

# Marion E. Hambrick, PhD

## Curriculum Vita

### Work Address

Department of Health & Sport Sciences  
University of Louisville  
HP/Theater Arts, Room 108  
Louisville, KY 40292  
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### Home Address

5831 Haven Manor Way  
Louisville, KY 40228  
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## EDUCATION

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**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

## PROFESSIONAL WORK EXPERIENCE

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**University of Louisville, Louisville, KY** August 2010 - Present  
*Instructor*

**University of Louisville, Louisville, KY** August 2008 - May 2010  
*Graduate Assistant*

**Kentucky Derby Festival, Louisville, KY** August 2009 - May 2010  
*Marketing Intern*

**General Electric Co., Louisville, KY** July 2003 - May 2010  
*Financial Analyst*

**ProQuest Co., Louisville, KY** July 2001 - July 2003  
*Editorial Assistant*

**General Electric Co., Stamford, CT** August 1999 - January 2001  
*Corporate Auditor*

**General Electric Co., Louisville, KY, Hong Kong** February 1996 - July 1999  
*Financial Management Program Member*

## **TEACHING EXPERIENCE**

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**University of Louisville, Louisville, KY**

**August 2008 - Present**

Courses Taught: Responsible for preparation and delivery of 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

Guest Lectures: Delivered multiple guest lectures on a variety of topics.

SPAD 281 Principles of Sport Administration  
SPAD 489 Legal Aspects of Sport  
SPAD 689 Legal Aspects in the Sport Industry  
ELFH 701 Intermediate Statistics  
ELFH 710 Doctoral Seminar in Educational Leadership

Internship Supervision and Academic Advising for undergraduate students.

## **RESEARCH**

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### **Refereed Publications**

**Hambrick, M. E.,** Simmons, J. M., Greenhalgh, G. P., & Greenwell, T. C. *Twitter in sport: A content analysis of professional athlete tweets*. Accepted with revisions to *International Journal of Sport Communication*.

Greenhalgh, G. P., Simmons, J. M., **Hambrick, M. E.,** & Greenwell, T. C. *Spectator support: Examining the attributes which differentiate niche from mainstream sport*. Accepted with revisions to *Sport Marketing Quarterly*.

Moorman, A. M., & **Hambrick, M. E.** (2009). To license or not to license: That is the question for professional sport leagues and the NCAA. *Sport Marketing Quarterly, 18*, 160-164.

**Hambrick, M. E.,** & Moorman, A. M. (2008). NASCAR puts the brakes on AT&T: Sponsorship conflicts of interest and contractual rights. *Sport Marketing Quarterly, 17*, 54-56.

## Scholarly Presentations

**Hambrick, M. E.**, & Greenwell, T. C. (2010, October). *The dissemination of innovations in the sporting goods industry*. Accepted for presentation at the annual Sport Marketing Association conference, New Orleans, LA.

**Hambrick, M. E.**, Simmons, J. M., Greenhalgh, G. P., & Greenwell, T. C. (2010, May). *Examining the use of Twitter in sport: A content analysis of professional athlete tweets*. Presented at the annual North American Society for Sport Management conference, Tampa, FL.

Moorman, A. M., Greenhalgh, G. P., **Hambrick, M. E.**, & Simmons, J. M. (2010, March). *“Run ‘til somebody quits”*: An examination of procedural and governance repercussions following the death of a Kentucky high school football player. Presented at the annual Sport & Recreation Law Association conference, Albuquerque, NM.

Greenhalgh, G. P., Simmons, J. M., **Hambrick, M. E.**, Greenwell, T. C., Tubbs, T., & Short, K. J. (2009, October). *Finding their niche: Predicting spectator support for non-mainstream sports*. Presented at the annual Sport Marketing Association conference, Cleveland, OH.

**Hambrick, M. E.** (2009, April). *Examining the change process in sport*. Presented at the annual Spring Research Conference, Louisville, KY.

**Hambrick, M. E.**, Simmons, J. M., Greenhalgh, G. P., & Brownlee, E. A. (2009, March). *Grading the alcohol policies of professional sports leagues: A practical application of the dram shop statutes*. Presented at the annual Sport & Recreation Law Association conference, San Antonio, TX.

Brownlee, E. A., Greenwell, T. C., & **Hambrick, M. E.** (2008, May). *Sponsorship effectiveness in women’s sport*. Presented at the annual North American Society for Sport Management conference, Toronto, Ontario.

**Hambrick, M. E.** (2008, February). *Putting the brakes on corporate sponsorship: AT&T Mobility, LLC v. NASCAR*. Presented at the annual Sport & Recreation Law Association conference, Myrtle Beach, SC.

## Book Chapters

Mahony, D. F., Moorman, A. M., DeSchrive, T., & **Hambrick, M. E.** (in review). 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*. Champaign, IL: Human Kinetics.

### **Scholarly Works in Progress**

**Hambrick, M. E.,** Greenwell, T. C., & Lasky, S. G. *The dissemination of innovations in the sporting goods industry.* To be submitted to *Sport Marketing Quarterly*.

**Hambrick, M. E.,** Greenwell, T. C., & Lasky, S. G. *The role of sport commitment in the dissemination of innovations in the sporting goods industry.* To be submitted to *International Journal of Sport Management*.

Moorman, A. M., & **Hambrick, M. E.** *Professional sport organizations and gambling activities: An analysis of organizational and legal efforts to curb sports gambling in professional sports.* To be submitted to *Journal of Legal Aspects of Sport*.

**Hambrick, M. E.** *Six degrees of Lance Armstrong: Social network analysis of the sporting goods industry.* To be submitted to *Journal of Sport Management*.

Simmons, J. M., & **Hambrick, M. E.** *Examining the effects of sport-family conflict and sport commitment on triathletes.* To be submitted to *Journal of Sport Behavior*.

**Hambrick, M. E.,** & Moorman, A. M. *Sponsorship agreements in a competitive and shrinking marketplace: A legal analysis of AT&T Mobility v. NASCAR.* To be submitted to *Journal of Legal Aspects of Sport*.

### **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

### **Research Grants and Funding Activities**

**Hambrick, M. E.,** & Simmons, J. M. *Examining the effects of sport-family conflict and sport commitment on triathletes.* Funded by the University of Louisville's College of Education and Human Development in the amount of \$1,200.

**Hambrick, M. E.** (2010). Travel to Albuquerque, NM for the *2010 Sport & Recreation Law Association annual conference.* Funded by the University of Louisville Graduate Student Council in the amount of \$300.

**Hambrick, M. E.** (2009). Travel to San Antonio, TX for the *2009 Sport & Recreation Law Association annual conference.* Funded by the University of Louisville Graduate Student Council in the amount of \$300.

**SERVICE**

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North American Society for Sport Management	
Member	2007 - Present
Student Representative	2009 - 2010
Member, Conference Committee	2009 - 2010
Sport & Recreation Law Association	
Member	2007 - Present
Board of Directors, Student Representative	2008 - 2009

**HONORS AND AWARDS**

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**Recipient** of the John Richard Binford Memorial Award for May 2010 Commencement

**Recipient** of the Outstanding Graduate Student Award from the College of Education and Human Development for May 2010 Commencement

**Recipient** of a 2009 Red and Black Award for "an instructor or professor whose teaching and advising have inspired the student to achieve academic excellence"

**Recipient** of the 2008 Sport & Recreation Law Association Bernard Patrick Maloy Graduate Student Research Award

**Recipient** of a University of Louisville Ethnic Minority Assistantship

**Recipient** of a University of Kentucky Lymon T. Johnson Fellowship

**Recipient** of a Transylvania University William T. Young Scholarship

## **ACTIVITIES**

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### **Volunteer**

- Kentucky Derby Festival Race Committee, May 2010 - Present
- Louisville Ironman, August 2010, August 2009
- John Carr Benefit Ride: Ride for Awareness - Co-Chair, August 2009
- Jeffersontown HS Hall of Fame Committee, February 2009 - Present
- Louisville Bicycle Club Ride Captain, June 2009 - Present
- Mayor's Memorial Day Hike-and-Bike, May 2009
- Mayor's Ride to Work Day, April 2009
- Jeffersontown HS Auditorium Fundraiser, January - December 2008
- National Senior Games: Badminton, Road Race, June 2007
- Kentucky Derby Festival Marathon/miniMarathon, April 2007

### **Sport Club Membership**

- Member, Louisville Bicycle Club, December 2008 - Present
- Member, Rogue Racing Project, August 2009 - Present