics. *Sport Marketing Quarterly*, 2, 139-147.
- Greenwell, T. C.**, Grube, A. J., Jordan, J. S. & Mahony, D. F. (2004). Student-athlete's perceptions of conference codes of ethics. *Journal of Contemporary Athletics*, 1, 137-151.
- Jordan, J. S., **Greenwell, T. C.**, Geist, A. L., Pastore, D. L., & Mahony, D. F. (2004). Coaches' perceptions of conference codes of ethics. *The Physical Educator*, 61, 131-145.
- Greenwell, T. C.**, Fink, J. S, & Pastore, D. L. (2002). Assessing the influence of the physical sports facility on customer satisfaction within the context of the service experience. *Sport Management Review*, 5, 129-148.
- Greenwell, T. C.**, Fink, J. S, & Pastore, D. L. (2002). Perceptions of the service experience: Using demographic and psychographic variables to identify customer segments. *Sport Marketing Quarterly*, 11, 234-242.
- Greenwell, T. C.** & Armstrong, K. L. (2002). Using exchange theory to examine the allocation of marketing resources in multi-sport athletic programs. *International Journal of Sport Management*, 3(1), 34-51.
- Greenwell, T. C.**, Geist, A. L., Jordan, J. J., Mahony, D. F., & Pastore, D. L. (2001). Characteristics of NCAA conference codes of ethics, *International Journal of Sport Management*, 2(2), 108-124.

Refereed Conference Proceedings and Presentations

- Andrew, D.P.S., Todd, S.Y., **Greenwell, T.C.**, Pack, S.M., & Cannon, C. (2005). Does membership in the BCS make you elite? Examining the perceived organizational prestige of collegiate athletic employees. *Proceedings of the 9th Annual International Conference on Sport and Entertainment Business*, 158-159.
- Greenwell, T. C.**, Fink, J. S., & Pastore, D. L. (2002). An examination of the link between customer satisfaction and profitability. *Research Quarterly for Exercise and Sport: Abstracts of Completed Research*, 73 (1), A-110 -111.
- Mahony, D. F., Geist, A. L., Jordan, J., **Greenwell, T. C.**, & Pastore, D. (1999). Codes of ethics used by sport governing bodies: Problems in intercollegiate athletics. *Proceedings of the Congress of the European Association for Sport Management*, 7, 206-208.

Chapters in Textbooks

- Ridinger, L. & **Greenwell. T. C.** (2005). Ethics in the Sport Industry. In A. Gillentine & B. Crow (Eds.), *Foundations of sport management*. Morgantown, WV: Fitness Information Technology.

Hums, M.A. & **Greenwell, T.C.** (2001). The business of the Olympic Games. In Athens 2004 Education and Training Department (Eds.) *The Olympic Games: An approach for teachers*. Athens, Greece: Organising Committee

Published Abstracts and Presentations for Refereed Conferences

Stitsinger, M. Andrew, D. P. S., **Greenwell, T. C.**, & Mahony, D. F. (2007, June). Basking in spite of reflected failure: Sports fans' obsession with a losing team. Submitted to the North American Society for Sport Management Conference. Miami, Florida.

Ferreira, M., **Greenwell, T. C.**, & Bennett, G. (2007, June). Maximizing rivalries using discrete choice experiments: An exploration of how marketers can leverage and assess the monetary value of key games. Submitted to the North American Society for Sport Management Conference. Miami, Florida.

Greenwell, T. C., & Mahony, D. F. (2006, November). An examination of how service contributes to satisfaction and retention of athletic donors. Paper presented at the Fourth Annual Sport Marketing Association Conference, Denver, Colorado.

Greenwell, T. C., & Andrew, D. P. S. (2006, November). Communicating with different customer segments: A case from minor-league baseball. Paper presented at the Fourth Annual Sport Marketing Association Conference, Denver, Colorado.

Greenwell, T. C., Popp, N. & Brownlee, E. (2006, June). Ranking critical attributes of student athletic ticketing policies: a conjoint study. Paper presented at the 2006 North American Society of Sport Management Annual Conference, Kansas City, Missouri.

Greenwell, T. C., Brownlee, E., Jordan, J. S., & Popp, N. (2006, June). Do procedures influence student's satisfaction and intentions related to student athletic tickets? Paper presented at the 2006 North American Society of Sport Management Annual Conference, Kansas City, Missouri.

Jordan, J., DuBord, R., Gillentine, A., Turner, B. A., & **Greenwell, T. C.** (2006, April). *Are you as good as you think? Understanding customer perceptions of service quality*. Paper accepted for presentation at the annual meeting of the National Intramural-Recreational Sports Association (NIRSA), Louisville, Kentucky.

Naeger, D., **Greenwell, T. C.**, & Miller, J., (2005, November). The influence of time and place on customer satisfaction and behavioral intentions. Paper presented at the Third Annual Sport Marketing Association Conference, Tempe, Arizona.

Miller, J. K., **Greenwell, T. C.** & Naeger, D. J. (2005, November). To stay or go: The influence of location continuity on event spectator characteristics Paper presented at the Third Annual Sport Marketing Association Conference, Tempe, Arizona.

Crawford, S. Z., **Greenwell, T. C.** & Andrew, D. P. S. (2005, November). Marketing college-level physical activity basic instruction programs: The need for better customer service. Paper presented at the Third Annual Sport Marketing Association Conference, Tempe, Arizona.

Andrew, D.P.S., Todd, S.Y., **Greenwell, T.C.**, Pack, S.M., & Cannon, C. (2005, November). Does membership in the BCS make you elite? Examining the perceived organizational prestige of collegiate athletic employees. Paper presented at the 9th Annual International Conference on Sport and Entertainment Business: Columbia, SC

Greenwell, T. C. (2005, June). Expectations, industry norms, and customer satisfaction with service failure in the student ticketing process. Paper presented at the North American Society for Sport Management Conference, Regina Saskatchewan.

Daprano, C. M., Bruening, J. E., Pastore, D. L., **Greenwell, T. C.**, Dixon, M. A., Ko, Y. Jordan, J. S., Lilienthal, S. & Turner, B. A. (2005, June). Beyond a traditional approach: teaching and learning in Sport Management. Paper presented at the North American Society for Sport Management Conference, Regina Saskatchewan.

Lee, J., **Greenwell, T. C.** (advisor), & Mahony, D. F. (advisor) (2005, June). The influence of professional athlete endorsements on consumer preferences of Korean-American consumers living in Miami, Florida. Paper presented at the North American Society for Sport Management Annual Conference. Regina, Saskatchewan.

Turner, B., Dick, R. & **Greenwell, T. C.** (2004, November). Marketing Intercollegiate athletics at the Division III level. Paper presented at the Sport Marketing Association Conference. Memphis, Tennessee.

Greenwell, T. C. & Shackelford, D. E. (2004, November). An examination of ticketing policies for women's sport programs at NCAA Division I universities and their implications on attendance. Paper presented at the Sport Marketing Association Conference. Memphis, Tennessee.

Greenwell, T. C. (2004, November). Exploring the role of stadium concessions in influencing customer satisfaction and customers' behavioral intentions. Paper presented at the Sport Marketing Association Conference. Memphis, Tennessee.

Greenwell, T. C., & Mahony, D. F. (2004, June). A study examining how marketing resources are allocated in intercollegiate athletic programs. Paper presented at the North American Society for Sport Management Conference. Atlanta, Georgia.

Pastore, D. L., Turner, B., Dixon, M., Ko, Y. J., Jordan, J. J., **Greenwell, T. C.**, Daprano, C., Bruening, J. & Lilienthal, S. (2004, June). Technology in sport management: Faculty perspectives. Paper presented at the North American Society for Sport Management Conference. Atlanta, Georgia.

Greenwell, T. C., Grube, A. J., & Mahony, D. F. (2003, May). An examination of student athlete's perceptions of conference codes of ethics. Paper presented at the North American Society for Sport Management Conference. Ithaca, New York.

Pastore, D. L., Jordan, J. J., Turner, B., **Greenwell, T. C.**, Dixon, M., Daprano, C., Bruening, J. & Lilienthal, S. (2003, May). The drive for tenure in the 21st century: Keys for

successful research collaboration. Paper presented at the North American Society for Sport Management Conference. Ithaca, New York.

Pastore, D. L., Jordan, J. J., Daprano, C., Dixon, M. Turner, B., **Greenwell, T. C.**, Ko, Y J. & Bruening, J. (2002, May). Surviving your first year as a sport management faculty member. Paper presented at the North American Society for Sport Management Conference. Canmore, Alberta.

Greenwell, T. C. (2002, May). Customer satisfaction and spectator sports facilities: the role of expectancy disconfirmation. Paper presented at the North American Society for Sport Management Conference. Canmore, Alberta.

Greenwell, T. C., Fink, J. S, & Pastore, D. L. (2002, April). An examination of the link between customer satisfaction and profitability. Paper presented at the American Alliance for Health, Physical Education, Recreation and Dance National Convention. San Diego, California.

Greenwell, T. C. (2001, May). The influence of spectator sports facilities on customer satisfaction and profitability. Paper presented at the North American Society for Sport Management Conference. Virginia Beach, Virginia.

Dixon, M., Geist, A. L., Pastore, D. L., **Greenwell, T. C.**, Mahony, D. M., Turner, B., Jordan, J. J. (2001, May). Coaches' perceptions of codes of ethics and recruiting issues in intercollegiate athletics. Paper presented at the North American Society for Sport Management Conference. Virginia Beach, Virginia.

Geist, A. L., Jordan, J. J., **Greenwell, T. C.**, Turner, B., Dixon, M., Morris, R., Mahony, D. F., & Pastore, D. L. (2000, May). Examining the use of codes of ethics in intercollegiate athletics: A team approach to research. Paper presented at the North American Society for Sport Management Conference. Colorado Springs, Colorado.

Greenwell, T. C., Geist, A. L, & Jordan, J. J. (1999, December). Current topics in sport management. Paper presented at the Ohio Association for Health, Physical Education, Recreation and Dance Convention. Columbus, Ohio.

Non-refereed publications

Greenwell, T. C. (2000). Review of the book *Sport Tourism*. *Journal of Sport Management*, 14(4), 369-371.

Manuscripts in Review

Park, S., Mahony, D. F., & Greenwell, T. C. (In review). The Knowledge Gap Model: Curiosity and the Intention to Watch Novel Sports. *Submitted to the Journal of Sport Management*.

Kim, S., **Greenwell, T.C.**, Andrew, D.P.S., Lee, J., & Mahony, D.F. (in review). An analysis of spectator motives in individual combat sport: A study of mixed martial arts fans. Submitted to *Sport Marketing Quarterly*.

Greenwell, T. C., Brownlee, E., Jordan, J. S. & Popp, N. (In review). The effects of voice and choice on customer satisfaction with student ticketing policy. Submitted to *Sport Marketing Quarterly*.

Kim, S., Andrew, D. P. S., & **Greenwell, T. C.** (In review). An analysis of spectator motives and media consumption behavior in an individual combat sport: Cultural differences between American and South Korean mixed martial arts fans. Submitted to the International Journal of Sports Marketing and Sponsorship.

Abstracts Submitted to Refereed Conferences

Andrew, D.P.S., Koo, G.Y., Hardin, R., & **Greenwell, T.C.** (2007). Analyzing motives of minor league hockey fans: The introduction of violence as a spectator motive. Submitted to the 5th Annual Sport Marketing Association Conference: Pittsburgh, PA.

Park, S., Mahony, D. F. (Advisor), & **Greenwell, T. C.** (Advisor), (Submitted) Curiosity Gap Model: Curiosity and the intention to watch novel sports. Submitted to the 5th Annual Sport Marketing Association Conference: Pittsburgh, PA.

Kim, S., Andrew, D.P.S., **Greenwell, T.C.**, Lee, J., & Song, E. (2007). Exploring cultural differences between American and South Korean mixed martial arts fans regarding spectator motivation and media consumption behaviors. Submitted to the 5th Annual Sport Marketing Association Conference: Pittsburgh, PA.

Scholarly Works in Progress

Miller, J. K., Naeger, D. J. & **Greenwell, T. C.** (In progress). The influence of location on customer satisfaction and behavioral intentions. (Authors are completing the manuscript).

Greenwell, T. C. (In progress). Customer expectations and sports facilities: An alternate explanation to the stadium novelty effect. (Author is completing the manuscript).

Greenwell, T. C. & Jordan, J. S. (In progress). Expectations, informational justice and customer satisfaction. (Authors are preparing to collect data).

Crawford, S. Z., Sherrick, J. A., & Greenwell, T. C. (In progress). Assessments of NCAA athletic conference codes of ethics: An analysis of Division I and III team captains' perceptions. (Authors are developing the instrument).

Ruihley, B. J., Andrew, D. P. S., & **Greenwell, T. C.**, (In progress). The relationship between sport commitment and customer service: A study from the bowling industry. (Authors are completing the manuscript).

Park, S., Mahony, D. F., & **Greenwell, T. C.** (In progress). The curiosity gap model: curiosity and the intention to watch novel sports (Authors are completing the manuscript).

Kim, S., **Greenwell, T. C.**, Andrew, D. P. S., Lee, J., & Mahony, D. F. (In progress). An analysis of spectator motives in an individual combat sport: A study of mixed martial arts fans (Authors are completing the manuscript).

RESEARCH REPORTS

Heer, T., & **Greenwell, T. C.**, (2007). *Louisville Bats 2007 walk-up survey: Analysis of local & out-of-town Customers*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Greenwell, T. C., & Stover, N. (2007). Expectations of arena football customers. Prepared for the Louisville Fire professional arena football team, Louisville, Kentucky.

Andrew, D. P. S., Koo, G., Hardin, R., & **Greenwell, T. C.** (2007). Knoxville Ice Bears consumer motives study. Prepared for the Knoxville Ice Bears professional Hockey Club.

Andrew, D. P. S., Kim, S., & **Greenwell, T. C.** (2007). King of the Cage consumer motives study. Prepared for King of the Cage Mixed Martial Arts.

Greenwell, T. C., (2006). *Louisville Bats Web Site Survey*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Greenwell, T. C., Song, E., & Liles, W. (2006). *An analysis of Louisville Bats walk-up customers*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Ruibley, B. J., **Greenwell, T. C.**, & Andrew, D. P. S., (2006). *Collins Bowling Centers Consumer Survey*. Prepared for Collins Bowling Centers, Inc., Lexington, KY.

Greenwell, T. C. & Andrew, D. P. S. (2006). *Team identification, information sources and motives of arena football customers*. Prepared for the Louisville Fire professional arena football team, Louisville, Kentucky.

Greenwell, T. C., Kim, S., Lee, J. & Andrew, D. P. S. (2006). *Caged Inferno customer survey*. Prepared for Knockout Productions LLC, Louisville, Kentucky

Greenwell, T. C. & Andrew, D. P. S. (2005). *Team identification, information sources and motives*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Prather, L., Sime, K., & **Greenwell, T. C.** (2005). *University of Louisville Women's Basketball consumer information survey*. Prepared for the University of Louisville Athletic Department, Louisville, Kentucky.

Prather, L., & **Greenwell, T. C.** (2005). *University of Louisville Volleyball consumer information survey*. Prepared for the University of Louisville Athletic Department, Louisville, Kentucky.

Greenwell, T. C. (2004). *Louisville Bats 2004 Promotions Survey*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Naeger, D. J., Miller, J. K., & **Greenwell, T. C.** (2004). *Kentucky vs. Indiana High School All Star Classic Marketing Research Analysis*. Prepared for the Kentucky Lions Eye Foundation. Louisville, Kentucky.

Turner, B. A., & **Greenwell, T. C.** (2004). *DeSales University baseball customer analysis*. Prepared for the DeSales University Athletics, Allentown, Pennsylvania.

Greenwell, T. C., & Mahony, D. F. (2004). *UWGB Phoenix Fund donor survey: Results and analysis*. Prepared for the University of Wisconsin-Green Bay Phoenix Fund, Green Bay, Wisconsin.

Greenwell, T. C. (2003). *Louisville Bats customer service survey*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky

Greenwell, T. C., & Fishman, M. (2003). *Louisville Fire customer service survey*. Prepared for the Louisville Panthers professional arena football team, Louisville, Kentucky

Greenwell, T. C. (2001). *Louisville Panthers customer experience survey*. Prepared for the Louisville Panthers professional hockey team, Louisville, Kentucky

INVITED LECTURES

“Expectations, industry norms, and customer satisfaction with service failure in the student ticketing process” Presented to EDU PAES 953 “Current Research in Sport Management” doctoral seminar at the Ohio State University. April 26, 2006.

“Evaluating and providing quality service.” Presented to the “Centennial Symposium on Management Issues in Sport, Culture, and Recreation” in Regina, Saskatchewan, June 2, 2005.

“Customer satisfaction in sports.” Presented to EDU PAES 953 “Current Research in Sport Management” doctoral seminar at the Ohio State University. April 30, 2003.

“Planning for the big event: A review of the steps involved in creating a record-breaking sporting event.” Presented to EDU PAES 925.20 “Event Management” graduate sport management class at the Ohio State University. May 4, 1999.

GRANTS AND FUNDED RESEARCH

Shonk, D., Moorman, A., Hums, M., Pack, S., **Greenwell, T. C.**, and Crawford, S. (submitted February 9, 2007). Paving avenues for social capital in sport (PASS). International student exchange program proposal for summer 2007. Submitted to the Department of State, Bureau of Educational and Cultural Affairs in the amount of \$279,526.00. (*Unfunded*)

- Koo, G.Y., Andrew, D.P.S., Hardin, R., & **Greenwell, T.C.** (2006). Consumer motivations of minor league ice hockey fans. Funded by the Knoxville Ice Bears minor league hockey team in the amount of \$500.
- Greenwell, T. C.** & Song, E. (2006). Investigation of buying habits of walk-up customers. Funded by the Louisville Bats Minor League Baseball Club in the amount of \$100.
- Greenwell, T. C.** & Andrew, D. P. S. (2006). Team identification, information sources and motives of Arena Football fans. Funded by the Louisville Fire Arena Football Club in the amount of \$100.
- Kim, S., Lee, J., **Greenwell, T.C.**, Andrew, D.P.S., & Mahony, D.F. (2006). Consumer Motivations of Mixed Martial Arts Fans. Funded by Knockout Productions LLC in the amount of \$280.
- Lee, J., Kim, S., **Greenwell, T. C.**, & Andrew, D. P. S. (2006). An analysis of the motivations of mixed martial arts fans. Submitted to Zuffa, L.L.C. in the amount of \$5,000.00. (*Unfunded*)
- Andrew, D.P.S., Grady, J., & Greenwell, T.C. (2006). A pilot study of the Service Quality for Individuals with Disabilities (SQID) scale. Submitted to the University of Louisville Office of the Senior Vice-President for Research for year 2006 in the amount of \$14,891.20. (*Unfunded*)
- Andrew, D.P.S., Jones, M., **Greenwell, T.C.**, & Hums, M.A. (2006). The effect of physical activity classes on the retention and success of first-year college students. Funded by the University of Louisville Office of the Senior Vice-President for Research for year 2006 in the amount of \$5,000.00.
- Andrew, D.P.S., **Greenwell, T.C.**, & Moorman, A.M. (2005). The effect of congruence of preferred and perceived leadership behaviors on motivation, commitment, and satisfaction of collegiate golfers. Funded by the University of Louisville Office of the Senior Vice-President for Research for year 2005-2006 in the amount of \$5,000.00.
- Andrew, D.P.S., Grady, J.M., James, J.D., **Greenwell, T.C.**, Hums, M.A., Moorman, A.M., & Wolff, E.A. (2006). Measuring perceived service quality of individuals with disabilities: Development of the Service Quality for Individuals with Disabilities scale. Submitted to the United States Department of Education for fiscal years 2006-2007 in the amount of \$256,306.00 (*Unfunded*)
- Greenwell, T. C.** & Andrew, D. P. S. (2005). Team identification, information sources and motives. Funded by the Louisville Bats Minor League Baseball Club in the amount of \$100.
- Prather, L., Sime, K. & **Greenwell, T. C.** (2005). UofL Women's Basketball customer research. Funded by the University of Louisville Athletic Department in the amount of \$100.

Andrew, D.P.S., Moorman, A.M., & **Greenwell, T.C.** (2005). Coaches and female athletes: The interaction of coach's gender and leadership behavior on commitment and satisfaction of women's collegiate basketball players. Research On Women Grant submitted to the University of Louisville Office of the Senior Vice-President for Research for year 2005-2006 in the amount of \$3,999.95. (*Unfunded*)

Greenwell, T. C. (2004). Disney Internship Grant. Disney Sports Attractions (\$13,500).

Greenwell, T. C. & Mahony, D. F. (2004). The role of customer service in intercollegiate athletic fundraising. Funded by the University of Wisconsin-Green Bay Phoenix Fund in the amount of \$1,000.

Greenwell, T. C. (2004). Event promotions and customer satisfaction. Funded by the Louisville Bats Minor League Baseball Club in the amount of \$100.

Prather, L. & **Greenwell, T. C.** (2004). UofL Volleyball customer research. Funded by the University of Louisville Athletic Department in the amount of \$100.

SERVICE

Professional Service

- 2007 Manuscript reviewer – International Journal of Sport Marketing and Management (1 manuscript reviewed)
- 2007 Manuscript Reviewer – North American Society for Sport Management Annual Conference (24 abstracts reviewed)
- 2006 - Present Council Member - Sport Management Program Review Council
- 2006 Competition Reviewer – North American Society for Sport Management Student Research Competition (3 manuscripts reviewed)
- 2006 Manuscript reviewer – Sport Marketing Quarterly (2 manuscripts reviewed)
- 2006 Section Head for Marketing Abstracts – North American Society for Sport Management Annual Conference (25 abstracts reviewed)
- 2006 Chair - Nominating Committee – North American Society for Sport Management
- 2005 Competition Reviewer – North American Society for Sport Management Student Research Competition (4 manuscripts reviewed)
- 2005 Manuscript reviewer – Sport Marketing Quarterly (1 manuscript reviewed)
- 2005 Section Head for Marketing Abstracts – North American Society for Sport Management Annual Conference (18 abstracts reviewed)
- 2005 Member – NASSM Sport Marketing Ad-hoc committee
- 2004 - 2006 Nominating Committee – North American Society for Sport Management
- 2004 - 2006 Program Reviewer – Sport Management Program Review Council (2 programs reviewed)
- 2004 Abstract reviewer - American Association for Health, Physical Education, Recreation and Dance (10 abstracts reviewed)
- 2004 Manuscript reviewer – Sport Management Review (1 manuscript reviewed)
- 2004 Manuscript reviewer – Sport Marketing Quarterly (2 manuscripts reviewed)

College Service

- 2006 – present Member – College of Education Standard 5 Self-Study Committee

2005 – 2006	Member – College of Education Curriculum Committee
2005	Member – CEHD Advising Search Committee
2004 - present	Member – ELFH Doctoral Admissions Committee
2004	Member – ELFH Search Committee
2002 – present	Member - College of Education Research & Faculty Development Committee
2002 – present	Member - College of Education Student Grievance Committee
2002 – 2005	Member - College of Education Marketing Committee
2002 – 2004	Member - College of Education Web Priorities Committee
2001 – 2003	Member - College of Education Fellowship Review Committee

Departmental Service

2007	Chair – Sport Administration Search Committee
2006	Member – Sport Administration Search Committee
2005	Member – Sport Administration Search Committee
2004 – present	Undergraduate program director – Sport Administration Program
2004	Member – Sport Administration Search Committee
2001 – 2005	HSS Curriculum Committee
2001 – present	Chair – Sport Administration Graduate Applications Committee
2001 – 2004	Faculty Advisor - Sport Administration Club

University Service

1997 – 1998	Member - Saint Louis University Student Leadership Awards Committee
1997	Member - Saint Louis University Campus Events Committee
1996	Local organizing committee for the Conference USA Men's Basketball Championships

TEACHING ACTIVITIES

Undergraduate Courses Taught

Sport Marketing - University of Louisville
Current Trends and Issues in Sport Administration - University of Louisville
Internship in Sport Administration - University of Louisville
The Sport Industry - University of Louisville
Sport for the Spectator – The Ohio State University

Graduate Courses Taught

Event Management - University of Louisville
Promotion and Publicity - University of Louisville
The Sport Industry- University of Louisville
Sport Marketing- University of Louisville
Internship in Sport Administration - University of Louisville
Doctoral Seminar in Sport Marketing – University of Louisville

Courses Developed

Event Management - University of Louisville
Promotion and Publicity - University of Louisville
Doctoral Seminar in Sport Marketing – University of Louisville

Student Evaluations of Teaching

Student Evaluations (based on the Student Evaluation of Instruction, 5.0 maximum)

2006-2007 Academic Year - TBA
2005-2006 Academic Year – 4.34
2004-2005 Academic Year – 4.41
2003-2004 Academic Year - 4.55
2002-2003 Academic Year - 4.28
2001-2002 Academic Year - 4.36
2000-2001 Academic Year - 4.25

SUPERVISION OF STUDENT RESEARCH

Doctoral Students (Dissertation Committees)

Bower, G. (May, 2004). Committee Member
Patrick, I. (May, 2004). Committee Member
Shielley, H. (May, 2004). Committee Member
Minnear, C. (May, 2006). Committee Member
Thrasher, R. (May, 2006). Committee Member
Dittmore, S. (May 2007). Committee Member
Popp, N. (July, 2007). Co-advisor
Lee, J. (In progress). Co-advisor
Park, S. (In progress). Co-advisor
Thorn, D. (In progress). Committee Member
Smith, Amy (In progress). Committee Member
Kheel, Sungmin (In progress). Committee Member
Brownlee, Eric (In progress). Advisor

Doctoral Students (Program Committees)

Lee, J. (Completed). Committee Member
Park, S. (Completed). Committee Chair
Brownlee, E. (In progress). Committee Chair
Stover, N. (In progress). Committee Chair
Tokuyama, S. (In progress). Committee Chair
Han, D. (In progress). Committee Member
Tan, G. (In progress). Committee Chair
Short, K. (In progress). Committee Chair
Hambrick, M. (In progress). Committee Chair

Greenhalgh, G. (In progress). Committee Chair

Master's Students (Special Projects)

Heer, T. (2007). Research project culminating with a technical report presented to the Louisville Bats Baseball Team "Louisville Bats 2007 walk-up survey: Analysis of local & out-of-town customers"

Sherrick, J. (2007). Research project culminating with a manuscript "Leadership in intercollegiate athletics"

Flavell, J. S. (2006). Research project culminating with a manuscript "What factors are important to freshmen male and female student-athletes in selecting the Division I University they choose to attend?"

Stitsinger, M. (2006). Research project culminating with a manuscript "Basking in spite of reflected failure: Sports fans' obsession with a losing team."

Berns, D. (2006). Research project culminating with a manuscript "The roles of involvement and team identification on merchandise consumption."

Ruihley, B. (2006). Research project culminating with a technical report presented to Collins Bowling Centers "Service preferences for league bowlers."

Cannon, C. (2005). Research project culminating with a manuscript "Organizational structure and fundraising effectiveness."

Tokuyama, S. (2005). Research project culminating with a manuscript "Japanese Baseball economics and comparative economic systems."

Prather, L. (2005). Research project culminating with a technical report presented to the University of Louisville Athletic Department. "University of Louisville Volleyball consumer information survey."

Naeger, D. (2004). Research project culminating with a technical report presented to the Kentucky Lions Eye Foundation. "Kentucky vs. Indiana High School All Star Classic marketing research analysis."

Miller, J. (2004). Research project culminating with a technical report presented to the Kentucky Lions Eye Foundation. "Kentucky vs. Indiana High School All Star Classic marketing research analysis."

Shackelford, D. E. (2003). Research project culminating with a manuscript accepted for publication by Sport Marketing Quarterly. "Predicting women's Division I sports attendance: An analysis of institutional characteristics."

Crawford, S. Z. (2003). Research project culminating with a manuscript submitted to the Journal of Marketing in Higher Education. "Exploring the relationship between quality in basic instruction programs and repeat participation."

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

2003 – present Sport Marketing Association

1999 - present North American Society for Sport Management

2001 – 2002 American Association for Health, Physical Education, Recreation and Dance

1999 - 2000 Ohio Association for Health, Physical Education, Recreation and Dance