

T. CHRISTOPHER GREENWELL

ADDRESS

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EDUCATION

Ph.D.	The Ohio State University Major: Sport Management Cognate: Marketing Minor: Research Methods	Columbus, Ohio June 2001
M.S.	Georgia Southern University Major: Sport Management	Statesboro, Georgia June 1993
B.B.A.	McKendree University 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. I also engage in research exploring how violence in sport is marketed.

PROFESSIONAL EXPERIENCE

2000- present: University of Louisville

Professor, 2013-present

Associate Professor, 2007-2013

Assistant Professor, 2001–2007

Lecturer, 2000-2001

- 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. Advising sport administration doctoral students.
- Undergraduate program coordinator (2004-2008)
- Graduate Program coordinator (2008-2011)
- Program Director (2011-present)
- COSMA Accreditation Coordinator (2009 –present)

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 University

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

2021	Volunteer supervisor – Kentucky Derby/Standard Parking
2020	Market Research – ACC Brand Study
2019	Volunteer supervisor – Kentucky Derby/Standard Parking
2018	Market Research – ACC Men’s Basketball Championships
2018	Volunteer – Super Bowl LII Rush to Recycle
2014	Volunteer supervisor – 2014 PGA Championship
2011	Volunteer supervisor – 2011 Quaker State 400
2010	Volunteer supervisor – 2010 World Equestrian Games
2008	Volunteer supervisor – 2008 Ryder Cup
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

Textbooks

Greenwell, T. C., & Danzey-Bussell, L. A., & Shonk, D. (2019). *Managing Sport Events* (2nd). Champaign, IL: Human Kinetics.

Greenwell, T. C., & Danzey-Bussell, L. A., & Shonk, D. (2013). *Managing Sport Events*. Champaign, IL: Human Kinetics.

Articles in Refereed Journals

Weiner, J. **Greenwell, T. C.**, & Shreffler, M. B. (in press). Relationship selling effectiveness in NCAA Division I box office ticket sales. *Sport Marketing Quarterly*.

Simmons, J. M., Popp, N., & **Greenwell, T. C.** (in press). Declining student attendance at college sporting events: Testing the relative influence of constraints within the control of athletics marketers. *Sport Marketing Quarterly*.

Spencer, T.C., Cocco, A., **Greenwell, T. C.** (2020). Fan identity after relocation: An analysis of fan identification with the National Football League after the Rams and Chargers relocated to Los Angeles. *International Journal of Sport Management*, 21, 325-346.

Popp, N., Simmons, J., Shapiro, S., **Greenwell, T. C.**, & McEvoy, C. (2020). An analysis of attributes impacting consumer online ticket purchases in a dual-market environment. *Sport Marketing Quarterly*, 29, 177-188.

Choi, C., Yoo, S. W., Park, J., & **Greenwell, T. C.** (2020). Virtual reality and consumer behavior: constraints, negotiation, negotiation-efficacy, and participation in virtual golf. *Physical Culture and Sport*.

Ruihley, B. J., Mamo, Y., **Greenwell, T. C.**, & Andrew, D. P. S. (2019). Increase Customer Retention: An Examination of Quality and its Effects on the Retention of Sport Participants. *Journal of Sport Behavior*, 42(3), 365-388.

Rice, J., 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.

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.

Williams, S. B. & **Greenwell, T. C.** (2019). The impact of scandal on NCAA division I women's basketball fan consumption and team success. *Journal of Issues in Intercollegiate Athletics*, 12, 1-21.

- Thorn, D. F., **Greenwell, T. C.**, Hums, M. A., & Mahony, D. F. (2019). Organizational justice perceptions among coaches of revenue and non-revenue intercollegiate male sports. *Journal of Issues in Intercollegiate Athletics*, 12, 63-86.
- Brownlee, E., **Greenwell, T. C.**, & Moorman, A. M. (2018). An experimental approach to assessing the effectiveness of official sponsor designations in an ambush marketing scenario. *Sport Marketing Quarterly*, 27, 145-153.
- Choi, C., **Greenwell, T. C.**, & Lee, K. (2018). Effects of service quality, perceived value, and consumer satisfaction on behavioral intentions in virtual golf. *Journal of Physical Education and Sport*, 18, 1459-1468.
- Jensen, J., Andrew, D. P. S., Stitsinger, M. & **Greenwell, T. C.** (2018). From BIRFing to BIRGing: A 10-year study of the psychology of diehard fans. *Sport Marketing Quarterly*, 27, 236-249.
- Greenwell, T. C.**, Simmons, J. M., Hancock, M. G., Shreffler, M. B., & Thorn, D. (2017). The effects of sexualized and violent presentations of women in combat sport. *Journal of Sport Management*, 31, 533-545.
- Greenwell, T. C.**, Simmons, J. M., Hancock, M. G., & Thorn, D. F. (2017). Consumers' attractions to sport: Differences between physical aggression and violence. *International Journal of Sport Management*, 18, 259-274.
- Simmons, J.M., **Greenwell, T. C.**, & Aicher, T. J. (2016). Assessing the effect of family structure on perceptions of fan-family conflict. *Global Sport Business*, 4, 25-40.
- Han, D. Y., Mahony, D. F., & **Greenwell, T. C.** (2016). A comparative analysis of cultural value orientations for understanding sport fan motivations. *International Journal of Sports Marketing & Sponsorship*, 17, 260-276.
- Jensen, J. A., Turner, B.A., Delia, E., James, J. **Greenwell, T. C.**, McEvoy, C., Ross, S., Seifried, C., & Walsh, P. (2016). 40 Years of BIRGing: New perspectives on Cialdini's seminal studies. *Journal of Sport Management*, 30, 149-161.
- Ha, J. P., Hums, M. A., & **Greenwell, T. C.** (2016). Using cultural factors to explore sport consumption behaviors of ethnic minority groups: The case of Asians. *International Journal of Sport Marketing and Sponsorship*, 17, 130-152.
- Tokuyama, S., **Greenwell, T. C.**, Miller, J. (2016). Examining links between participant sport and spectator sport: A case of tennis consumers. *Journal of Contemporary Athletics*, 10, 51-66.
- Greenwell, T. C.**, Thorn, D., & Simmons, J. M. (2015). How is violence used to promote mixed martial arts? *International Journal of Sport Marketing and Sponsorship*, 16, 249-260.
- Greenwell, T. C.**, Hancock, M. G., Simmons, J. M., & Thorn, D., (2015). The effects of gender and social roles on the marketing of combat sport. *Sport Marketing Quarterly*, 24, 19-29.

- Ha, J. P., Hums, M. A., & **Greenwell, T. C.** (2014). The impact of acculturation and ethnic identity on American Football identification and consumption among Asians in the United States. *International Journal of Sport Marketing and Sponsorship*, 15, 125-142.
- Simmons, J. M. & **Greenwell, T. C.** (2014). Differences in fan-family conflict based on an individual's level of identification with a team. *Journal of Sport Behavior*. 37, 94-114.
- Greenhalgh, G. & **Greenwell, T. C.** (2013). Professional niche sport sponsorship: An investigation of sponsorship selection criteria. *International Journal of Sport Marketing and Sponsorship*, 14, 77-94.
- Greenhalgh, G., & **Greenwell, T. C.** (2013). What's in it for me? An investigation of North American professional niche sport sponsorship objectives. *Sport Marketing Quarterly*, 22, 101-112.
- Greenwell, T. C.**, Crawford, S. Z., Hancock, M. G., & Stoll, J. (2013). Peer leadership and ethical conduct: Team captains' perceptions of NCAA athletic conference codes of ethics. *Journal of Issues in Intercollegiate Athletics*, 6, 174-193.
- Greenwell, T. C.**, Greenhalgh, G. P. & Stover, N. & (2013). Understanding spectator expectations: An analysis of niche sports. *International Journal of Sport Management and Marketing*, 13, 144-157.
- Hancock, M. G., & **Greenwell, T. C.** (2013). Selection of a sport management major: Factors influencing student choice from a consumer-oriented perspective. *Sport Management Education Journal*, 7-13-24.
- Simmons, J. M., **Greenwell, T. C.**, Thorn, D., Hambrick, M. E., & Greenhalgh, G. P. (2013). Fans vs. spectators: Understanding support in minor league baseball. *International Journal of Sport Management and Marketing*, 13, 239-256.
- Ruihley, B.J., & **Greenwell, T.C.** (2012). Understanding the league sport participation experience utilizing the critical incident technique. *Sport Marketing Quarterly*. 21, 32-42.
- Shonk, D., & **Greenwell, T. C.**, Bravo, G., & Won, D. (2012). Site selection, satisfaction and intent to return: Perceptions of right holders of small-scale sporting events. *Journal of Convention & Event Tourism*, 13, 1-15.
- Tokuyama, S., & **Greenwell, T. C.** (2011). Examining similarities and differences in consumer motivation for playing and watching soccer. *Sport Marketing Quarterly*. 20, 148-156.
- Ha, J., Hums, M.A., & **Greenwell, T.C.** (2011). The dual role of physical education teacher-athletic directors in Korean secondary schools. *The Physical Educator*, 68, 221-233.
- Greenhalgh, G., Simmons, J., Hambrick, M., & **Greenwell, T. C.** (2011). Spectator support: Examining the attributes which differentiate niche from mainstream sport. *Sport Marketing Quarterly*, 20, 41-52.

- 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.
- Popp, N., Hums, M. A., & **Greenwell, T. C.** (2010). A comparison of international and domestic student-athletes: Measuring social adjustment and institutional attachment to college. *International Journal of Sport Management*, 11, 329-346.
- Park, S., Mahony, D. F., & **Greenwell, T. C.** (2010). The measurement of sport fan exploratory curiosity. *Journal of Sport Management*, 24, 434-455.
- Koo, G.Y., Andrew, D.P.S., Hardin, R., & **Greenwell, T.C.** (2009). Classification of sports consumers on the basis of emotional attachment: A Study of Minor League Ice Hocks and Spectators *International Journal of Sport Management*, 10, 307-329.
- Andrew, D.P.S., Kim, S., O'Neal, N., **Greenwell, T.C.**, & James, J.D. (2009). The relationship between spectator motivations and media and merchandise consumption at a professional mixed martial arts event. *Sport Marketing Quarterly*, 18, 199-209.
- Popp, N., Hums, M. A., & **Greenwell, T. C.** (2009). Do international student-athletes view the purpose of sport differently than United States student-athletes at NCAA Division I universities? *Journal of Issues in Intercollegiate Athletics*, 2, 93-110.
- Kim, S., Andrew, D. P. S., & **Greenwell, T. C.** (2009). 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. *International Journal of Sports Marketing and Sponsorship*, 157-170.
- Andrew, D. P. S., Koo, G., Hardin, R. & **Greenwell, T. C.** (2009). Analysing motives of minor league hockey fans: The introduction of violence as a spectator motive. *International Journal of Sport Management and Marketing*, 5, 73-89.
- Dittmore, S., Stoldt, C., & **Greenwell, T. C.** (2008). The use of an organizational weblog in relationship building: The case of a Major League Baseball team. *International Journal of Sport Communication*, 1, 384-397.
- Greenwell, T. C.**, Brownlee, E., Jordan, J. S. & Popp, N. (2008). Service fairness in spectator sport: The effects of voice and choice on customer satisfaction with student ticketing policy. *Sport Marketing Quarterly*, 17, 71-78.
- Kim, S., **Greenwell, T. C.**, Andrew, D. P. S., Lee, J., & Mahony, D. F. (2008). An analysis of spectator motives in an individual combat sport: A study of mixed martial arts fans. *Sport Marketing Quarterly*, 17, 109-119.
- Greenwell, T. C.**, Lee, J., & Naeger, D. (2007). Using the critical incident technique to identify critical aspects of the spectator's service experience. *Sport Marketing Quarterly*, 16, 190-198.

- 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. (2006). 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

O'Neal, N., Andrew, D. P. S., Kim, S. & **Greenwell, T. C.** (2007). The impact of gender and motivation on merchandise and media consumption of mixed martial arts spectators. *Proceedings of the 11th Annual International Conference on Sport and Entertainment Business*, 158-159.

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.

Book Chapters

Greenwell, T. C., & Thorn, D. F. (2017). Developing a strategic sport marketing plan. In Turner, B. A., & Miloch, K. S. (Eds.). *Marketing for sport business success* (2nd ed.). Dubuque, IA: Kendall-Hunt Publishing.

Greenwell, T. C. (2015). Applying Sportscape. In G. B. Cunningham, J. S. Fink, & A. Doherty (Eds.), *Routledge handbook of theory in sport management*. New York, NY: Routledge.

Ridinger, L. & **Greenwell, T. C.** (2015). Ethics in the sport industry. In A. Gillentine & B. Crow (Eds.), *Foundations of sport management* (3rd ed.). Morgantown, WV: Fitness Information Technology.

Greenwell, T. C., & Thorn, D. F. (2012). Developing a strategic sport marketing plan. In Parkhouse, B. L., Turner, B. A., & Miloch, K. S. (Eds.). *Marketing for sport business success*. Dubuque, IA: Kendall-Hunt Publishing.

Ridinger, L. & **Greenwell, T. C.** (2009). Ethics in the sport industry. In A. Gillentine & B. Crow (Eds.), *Foundations of sport management* (2nd ed.). Morgantown, WV: Fitness Information Technology.

Andrew, D.P.S., Todd, S.Y., **Greenwell, T.C.**, Pack, S.M., & Cannon, C. (2008). Perceived organizational prestige and collegiate athletic department employees. In J.H. Humprey (Ed.), *Contemporary Athletics Compendium Volume 2*. Hauppauge, NY: Nova Science Publishers. (reprint)

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

Simmons, J., Naraine, M., & **Greenwell, T. C.** (in review). Hail to the Football Team: Which brand attributes are most important to consumer desirability or rejection of a new brand? Submitted for review to the 2021 annual conference for the Sport Marketing Association, Las Vegas, NV.

Lee, S., Hums, M., **Greenwell, T. C.**, & Hambrick, M. (2021, June). Determinants of older adults' commitment to organized sport activities using the sport commitment model. Paper presented at the North American Society for Sport Management annual conference.

Siegfried, N., Green, E., Swim, N., Montanaro, A., & **Greenwell, T. C.** (Advisor) (2021, June). An examination of college adaptive sport sponsorship assets and the role of cause-related marketing. Paper presented at the North American Society for Sport Management annual conference

Weiner, J. **Greenwell, T. C.**, & Shreffler, M. B. (2019, June). An examination of box office relationship quality and relationship selling in Division I college athletics. Paper presented at the North American Society for Sport Management annual conference, New Orleans, Louisiana.

Lee, S. & **Greenwell, T. C.** (2019, November). Determinants of golf commitment, participation frequency, and word-of-mouth behaviors among recreational golfers. Paper presented at the Sport Marketing Association Annual Conference, Chicago, Illinois.

Spencer, T. & **Greenwell, T. C.** (2018, October). Fan identity after relocation: An analysis of the fan reaction to the Rams and the National Football League after the organization relocated to Los Angeles. Paper presented at the Sport Marketing Association Annual Conference, Dallas, Texas.

Simmons, J. Popp, N., Shapiro, S. & **Greenwell, T. C.** (2018, October). Analyzing Consumer Preferences for Online Sport Ticket Purchases. Paper presented at the Sport Marketing Association Annual Conference, Dallas, Texas.

- Yoo, S. W., **Greenwell, T. C.** (2018, June). An examination of aggressive motivations' influence on sport fandom and aggressive aspects of sports. Paper presented at the North American Society for Sport Management annual conference in Halifax, Nova Scotia.
- Cintron, A., **Greenwell, T. C.**, & Hambrick, M. E. (2018, June). Civic pride or civic duty: an examination of willingness to support a professional stadium referendum. Paper presented at the North American Society for Sport Management annual conference in Halifax, Nova Scotia.
- Choi, C., Yoo, S. W., & **Greenwell, T. C.** (2017, October). A new approach via level of addiction in eSports: Investigating participation motives from a marketing perspective. Paper presented at the Sport Marketing Association Annual Conference, Boston, Massachusetts.
- Simmons, J., Popp, N. & **Greenwell, T. C.**, (2017, October). Using conjoint analysis to examine constraints to student attendance at college football games. Paper presented at the Sport Marketing Association Annual Conference, Boston, Massachusetts.
- Weiner, J., Dwyer, B., LeCrom, C., & **Greenwell, T. C.** (2017, October). Differences between early and late individual game buyers in Division I college football. Paper presented at the Sport Marketing Association Annual Conference, Boston, Massachusetts.
- Yoo, S. W., & **Greenwell, T. C.** (2017, October). An examination of motivational factors of violent sports fans: An influence of aggressive motivations on sport fandom. Paper presented at the Sport Marketing Association Annual Conference, Boston, Massachusetts.
- Choi, C., Yoo, S. W., & **Greenwell, T. C.** (2017, June). Spectator motivations in esports from three different segmentation approaches: the level of addiction, passion, and fan identification. Paper presented at the North American Society for Sport Management annual conference in Denver, Colorado.
- Hanna, C., **Greenwell, T. C.**, & Hambrick, M. E. (2017, June). Evaluating minor league baseball social identity and brand equity. Paper presented at the North American Society for Sport Management annual conference in Denver, Colorado.
- Weiner, J. Shreffler, M., & **Greenwell, T. C.** (2017, June). An agency theory perspective of third-party ticketing partnerships. Paper presented at the North American Society for Sport Management annual conference in Denver, Colorado.
- Choi, C., Park, J., Yoo, S., & **Greenwell, T. C.** (2016, November). Virtuality like reality: Constraints, negotiation, negotiation-efficacy, and participation in virtual golf. Paper presented at the 2016 Sport Marketing Association Conference, Indianapolis, IN.
- Shreffler, M. B., & **Greenwell, T. C.** (2016, June). Understanding quality attributes that predict service value and word of mouth for two minor-league sports. Paper presented

at the North American Society for Sport Management annual conference in Orlando, Florida.

Kang, S., Hambrick, M. & **Greenwell, T. C.** (2016, June). An exploration of factors that encourage and discourage sport fans from using their smartphones. Paper presented at the North American Society for Sport Management annual conference in Orlando, Florida.

Choi, C., & **Greenwell, T. C.** (2016, April). A comparative approach to a whole new type of sport entertainment through virtual reality. Presented at the 2016 Pennsylvania Sports Business Conference, Indiana, PA.

Choi, C., & **Greenwell, T. C.** (2016, February). Virtual reality more realistic than reality: Effects of service quality, perceived value, consumer satisfaction on behavioral intentions in virtual golf. Presented at the Applied Sport Management Association Conference, Baton Rouge, LA.

Kang, S. J., **Greenwell, T. C.**, Hambrick, M. E., & Ha, J. P. (2015, October). Motivations, constraints, and technological perceptions related to smartphone use. Paper presented at the Sport Marketing Association Annual Conference, Atlanta, Georgia.

Greenwell, T. C., Simmons, J. M., Hancock, M. G., Shreffler, M. B., & Thorn, D. F. (2015, October). Presentations of women in violent sport. Paper presented at the Sport Marketing Association Annual Conference, Atlanta, Georgia.

Simmons, J. M., & **Greenwell, T. C.**, (2015, June). Married with children: Does family structure impact perceptions of fan-family conflict? Paper presented at the North American Society of Sport Management Annual Conference, Ottawa, Ontario.

Shreffler, M. B. & **Greenwell, T. C.** (2015, February). The relationship between service value, satisfaction, word-of-mouth, and attendance intentions: An examination of Minor League Baseball fans. Paper presented at the 3rd Annual Global Sport Business Association Conference. Nassau, Bahamas.

Greenwell, T. C., Calabrese, R., & Hancock, M. (2014, October). Using Social Media to Generate Insight into Athlete Brand Influences. Paper presented at the Sport Marketing Association Annual Conference, Philadelphia, Pennsylvania.

Hancock, M. Calabrese, R., & **Greenwell, T. C.**, (2014, October). Understanding Fan Perceptions of Male and Female MMA Fighters. Paper presented at the Sport Marketing Association Annual Conference, Philadelphia, Pennsylvania.

Cintron, A., & **Greenwell, T. C.**, (2014, October). Marlins Park: A Case Study on Media Coverage and Public Perception. Paper presented at the Sport Marketing Association Annual Conference, Philadelphia, Pennsylvania.

Jensen, J. A., Turner, B. A., **Greenwell, T. C.**, McEvoy, C. D., & Walsh, P. (2014, May). BIRGing 40 years later: A replication of Cialdini's seminal study. Paper presented at the

North American Society of Sport Management Annual Conference, Pittsburgh, Pennsylvania.

Mahoney, T. Q., & **Greenwell, T. C.** (2014, March). Exploring the influence of social media on the future intentions of charity sport participants, Paper presented at the 2014 IACS Summit on Sport and Communication, New York, New York.

Greenwell, T. C., Hancock, M. G., Simmons, J. M., & Thorn, D. (2013, October). Gender roles and the marketing of combat sport. Paper presented at the Sport Marketing Association Annual Conference, Albuquerque, New Mexico.

Greenwell, T. C., & Simmons, J. M., Thorn, D., & Hancock, M. G. (2013, May). How effective is it to market the violent aspects of a combat sport. Paper presented at the North American Society of Sport Management Annual Conference, Austin, Texas.

Ha, J.P., Hums, M. A., **Greenwell, T. C.**, & Park, S. (2013, May). Developing and Testing Sport Consumption Models for Asians in a Host Country: Examining Cultural Factors. Paper presented at the North American Society of Sport Management Annual Conference, Austin, Texas.

Greenwell, T. C., Thorn, D., & Simmons, J. M. (2012, October). How is violence used to promote mixed martial arts? Paper presented at the Sport Marketing Association Annual Conference, Orlando, Florida.

Kang, S. J., Ha, J. P., Hambrick, M. E. (Advisor), & **Greenwell, T. C.** (Advisor) (2012, October). A conceptual model for sport-related mobile applications. Paper accepted for presentation for the Sport Marketing Association Annual Conference, Orlando, Florida.

Greenhalgh, G. P., & **Greenwell, T. C.** (2012, May). What Did They Say? A Content Analysis of Professional Team Tweets. Paper presented at the North American Society of Sport Management Annual Conference, Seattle, Washington.

Simmons, J. M., & **Greenwell, T. C.** (2012, May). Football or Family: An Exploratory Examination of the Relationship between Fan Identification and Inter-Role Conflict. Paper presented at the North American Society of Sport Management Annual Conference, Seattle, Washington.

Hancock, M. & **Greenwell, T. C.** (advisor) (2012, May). The Selection of a Sport Management Major: Factors Influencing Student Choice from a Consumer-Oriented Perspective). Paper presented at the North American Society of Sport Management Annual Conference, Seattle, Washington.

Ha, J. P., Choi, C., Han, K., & **Greenwell, T. C.** (advisor) (2012, May). Online Sport Consumption Motives: Why Does an Ethnic Minority Group Consume Sports in a Native and Host Country through the Internet? Paper presented at the North American Society of Sport Management Annual Conference, Seattle, Washington.

Simmons, J.M., **Greenwell, T.C.**, Hambrick, M.E., Greenhalgh, G.P., & Thorn, D. (2011, October). Fans and spectators: Understanding support in Minor League Baseball. Paper presented at the Sport Marketing Association Annual Conference, Houston, Texas.

Greenhalgh, G.P., & **Greenwell, T.C.**, (2011, October). What are they looking for? An investigation of North American professional niche sport sponsorship objectives. Paper presented at the Sport Marketing Association Annual Conference, Houston, Texas.

Ha, J. P., & Greenwell, T. C. (advisor), (2011, October). Testing American football consumption model of Asians in the United States: Using acculturation and ethnic identity. Paper presented at the Sport Marketing Association Annual Conference, Houston, Texas.

Ha, J. P., Greenwell, T. C. (advisor), & Ha, J. H. (2011, October). The conceptual linkages among acculturation, ethnic identity, points of attachment, and consumption behavior in spectator sports. Paper presented at the Sport Marketing Association Annual Conference, Houston, Texas.

Ha, J. P., Park, S. H., Hums, M. A. & **Greenwell, T. C.** (2011, May). The role of acculturation in the American football consumption behavior of Asian population. Paper presented at the North American Society of Sport Management Annual Conference, London, Ontario.

Greenhalgh, G., & **Greenwell, T. C.** (2011, May). Sponsoring the little guys: An investigation of North American professional niche sport sponsorship selection criteria. Paper presented at the North American Society of Sport Management Annual Conference, London, Ontario.

Hambrick, M. E., **Greenwell, T. C.**, Lasky, S. (2010, October). The dissemination of innovations in the sporting goods industry. Paper presented at the Sport Marketing Association Annual Conference, New Orleans, LA.

Greenwell, T. C., Stover, N. & Greenhalgh, G. P. (2010, October). Understanding spectator expectations: An analysis of niche sports. Paper presented at the Sport Marketing Association Annual Conference, New Orleans, LA.

Han, D. Y., Mahony, D. F., & **Greenwell, T. C.** (2010, June). A cross-cultural approach for understanding motivation differences between American and Korean Sport Fans: The impact of individualism and collectivism. Submitted to the North American Society of Sport Management Annual Conference, Tampa.

Theos, K., Miller, J. K., McJury, K. S., & **Greenwell, T. C.** (2010, June). Understanding Volunteers of American Community Based Sport Delivery Systems. Paper presented at the North American Society of Sport Management Annual Conference, Tampa.

Hambrick, M. E., Simmons, J. M., Greenhalgh, G. P., & **Greenwell, T. C.** (2010, June). Understanding athletes' use of Twitter: A content analysis of athlete tweets. Paper presented at the North American Society of Sport Management Annual Conference, Tampa.

- Greenhalgh, G., Hambrick, M., Simmons, J., **Greenwell, T. C.**, Tubbs, T., & Short, K., (2009, October). Finding their niche: Predicting spectator support for non-mainstream sports. Paper presented at the Sport Marketing Association Annual Conference, Cleveland, Ohio.
- Brownlee, E. A., **Greenwell, T. C.**, and Moorman, A. M. (2009, October). Ambush marketing in MLB: Are loyal fans fooled? Paper presented at the Sport Marketing Association Annual Conference, Cleveland, Ohio.
- Ruihley, B. J., & **Greenwell, T. C.** (2009, June). Developing an understanding of the league sport participation experience utilizing the critical incident technique. Paper presented at the North American Society for Sport Management Annual Conference. Columbia, South Carolina.
- Brownlee, E., **Greenwell, T. C.**, & Moorman, A. M. (2009, June). The effectiveness of official sponsor designation: The case of ambush marketing in major league baseball (MLB). Paper presented at the North American Society for Sport Management Annual Conference. Columbia, South Carolina.
- Tokuyama, S. & **Greenwell, T. C.** (Advisor) (2009, June). Examination of consumer motivation in two activities: Participant sport and spectator sport. Submitted to the North American Society for Sport Management Annual Conference. Columbia, South Carolina.
- Crawford, S. Z., **Greenwell, T. C.**, & Sherrick, J. (2008, June). Assessments of NCAA athletic conference codes of ethics: An analysis of Division I and III team captains' perceptions. Paper presented at the North American Society for Sport Management annual conference: Toronto.
- Kim, S., Andrew, D. P. S. & **Greenwell, T. C.** (2008, June). Individual combat sport: Comparison of motivation and media consumption behaviors between mixed martial arts spectators in amateur and professional events. Paper presented at the North American Society for Sport Management annual conference: Toronto.
- Park, S. H., Mahony, D. F., & **Greenwell, T. C.** (Advisor) (2008, June). The measurement of sport fan curiosity. Paper presented at the North American Society for Sport Management annual conference: Toronto.
- O'Neal, N., Andrew, D. P. S., Kim, S. & **Greenwell, T. C.** (2007, November). The impact of gender and motivation on merchandise and media consumption of mixed martial arts spectators. Paper presented at the 11th Annual International Conference on Sport and Entertainment Business: Columbia, SC
- Andrew, D.P.S., Koo, G.Y., Hardin, R., & **Greenwell, T.C.** (2007, November). Analyzing motives of minor league hockey fans: The introduction of violence as a spectator motive. Paper presented at the 5th Annual Sport Marketing Association Conference: Pittsburgh, PA.

- Park, S., Mahony, D. F., & **Greenwell, T. C.** (Advisors), (2007, November) Curiosity Gap Model: Curiosity and the intention to watch novel sports. Paper presented at the 5th Annual Sport Marketing Association Conference: Pittsburgh, PA.
- Kim, S., Andrew, D.P.S., **Greenwell, T.C.**, Lee, J., & Song, E. (2007, November). Exploring cultural differences between American and South Korean mixed martial arts fans regarding spectator motivation and media consumption behaviors. Paper presented at the 5th Annual Sport Marketing Association Conference: Pittsburgh, PA.
- 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. Paper presented at 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. Paper presented at the North American Society for Sport Management Conference. Miami, Florida.
- Popp, N., Hums, M. A., (advisor), & **Greenwell, T. C.** (advisor) (2007, June). Perceived purpose of collegiate sport and its effect on social adjustment and institutional attachment: A comparison of international and domestic NCAA student-athletes. Paper presented at the North American Society for Sport Management Conference. Miami, Florida.
- Popp, N., Hums, M. A., (advisor), & **Greenwell, T. C.** (advisor) (2007, June). Do international student-athletes view collegiate sport differently than domestic student-athletes? Paper presented at 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

Shonk, D.J., **Greenwell, T.C.**, & Danzey-Bussell, L.A. (2014, January). Mind your PEAS & Cues: Atmosphere & sport contest: Critical components of event success. *SportsEvents Magazine*, 14-16.

Shonk, D.J., **Greenwell, T.C.**, & Danzey-Bussell, L.A. (2013, December). Mind your PEAS & Cues: On the front line... How employee interactions can make or break an event. *SportsEvents Magazine*, 13.

Shonk, D.J., **Greenwell, T.C.**, & Danzey-Bussell, L.A. (2013, November). Mind your PEAS & Cues: How to enhance the quality of services surrounding your event. *SportsEvents Magazine*, 11.

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

SPORT INDUSTRY RESEARCH & TECHNICAL REPORTS

Simmons, J., Popp, N. & **Greenwell, T. C.** (2018). *College student attendance at collegiate sporting events: The importance of constraints*. Prepared for the National Association of Collegiate Marketing Administrators.

Greenwell, T. C., Shreffler, M. B., & Hanna, C. (2015). *Louisville City FC Customer Survey*. Prepared for the Louisville City FC professional soccer team, Louisville, Kentucky.

Greenwell, T. C., Cintron, A. & Shreffler, M. B. (2014). *Louisville Bats Customer Survey*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Cintron, A., **Greenwell, T. C.**, & Shreffler, M. B. (2014). *Louisville Bats Mystery Shopper Report*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Simmons, J. & **Greenwell, T. C.** (2010). *Louisville Bats 2010 Customer Survey*. Prepared for the Louisville Bats professional baseball team, Louisville, Kentucky.

Tokuyama, S., **Greenwell, T. C.**, & Simmons, J. (2009). *Mockingbird Soccer Consumer Motivation Survey*. Prepared for Mockingbird Soccer, Louisville, Kentucky.

Tokuyama, S., **Greenwell, T. C.**, & Naeger, D. (2009). *USTA Kentucky Consumer Motivation Survey*. Prepared for the United States Tennis Association, Louisville, Kentucky.

Stover, N., **Greenwell, T. C.** & Pack, S. (2008). *Neutral Zone Hoops Showcase customer analysis*. Prepared for Game Seven Sports Marketing, Louisville, Kentucky.

Miller, J., McJury, K., & Greenwell, T. C. (2008). *USTA Volunteer Motivations*. Prepared for the United States Tennis Association, Louisville, Kentucky.

- Brownlee, E. & Greenwell, T. C. (2008). Minnesota Twins Sponsorship Survey. Prepared for the Minnesota Twins Professional Baseball Club.
- 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.
- Ruihley, 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 analysis*. 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

“The service experience in spectator sport” Presented to EDU PAES 953 “Current Research in Sport Management” doctoral seminar at the Ohio State University. May 11, 2010.

“Customer expectations and customer satisfaction” Presented to K690 “Doctoral Seminar in Sport Management” doctoral seminar at Indiana University. February 7, 2008.

“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.

GRANT AND RESEARCH PROPOSALS

Simmons, J. & **Greenwell, T. C.** (2010). Louisville Bats 2010 Customer Survey. Funded by the Louisville Bats Minor League Baseball Club in the amount of \$250.

Miller, J., McJury, K., & Greenwell, T. C. (2008). USTA Volunteer Motivations. Funded by the United States Tennis Association in the amount of \$500.

Heer, T., & **Greenwell, T. C.**, (2007). Louisville Bats 2007 walk-up survey: Analysis of local & out-of-town customers. Funded by the Louisville Bats Minor League Baseball Club in the amount of \$250.

Greenwell, T. C., & Stover, N. (2007). Expectations of arena football customers. Funded by the Louisville Fire Arena Football Team in the amount of \$250.

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.

TEACHING

Primary Teaching Responsibilities

SPAD 353: Sport and Film
SPAD 383: Sport Marketing
SPAD 525: Sport Event Management
SPAD 653: Sport and Film
SPAD 683: Sport Marketing
SPAD 703: Doctoral Seminar in Sport Consumer Research

Other Courses Taught

SPAD 284: Current Trends and Issues in Sport Administration
SPAD 402: Internship in Sport Administration
SPAD 472: The Sport Industry
SPAD 521: Independent Study
SPAD 530: Promotion and Publicity
SPAD 692: Internship in Sport Administration
SPAD 699: Directed Readings

Courses Developed

SPAD 353: Sport and Film
SPAD 383: Sport Marketing Online
SPAD 525: Event Management
SPAD 530: Promotion and Publicity
SPAD 653: Sport and Film
SPAD 683: Sport Marketing Online
SPAD 703: Doctoral Seminar in Sport Consumer Research

SUPERVISION OF STUDENT RESEARCH

Dissertations Chaired

Popp, N. (Co-Chair) July, 2007
Park, S. (Co-Chair) December 2007
Brownlee, E. (Co-Chair) August, 2008
Han, D. Y. (Co-Chair) August, 2009
Tokuyama, S. (Chair) August, 2009
Thorn, D. (Co-Chair) December, 2009
Hambrick, M. (Chair) January, 2010
Chen, Y. (Co-Chair) February, 2010
Greenhalgh, G. (Chair) July, 2010
Simmons, J. (Chair) May, 2011
Tan, G. (Chair) August, 2011
Ha, J. (Co-Chair) February, 2012
Mahoney, Tara (Chair) April 2013
Kang, S. (Co-Chair) April 2015
Rice, J. (Co-Chair) June 2015
Choi, C. (Co-Chair) April, 2016
Hanna, C. (Co-Chair) August, 2016
Cintron, A. (Co-Chair) May, 2017
Weiner, J. (Chair) July, 2018
Naeger, D. (Co-Chair) December, 2018
Pond, A. (Chair) April, 2021
Murfree, A. (Chair) April, 2021
Yoo, S. (Chair) In progress

Dissertation Committees

Bower, G. (Member) May, 2004
Patrick, I. (Member) May, 2004
Shielley, H. (Member) May, 2004
Minnear, C. (Member) May, 2006
Thrasher, R. (Member) May, 2006
Dittmore, S. (Member) May 2007
Smith, A. (Member) April, 2009
Hancock, M. (Member) April, 2012
Itoh, M. (Member) August, 2014
Spencer, T. (Member) December, 2019
Cocco, A. (Member) April, 2020
Lee, S. (Member) April, 2020
Police, C. (Member) April, 2021
Lee, Y. (Member) In progress
Kulkarni, A. (Member) In progress

Program Committees

Lee, J. (Member)
Park, S. (Chair)
Brownlee, E. (Chair)
Stover, N. (Chair)
Tokuyama, S. (Chair)
Han, D. (Member)
Tan, G. (Chair)
Hambrick, M. (Chair)
Greenhalgh, G. (Chair)
Simmons, J. (Member)
Stinnett, B. (Member)
Ha, J. (Member)
Hancock, M. (Member)
Mahoney, T. (Chair)
Choi, C. (Member)
Kang, S. (Chair)
Rice, J. (Chair)
Svensson, P. (Member)
Hanna, C. (Chair)
Cintron, A. - (Chair)
Naeger, D. (Co-Chair)
Weiner, J. (Chair)
Yoo, S. (Chair)
Lee, S. (Member)
Spencer, T. (Co-Chair)
Murfree, J. (Chair)
Pond, A. (Chair)
Police, C. (Member)
Kulkarni, A. (Member)
Siegfried, N. (Member)
Clemons, M. (Chair)

Master's Students Research Projects

Bilney, R. (2015). Research project culminating in a research report presented to the Cardinal Athletic Fund "Student fundraising programs".

Cintron, A. (2013). Research project culminating in a research report "Miami-Dade County residents and their attitudes towards the Miami Marlins organization"

Hovland, S. (2011). Research project culminating in report "An analysis of men's basketball statistics on Division I colleges' athletics websites"

Calabrese, R. (2011). Research project culminating in a manuscript "Facebook and exercise"

Garmhausen, G. (2009). Research project culminating in a research report "Event site considerations"

Aiello, D. (2008). Research project culminating in a research report "Brand associations in mixed martial arts"

Conklin, K. (2008). Research project culminating in a technical report presented to the University of Louisville Athletic Department "Per-seat donations in women's college basketball"

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."

SERVICE

National/International Committees and Appointments

2017	Site Reviewer – COSMA (1 program reviewed)
2016	Site Reviewer – COSMA (2 programs reviewed)
2013 - 2016	Elected representative – COSMA Board of Commissioners
2011	Member – COSMA Marketing Task Force
2008 – 2010	Member at Large – NASSM Executive Committee.
2006 - 2008	Council Member - Sport Management Program Review Council
2006	Chair - Nominating Committee – North American Society for Sport Management
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)

Editorial Boards

2016 - present	Journal of Global Sport Management
2010 - present	Journal of Issues in Intercollegiate Athletics
2011 - present	Journal of Sport Management
2011 - 2012	Guest Editor - International Journal of Sport Management and Marketing
2009 - 2019	Sport Marketing Quarterly
2008 -2010	International Journal of Sport Management and Marketing

Professional Reviews

2021	Manuscript Reviewer – Journal of Sport Management (1), Journal of Global Sport Management (1)
2020	Manuscript Reviewer – Journal of Sport Management (4), Sport Marketing Quarterly (1), Journal of Issues in Intercollegiate Athletics (2)
2020	External Tenure Reviewer – University of South Carolina
2020	External Tenure Reviewer – University of Oklahoma
2020	External Promotion Reviewer – University of Memphis
2020	External Promotion Reviewer – Ohio University
2020	External Promotion Reviewer – IUPUI
2019	External Tenure Reviewer – University of South Carolina
2019	External Tenure Reviewer – University of Massachusetts
2019	External Tenure Reviewer – Louisiana State University
2019	External Tenure Reviewer – IUPUI
2019	External Tenure Reviewer – Georgia State University
2019	Manuscript Reviewer – Journal of Sport Management (5), Sport Marketing Quarterly (1), International Journal of Sport Marketing and Sponsorship (1), Event Management (1)
2019	Abstract Reviewer - CSRI Conference (4 papers reviewed)
2018	Program Review - University of South Carolina
2018	Manuscript Reviewer – Journal of Sport Management (3), Sport Marketing Quarterly (3), Journal of Issues in Intercollegiate Athletics (3), Journal of Global Sport Management (1), Sport Management Education Journal (1), Academy of Economics and Finance Journal (1), International Journal of Sport Marketing and Sponsorship (1)
2018	External Tenure Reviewer – University of New Mexico
2017	Manuscript Reviewer – Journal of Sport Management (4), Sport Marketing Quarterly (2), Journal of Issues in Intercollegiate Athletics (1), Journal of Global Sport Management (1), International Journal of Sport Management (1), Sport Management Review (2), Sport Management Education Journal (1)
2017	External Tenure Reviewer – University of Memphis
2017	External Promotion Reviewer – University of Memphis
2016	Manuscript Reviewer – Journal of Sport Management (5), Sport Marketing Quarterly (3), Journal of Issues in Intercollegiate Athletics (2), International Journal of Sport Management (1), International Journal of Sport Management and Marketing (2), International Journal of Sport Marketing and Sponsorship (1), Journal of Sport Economics (1)
2016	External Tenure Reviewer – University of South Carolina
2016	External Tenure Reviewer – Syracuse University
2016	Abstract Reviewer - CSRI Conference (4 papers reviewed)
2015	Manuscript Reviewer – Journal of Sport Management (2), Sport Marketing Quarterly (2 papers reviewed), Sport Marketing Education Journal (1), Communication and Sport (1), Sport Management Review (2), International Journal of Sport Management and Marketing (2), International Journal of Sport Marketing and Sponsorship (1), International Journal of Sport Management (1)
2015	External Tenure Reviewer – Virginia Commonwealth University
2015	External Tenure Reviewer – University of Tennessee

2014 Program Review – University of Memphis

2014 Manuscript Reviewer - Journal of Sport Management (4), Sport Marketing Quarterly (4), Journal of Issues in Intercollegiate Athletics (2), Journal of Intercollegiate Sport (1), International Journal of Sport Marketing and Sponsorship (2), Sport Management Review (1)

2014 External Tenure Reviewer – Virginia Commonwealth University

2014 Abstract Reviewer – CSRI Conference (5 papers reviewed)

2013 Manuscript Reviewer – Journal of Sport Management (8) Sport Marketing Quarterly (3), Journal of Issues in Intercollegiate Athletics (3), Journal of Intercollegiate Sport (1), International Journal of Sport Marketing and Sponsorship (1), Sport Management Review (1), Sport Management Education Journal (1), International Journal of Sport Marketing and Management (1)

2013 External Tenure Reviewer – Mississippi State University

2013 Abstract Reviewer – NASSM Conference (25 papers reviewed)

2013 Abstract Reviewer - CSRI Conference (4 papers reviewed)

2012 Manuscript Reviewer – Journal of Sport Management (5), Sport Marketing Quarterly (2), Journal of Issues in Intercollegiate Athletics (1), International Journal of Sport Communication (1), International Journal of Sport Management and Marketing (1), Sport Management Education Journal (1)

2012 Abstract Reviewer – NASSM Conference (26 papers reviewed)

2012 Abstract Reviewer - SMA Conference (7 papers reviewed)

2012 Abstract Reviewer - CSRI Conference (5 papers reviewed)

2011 Manuscript Reviewer – Journal of Sport Management (2), Sport Management Review (1), Sport Marketing Quarterly (3), European Journal of Sport Management (1)

2011 External Tenure Reviewer – University of West Virginia

2011 Competition Reviewer – North American Society for Sport Management Student Research Competition (2 manuscripts reviewed)

2011 Abstract Reviewer - CSRI Conference (5 papers reviewed)

2010 Manuscript Reviewer – Journal of Issues in Intercollegiate Athletics (1), International Journal of Sport Management and Marketing (1), Sport Management Education Journal (1), European Sport Management Quarterly (1 paper reviewed), Sport Marketing Quarterly (1 paper reviewed), Journal of Sport Management (3 papers reviewed)

2010 External Tenure Reviewer – IUPUI

2010 Book Prospectus Reviewer – Holcolmb Hathaway

2010 Abstract Reviewer - Sport, Entertainment, and Venues Tomorrow Conference (4 papers reviewed)

2009 Section Head for other Abstracts – North American Society for Sport Management Annual Conference (24 abstracts reviewed)

2009 Manuscript reviewer – Sport Marketing Quarterly (2), Journal of Sport Management (1)

2009 External Tenure Reviewer – Robert Morris University

2009 Abstract Reviewer - Sport, Entertainment, and Venues Tomorrow Conference (5 papers reviewed)

2008 Manuscript reviewer – Journal of Sport Management (2), International Journal of Sport Management and Marketing (1), Asia Pacific Management Review (1),

	Sport Marketing Quarterly (2), International Journal of Sport Communication (1)
2008	Competition Reviewer – North American Society for Sport Management Student Research Competition (2 manuscripts reviewed)
2007	Manuscript reviewer –Sport Marketing Quarterly (2), International Journal of Sport Management and Marketing (1)
2007	Abstract Reviewer – North American Society for Sport Management Annual Conference (24 abstracts reviewed)
2006	Section Head for Marketing Abstracts – North American Society for Sport Management Annual Conference (25 abstracts reviewed)
2006	Manuscript reviewer – Sport Marketing Quarterly (2 manuscripts reviewed)
2006	Competition Reviewer – North American Society for Sport Management Student Research Competition (3 manuscripts reviewed)
2005	Section Head for Marketing Abstracts – North American Society for Sport Management Annual Conference (18 abstracts reviewed)
2005	Manuscript reviewer – Sport Marketing Quarterly (1 manuscript reviewed)
2005	Competition Reviewer – North American Society for Sport Management Student Research Competition (4 manuscripts reviewed)
2004	Manuscript reviewer – Sport Management Review (1), Sport Marketing Quarterly (2)
2004	Abstract reviewer - American Association for Health, Physical Education, Recreation and Dance (10 abstracts reviewed)

University Service

2018 – present	Member - Libraries Advisory Board
2016 - 2019	Member - EVPRI Internal Grant Review Committee
2015 - 2019	Member – University of Louisville Conflict Review Board
2010 - 2011	Member - NCAA Athletics Certification Committee
2010	Member –Distinguished Service Award Committee
2008 - 2010	Member – Committee on Persistence to Graduation
2008 - 2009	Member – NSSE Marketing Committee
2007 - present	Member –Student Athlete Aid Committee
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

College Service

2018	Member – Teaching Exchange Ad-hoc Committee
2018 - 2020	Member – CEHD Assessment Review Committee
2014 – 2016	Member - CEHD i2a Leadership team
2008 – 2009	Chair – CEHD Research and Faculty Development Committee
2007	Member – Health & Sport Sciences Chair Search Committee
2006 – 2009	Member – CEHD Standard I Self-Study Committee
2005 – 2006	Member – CEHD Curriculum Committee
2005	Member – CEHD Advising Search Committee
2004 - 2008	Member – ELFH Doctoral Admissions Committee
2004	Member – ELFH Search Committee

2002 – 2008	Member - CEHD Research & Faculty Development Committee
2002 – 2008	Member - CEHD Student Grievance Committee
2002 – 2005	Member - CEHD Marketing Committee
2002 – 2004	Member - CEHD Web Priorities Committee
2001 – 2003	Member - CEHD Fellowship Review Committee

Departmental Service

2020	Member – Sport Administration Search Committee
2019	Chair - Sport Administration Search Committee
2015	Member – Exercise Physiology Search Committee
2012	Co-Chair – Sport Administration Search Committee
2011 – present	SPAD Program Director
2009 – present	Coordinator – COSMA Accreditation
2010	Member – Sport Administration Search Committee
2010	Member – Physical Education Faculty Search Committee
2009	Chair – Sport Administration Search Committee
2008	Chair – Sport Administration Search Committee
2008 - 2011	Graduate program coordinator – Sport Administration Program
2007	Chair – Sport Administration Search Committee
2007 - present	HSS Curriculum Committee
2006	Member – Sport Administration Search Committee
2005	Member – Sport Administration Search Committee
2004 – 2008	Undergraduate program coordinator – Sport Administration Program
2004	Member – Sport Administration Search Committee
2001 – 2005	HSS Curriculum Committee
2001 – 2011	Chair – Sport Administration Graduate Admissions Committee
2001 – 2004	Faculty Advisor - Sport Administration Club

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

AWARDS AND HONORS

2018	Delphi Center for Teaching and Learning Faculty Favorite Award
2018	Research Fellow – North American Society for Sport Management
2017	20 People to Know: Sports Business – Louisville Business First
2016	Sport Marketing Association David K. Stotlar Award for contributions to doctoral education.
2014	Delphi Center for Teaching and Learning Faculty Favorite Award
2013	Research Fellow – Sport Marketing Association
2010	Nominated for SIGS Outstanding Faculty Mentor of a Doctoral Student
2011	Finalist for Sport Marketing Association Paper of the Year
2011	UofL Athletics Honorary Guest Coach
2011	Nominated for SIGS Outstanding Faculty Mentor of a Doctoral Student
2010	Nominated for SIGS Outstanding Faculty Mentor of a Doctoral Student
2009	Delphi Center for Teaching and Learning Faculty Favorite Award
2008	Delphi Center for Teaching and Learning Faculty Favorite Award
2008	Red and Black Faculty mentor award
2005	Red and Black Faculty mentor award
2004	Red and Black Faculty mentor award
2003	Red and Black Faculty mentor award
2003	UofL Athletics Honorary Guest Coach
2002	Red and Black Faculty mentor award