

I. Academic/Professional Background

A. Name: Ryan K. Zapalac, Ph.D.

Title: Associate Dean, College of Health Sciences /
Professor, Department of Kinesiology

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>
Ph.D.	2004	University of Houston – Main	Kinesiology (Sport Management/Sport Psychology emphasis)
M.Ed.	2001	University of Houston – Main	Physical Education (Sport and Fitness Administration)
B.S.	1998	University of Houston – Main	Kinesiology

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
▪ Associate Dean of Academic Affairs, Graduate Programs, & Community Engagement (College of Health Sciences)	SHSU	August 2018 - present
▪ Professor	SHSU	September 2020 - present
▪ Acting Chair of Kinesiology	SHSU	September 2014 – September 2015
▪ Assistant Chair of Kinesiology	SHSU	August 2011 – September 2014
▪ Associate Professor	SHSU	September 2012 – August 2020
▪ Assistant Professor	SHSU	August 2006 – August 2012
▪ Lecturer	Rice Univ.	August 2004 – August 2006
▪ Graduate Teaching Fellow	Univ. of Houston	August 2000 – August 2004

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
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E. Other Professional Credentials (licensure, certification, etc.)

II. TEACHING

A. Teaching Honors and Awards:

- Nominated for SHSU *Excellence in Teaching Award* (Spring 2019).
- Nominated for SHSU Mentor Award by Jeremy Thomas, former student and Corporate Development Events Coordinator for the Houston Texans (April 2010).

B. Courses Taught:

Sam Houston State University Courses (2006 – present) (note: courses changed to KINE designator and four-digit numeric course listing in Summer 2011):

- KIN 378 (KINE 3378) – Administration of Kinesiology & Sport
- KIN 534 (KINE 5334) – Practicum (Internship) (Graduate)
- KIN 570 (KINE 5370) – Sport Marketing: Theory and Practice (Graduate) – Offered as a Special Topics (KIN 599) course in Fall 2007 prior to approval by the Texas Higher Education Coordinating Board (THECB)
- KIN 573 (KINE 5373) – Event and Facility Management (Graduate) - Offered as a Special Topics (KIN 599) course in Spring 2008 prior to approval by the Texas Higher Education Coordinating Board (THECB)
- KIN/HED 574 (KINE 5374) – Research Seminar (later Applied Research Methods in Health, Kinesiology, and Sport Management) (Graduate)
- KINE 5383 – Sport Consumer Behavior - Offered as a Special Topics (KIN 5399) course in Summer 2016 and Summer 2017 prior to approval by the Texas Higher Education Coordinating Board (THECB)
- KIN 593 (KINE 5393) – Advanced Studies in the Psychology of Sport (Graduate)
- HLTH 4393 – Internship Program
- HED 385 – Safety Education
- KIN 435 – Psychology of Coaching
- KIN 388 – Sports in Contemporary Society
- KIN 598 – Significance of Motor Learning (Graduate)

Rice University Courses (2004 – 2006):

- KINE 460 – Management and Leadership in Sport
- KINE 377 – Internship
- KINE 366 – Event and Facility Management
- KINE 364 – Sport Law and Labor Relations
- KINE 360 – Sport Finance
- KINE 260 – Introduction to Sport Management

University of Houston Courses (2000 – 2004):

- KIN 3350 – Psychological Aspects of Sport and Exercise
- KIN 3305 – Social and Cultural Aspects of Kinesiology and Sport
- KIN 2105 – Team Sports (Kinesiology majors course)
- KIN 1252 – Foundations of Kinesiological Studies (University of Houston)
- PEB 4197 – Online Running and Jogging Activities
- PEB 1251; 1252 – Exercise for Health and Fitness
- PEB 1154 – Rhythmic Aerobics
- PEB 1151 – Weight Training
- PEB 1144 – Basketball
- PEB 1136 – Racquetball
- PEB 1130 – Beginning Golf
- PEB 1120 – Introductory Swimming
- PEB 1101 – Fitness and Health

C. Graduate Theses/Dissertations, Honors Theses, or Exit Committees (if supervisor, please indicate):

- 2021 Chad Kelley, M.S. in Sport Management (SHSU), *Title forthcoming*, December 2021 – present (Thesis Committee Chair) (in progress).
- 2021 David Waxman, M.S. in Sport Management (SHSU), *An exploration of COVID-19 impacts on sport media professionals*, Sam Houston State University, August 2020 – present (Thesis Committee Chair) (in progress).
- 2019 Devin Anderson, M.S. in Sport Management (SHSU), *Investigating fandom, motives, and consumption patterns of Esports consumers*, Sam Houston State University, August 2018 – December 2019 (Thesis Committee Chair).
- 2016 David Paitson, Ed.D. in Educational Leadership (SHSU), *Assessment of leadership behaviors required for the intercollegiate Athletic Director position*, Sam Houston State University, May 2015 – December 2016 (Committee Member).
- 2014 Jason Chandler, Ed.D. in Educational Leadership (SHSU), *The impact of NCAA reclassification on academic success rates*, Sam Houston State University, August 2013 – May 2014 (Committee Member).

D. Courses Prepared and Curriculum Development (date listed indicates completion of task):

Program Development

- 2021 As Associate Dean and Sport Management faculty member, assisting Dr. Brent Estes, Mr. Jamey Rootes, and Dr. Rachael Wilcox with development of the B.S. in Sport Management and Leadership.
- 2016 As Acting Chair, assisted Dr. Page Glave with the degree change for the M.S. in Kinesiology – Sport and Human Performance.
- 2015 As Acting Chair, worked with Dr. Brent Estes to build the new M.S. in Sport Management degree program.
- 2014 As Acting Chair, assisted Dr. Mary Williams with the new program proposal for the B.S. in Athletic Training.
- 2007 Worked with Dr. Brent Estes to redesign M.A. in Kinesiology – Sport Management degree program, develop courses, and move to The University Center in The Woodlands.

New Course Proposals Developed and Approved:

- 2022 (in progress)
- Introduction to Sport Marketing
 - Event Development and Management
 - Foundations of Sport Management
 - Undergraduate Sport Management Internship
- 2017
- KINE 5383 – Sport Consumer Behavior (Graduate)
 - KINE 5384 – Revenue Generation in Sport (Graduate)
- 2014 As Acting Chair, assisted Dr. Mary Williams (Athletic Training) with the following curriculum submissions and program proposal for the B.S. in Athletic Training program:

- ATTR 3170 - Prevention & Care of Inj. Lab
 - ATTR 3169 - Therapeutic Interv. I Lab
 - ATTR 3291 - Clinical Experiences in AT I
 - ATTR 3292 - Clinical Experiences in AT II
 - ATTR 3383 - Head and Face Injuries in Sport
 - ATTR 4100 - Lower Extremity Injuries Lab
 - ATTR 4110 - Upper Extremity Injuries Lab
 - ATTR 4169 - Therapeutic Interv. II Lab
 - ATTR 4175 - Gen. Med. Conditions Lab
 - ATTR 4291 - Clinical Experiences in AT III
 - ATTR 4292 - Clinical Experiences in AT IV
 - ATTR 4369 - Therapeutic Interventions II
 - ATTR 4375 - Gen Med Conditions in Sport
- 2011 KIN/HED 574 (KINE 5374) – Research Seminar – revised course approach, course description, and renamed Applied Research Methods in Health, Kinesiology, and Sport Management (Graduate)
- 2009 KIN 378 (KINE 3378) – Administration of Kinesiology & Sport – revised course description and title
- 2008 KIN 570 (KINE 5370) – Sport Marketing: Theory and Practice (Graduate)
KIN 573 (KINE 5373) – Event and Facility Management (Graduate)

E. Funded External Teaching Grants and Contracts:

F. Submitted, but not Funded, External Teaching Grants and Contracts:

G. Funded Internal Teaching Grants and Contracts:

H. Submitted, but not Funded, Internal Teaching Grants and Contracts:

I. Other:

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press)

1. Books (if not refereed, please indicate)

a. Scholarly Monographs:

b. Textbooks:

c. Edited Books:

d. Chapters in Books:

- 2020 Johnson, L. M., Pearson, D., Zapalac, R. K., & Zhang, J. J. (2020). Consumer behavior of women's sports. In B. G. Pitts & J. J. Zhang (Eds.), *Sport business in the United States: Contemporary perspectives* (pp. 194 - 213). London, UK: Routledge.

- 2020 Paitson, D., Zapalac, R. K., & Zhang, J. J. (2020). Critical leadership in the management and marketing of university athletics. In B. G. Pitts & J. J. Zhang (Eds.), *Sport business in the United States: Contemporary perspectives* (pp. 126 - 153). London, UK: Routledge.
- 2017 Wann, D. L., Zapalac, R. K., Grieve, F. G., Lanter, J. R., & Peetz, T. B. (2017). The influence of fan motives on perceptions of legalizing sport wagering. In A. M. Columbus (Ed.), *Advances in Psychology Research* (Vol. 130, pp. 89-121). New York, NY: Nova.
- 2012 Wann, D. L., Grieve, F. G., Zapalac, R. K., Visek, A. J., Partridge, J. A., & Lanter, J. R. (2012). The importance of team identification in perceptions of trust in fellow and rival sport fans. In A. C. Earnhardt, P. M. Haridakis, & B. Hugenberg (Eds.), *Sports fans, identity, and socialization: Exploring the fandemonium* (pp. 68-78). Lanham, MD: Lexington.
- 2012 Wann, D. L., Grieve, F. G., Zapalac, R. K., & Pease, D. G. (2012). Motivational profiles of sport fans of different sports (pp. 231–252). In N. L. Lough & W. A. Sutton (Eds.), *Handbook of sport marketing research*, Morgantown, WV: Fitness Information Technology. (Note: This chapter was a reprint of: Wann, D. L., Grieve, F. G., Zapalac, R. K., & Pease, D. G. (2008). Motivational profiles of sport fans of different sports. *Sport Marketing Quarterly*, 17(1), 6-19. It was selected by the editors for inclusion in the book)
- 2010 Wann, D. L., Grieve, F. G., Zapalac, R. K., Lanter, J. R., Partridge, J. A., Short, S. E., Parker, P. M., & Short, M. (2010). What would you do for a championship: Willingness to consider acts of desperation among Major League Baseball fans (pp. 161-173). In B. D. Geranto (Ed.), *Sport psychology*, Hauppauge, NY: Nova Science Publishers.

e. Creative Books:

2. Articles

a. Refereed Journal Articles:

- 2021 Wann, D. L., Zapalac, R. K., Grieve, F. G., & Peetz, T. B. (2021). The influence of fantasy sport participation on fans' perceptions of the impact of the legalization of sport wagering. *Findings in Sport, Hospitality, Entertainment, and Event Management*. Link: https://www.memphis.edu/wilson/research/9-fantasy_sport_and_sport_wagering-finsheem.pdf / Video Summary: <https://www.youtube.com/watch?v=5ac5N9gzc3s>
- 2021 Wann, D. L., Grieve, F. G., Peetz, T. B., & Zapalac, R. K. (2021). Comparing the identity centrality of sport team identification and sport fandom. *Journal of Sport Behavior*, 44(4), 500-510.
- 2021 Anderson, D. J-F., Sweeney, K., Pasquini, E., Estes, B., & Zapalac, R. K. (2021). Investigating fandom, motives, and consumption patterns of Esports consumers. *International Journal of eSports Research*, 1(1), 1 - 18.
- 2020 Partridge, J. A., Wann, D. L., Zapalac, R. K., Grieve, F. G., & Lanter, J. R. (2020). Vicarious shame in sport fans. *Journal of Sport Behavior*, 43(1), 103 - 119.
- 2019 Zapalac, R. K., Miller, J. J., & Miller, S. (2019). A case when you can't fool Mother Nature: Understanding and addressing issues linked to organizational decisions stemming from a natural disaster. *Case Studies in Sport Management*, 8(1), 38 - 43.

Teaching Notes are also a supplement to this publication: Zapalac, R. K., Miller, J. J., & Miller, S. (2019). Teaching notes for A case when you can't fool Mother Nature: Understanding and addressing issues linked to organizational decisions stemming from a natural disaster. *Case Studies in Sport Management*, 8(1), 1 – 8.

- 2019 Lee, J. W., Zapalac, R. K., Gregg, E. A., & Godfrey, C. (2019). Rising to the challenge of our rival: Promoting rivalry at Sam Houston State University through campus recreation. *Case Studies in Sport Management*, 8(1), 33 - 37.

Teaching Notes are also a supplement to this publication: Teaching notes for Rising to the challenge of our rival: Promoting rivalry at Sam Houston State University through campus recreation. *Case Studies in Sport Management*, 8(1), 1 - 4.

- 2018 Grieve, F. G., Wann, D. L., Zapalac, R. K. Cyr, C. Y., & Lanter, J. R. (2018). Factors associated with college students' identification with high school football teams. *Journal of Sport Behavior*, 41(2), 148 - 167.

- 2017 Lee, J. W., Hull, K., Zapalac, R. K., & Stilwell, M. A. (2017). Orchestrating the #HTownTakeover: Social media agenda setting and university branding at the University of Houston. *Journal of Issues in Intercollegiate Athletics*, 10, 162 - 181. **(Nominated for the 2017 Journal of Issues in Intercollegiate Athletics (JIIA) Article of the Year Award).**

- 2017 Wann, D. L., Grieve, F. G., Havard, C. T., Zapalac, R. K., Peetz, T. B., & Lanter, J. R. (2017). Sport fan evaluations of a Major League Baseball season: Key predictors and influence on future evaluations and consumption behaviors. *Journal of Global Sport Management*, 2(3), 143 - 161. **(Received the 2017 JGSM Premier Award as the best paper published in the journal in 2017).**

- 2016 Wann, D. L., Havard, C. T., Grieve, F. G., Lanter, J. R., Partridge, J. A., & Zapalac, R. K. (2016). Investigating sport rivals: Number, evaluations, and relationship with team identification. *Journal of Fandom Studies*, 4(1), 71-88.

- 2015 Wann, D. L., Zapalac, R. K., Grieve, F. G., Partridge, J. A., & Lanter, J. R. (2015). An examination of sport fans' perceptions of the impact of the legalization of sport wagering on their fan experience. *UNLV Gaming Research & Review Journal*, 19(2), 21-40.

- 2015 Cottingham, M., Blais, D., Gearity, B., Bogle, K., & Zapalac, R. (2015). A qualitative examination of Latin American wheelchair sport practitioners' marketing practices. *Journal of Sport for Development*, 3(5), 8-19.

- 2015 Norris, J. I., Wann, D. L., & Zapalac, R. K. (2015). Is maximizing tendency a buffer against fair-weather fandom? *Journal of Consumer Research*, 32(3), 157-166.

- 2013 Wann, D. L., Grieve, F. G., Zapalac, R. K., Partridge, J. A., & Parker, P. M. (2013). An examination of predictors of watching televised sport programming. *North American Journal of Psychology*, 15(1), 179-194.

- 2013 Wann, D. L., Grieve, F. G., End, C., Zapalac, R. K., Lanter, J. R., Pease, D. G., Fellows, B., Oliver, K., & Wallace, A. (2013). Examining the superstitions of sport fans: Types of superstitions, perceptions of impact, and relationship with team identification. *Athletic Insight*, 5(1), 21-44.

- 2012 Smith, S. E., Grieve, F. G., Zapalac, R. K., Derryberry, W. P., Pope-Tarrence, J. (2012). How does sport team identification compare to identification with other social institutions? *Journal of Contemporary Athletics*, 6(2), 69-82.
- 2011 Zhang, J. J., Lam, E. T. C., Cianfrone, B. A., Zapalac, R. K., Holland, S., & Williamson, D. P. (2011). An importance-performance analysis of media activities associated with WNBA game consumption. *Sport Management Review*, 14, 64-78.
- 2010 Zapalac, R. K., Zhang, J. J., & Pease, D. G. (2010). Understanding volleyball spectators from the perspectives of sociodemographics, decision-making, and consumption. *International Journal of Sport Marketing and Sponsorship*, 11(4), 320-343.
- 2010 Zapalac, R. K., Lee, J. T., & Pease, D. G. (2010). Burnout in high school basketball coaches from a Reversal Theory perspective. *Journal of Contemporary Athletics*, 4(2), 139-153.
- 2009 Grieve, F. G., Zapalac, R. K., Visek, A., Wann, D. L., Parker, P., Partridge, J., & Lanter, J. (2009). Identification with multiple sport teams: How many sports do fans follow? *Journal of Contemporary Athletics*, 3(4), 283-294.
- 2009 Grieve, F. G., Shoenfelt, B. L., Wann, D. L., & Zapalac, R. K. (2009). The puck stops here: An evaluation of National Hockey League Fans' reactions to the 2004-2005 lockout. *International Journal of Sport Management and Marketing*, 5(1-2), 101-114.
- 2008 Grieve, F. G., Wann, D. L., & Zapalac, R. K. (2008). Sport fans' responses to the end of season. *International Journal of Sport Management and Marketing*, 4(4), 375-389.
- 2008 Wann, D. L., Grieve, F. G., Zapalac, R. K., & Pease, D. G. (2008). Motivational profiles of sport fans of different sports. *Sport Marketing Quarterly*, 17(1), 6-19. (**Named one of Sport Marketing Quarterly's "20 for 20" articles celebrating the 20 articles that have made the largest impact on the discipline in the 1st 20 years of SMQ).**
- 2007 Whisenant, W., Vincent, J., Pedersen, P., & Zapalac, R. K. (2007). Examining diversity in high school hiring practices: An analysis of homologous reproduction in interscholastic athletics. *Advancing Women in Leadership Online Journal*, 25(2). Retrieval from: <http://www.advancingwomen.com/awl/summer2007/index.htm>

b. Non-refereed Articles:

- 2004 Zapalac, R. K. & Pease, D. G. (2004, March). Threat vs. challenge: How can it work for you? *Texas Coach*, 36-38.
- 2003 Pease, D. G., Zapalac, R. K., & Lee, J. T. (2003, March). Burnout in high school varsity basketball coaches. *Texas Coach*, 30-31.

3. Conference Proceedings

a. Refereed Conference Proceedings:

- 2021 Wann, D. L., Grieve, F. G., Peetz, T. B., & Zapalac, R. K. (2021). Doing my part: Understanding attempts by sport fans to influence the outcome of sporting events involving a favorite team. *Sport Marketing Association 2021 Conference Proceedings*.

- 2018 Wann, D. L., Zapalac, R. K., Grieve, F. G., Partridge, J. A., Havard, C. T., & Peetz, T. (2018). The influence of fantasy sport participation on fans' perceptions of the impact of the legalization of sport wagering. *Sport Marketing Association 2018 Conference Proceedings*.
- 2017 Lee, J. T., & Zapalac, R. K. (2017). A poor man's confirmatory factor analysis using the Metamotivational Sport Identification Scale (MSIS). *18th International Reversal Theory Conference Guide Book*, 26.
- 2017 Paitson, D. A., Zapalac, R. K., & Zhang, J. J. (2017). The state and focus of U.S. intercollegiate athletics: Past, present, and future. *Global Issues and New Ideas in Sport Management (Book of Abstracts)*, 2nd World Association of Sport Management World Conference, 117.
- 2016 Wann, D. L., Zapalac, R. K., Grieve, F. G., Lanter, J. R., & Peetz, T. B. (2016). The influences of fan motives on fans' perceptions of the impact of the legalization of sport wagering. *Sport Marketing Association 2016 Conference Proceedings*.
- 2015 Estes, B. C., & Zapalac, R. K. (2015). For the greater good? An examination of the financial implications of public subsidies for professional sports facilities. *Academy of Business Research - 2015 Conference Proceedings*, 198.
- 2015 Wann, D. L., Grieve, F. G., Zapalac, R. K., Havard, C. T., Peetz, T. R., & Lanter, J. R. (2015). Sport fan evaluations of a Major League Baseball season: Key predictors and influence on further evaluations and consumption behaviors. *Sport Marketing Association 2015 Conference Proceedings*.
- 2014 Norris, J. I., Wann, D. L., & Zapalac, R. K. (2014). Following the best team or being the best fan? Implications of maximizing tendency for fan identification and sport marketing strategy. *Association for Consumer Research – 2014 Conference Proceedings*, 93.
- 2014 Zapalac, R. K., Estes, B. C., Joubert, D., & Haptonstall, C. D. (2014). Sport spectator and fan identification and perceptions of student athletic fees in higher education, *Academy of Business Research - 2014 Conference Proceedings*, 22.
- 2013 Grieve, F. G., Wann, D. L., Cyr, C. Y., Lanter, J. R., Parker, P. M., & Zapalac, R. K. (2013). Factors associated with college students' identification with high school teams. *Sport Marketing Association 2013 Conference Proceedings*.
- 2013 Zapalac, R. K., & Estes, B. C. (2013). Get them in the trenches: A field-based project focused on event production and sales. *North American Society for Sport Management (NASSM) – 2013 Conference Proceedings*, 32.
- 2012 Estes, B. C., & Zapalac, R. K. (2012). Pay for performance-effective reward system or flawed business model? An examination of Major League Baseball. *Business Studies Academy 2012 International Business Conference Proceedings*.
- 2012 Wann, D. L., Havard, C. T., Grieve, F. G., Lanter, J. R., Partridge, J. A., Parker, P. M., & Zapalac, R. K. (2012). Investigating sports rivals: Number, evaluations, and relationship with team identification. *Sport Marketing Association 2012 Conference Proceedings*.
- 2011 Zapalac, R. K., Wann, D. L., Estes, B. C., & Roper, E. A. (2011). Ideal product / Ideal time: The "Luv Ya Blue" Houston Oilers. *Sport Marketing Association 2011 Conference Proceedings*.

- 2011 Zapalac, R. K., Wann, D. L., Grieve, F. G., Partridge, J. A., & Parker, P. M. (2011). An examination of predictors of watching television sport programming. *Sport Marketing Association 2011 Conference Proceedings*.
- 2011 Estes, B. C., Polnick, B., & Zapalac, R. K. (2011). Examining motivation theory in higher education: Productivity of tenured faculty. *Allied Academies Fall 2011 International Business Conference Proceedings*, 20.
- 2011 Lanter, J. R., Zapalac, R. K., Parker, P. M., Grieve, F. G., & Wann, D. L. (2011). The great American sports fan. *Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings*, 86.
- 2011 Lanter, J. R., Grieve, F. G., Parker, P. M., Wann, D. L., Zapalac, R. K., Cyr, C. Y., Heimberger, K. T., & Wilkins, R. E. (2011). "We're good, they're okay, you're not!": Perceptions of fellow, rival, and non-rival fans. *Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings*, 87.
- 2011 Wann, D. L., Grieve, F. G., Zapalac, R. K., Lanter, J. R., Partridge, J. A., Short, S. E., Parker, P. M., & Short, M. (2011). What would you do for a championship: Willingness to consider acts of desperation among Major League Baseball fans. *Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings*, 87.
- 2011 Zapalac, R. K., Estes, B. C., Zhang, J. J., Fitzwater, P. L., & Krebs, D. E. (2011). Motives and points of attachment of PGA Champions Tour spectators and fans. *Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings*, 87.
- 2011 Zapalac, R. K. & Estes, B. C. (2011). Logistical issues associated with program movement to a satellite campus. *North American Society for Sport Management (NASSM) - 2011 Conference Proceedings*, 29.
- 2011 Estes, B. C., Zapalac, R. K., & Joubert, D. (2011). Misplaced priorities?: Assessing student perceptions of funding for athletic programs in higher education. *North American Society for Sport Management (NASSM) - 2011 Conference Proceedings*, 67-68.
- 2009 Wann, D. L., Grieve, F. G., End, C., Zapalac, R. K., Lanter, J. R., & Pease, D. G. (2009). Examining the superstitious behaviors of sport fans: Types of superstitions, perceptions of impact, and relationship with team identification. *Association for Applied Sport Psychology (AASP) - 2009 Conference Proceedings*, 18.
- 2009 Grieve, F. G., Wann, D. L., Lanter, J. R., & Zapalac, R. K. (2009). Research involving sport fans: Identification and cognition. *Association for Applied Sport Psychology (AASP) - 2009 Conference Proceedings*, 16.
- 2008 Wann, D. L., Grieve, F. G., Zapalac, R. K., Visek, A. J., Partridge, J. A., & Lanter, J. R. (2008). The importance of team identification in perceptions of trust in fellow and rival sport fans. *Association for Applied Sport Psychology (AASP) - 2008 Conference Proceedings*, 82.
- 2007 Grieve, F. G. & Zapalac, R. K. (2007). Cause and affect: Correlates and emotional states involved in sport fandom. *Association for Applied Sport Psychology (AASP) - 2007 Conference Proceedings*, 40.

- 2007 Zapalac, R. K., Pease, D. G., & Klonsky, B. G. (2007). Helping students apply theoretical concepts in sport psychology: The interview project. *Association for Applied Sport Psychology (AASP) - 2007 Conference Proceedings*, 6.
- 2006 Pearson, D. W., Pittman, A. T., & Zapalac, R. K. (2006). Applied sport management: What we do and why. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2006 Conference Proceedings*.
- 2006 Haptonstall, C. D., & Zapalac, R. K. (2006). Media relations professionals in sport management: Experiences and future directions. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2006 Conference Proceedings*.
- 2006 Shoenfelt, E. L., Grieve, F. G., Wann, D. L., & Zapalac, R. K. (2006). The puck stops here: Fan responses to the 2005 NHL work stoppage. *Association for Applied Sport Psychology (AASP) - 2006 Conference Proceedings*, 13.
- 2006 Wann, D. L., Grieve, F. G., Zapalac, R. K., Pease, D. G. (2006). Motivational profiles of sport fans of different sports. *Association for Applied Sport Psychology (AASP) - 2006 Conference Proceedings*, 60.
- 2006 Zapalac, R. K., Wann, D. L., Pease, D. G., & Haptonstall, C. D. (2006). Spectator and fan identification in Mexican soccer spectators and fans: An examination of the many forms of identification. *Association for the Advancement of Applied Sport Psychology (AAASP) - 2006 Conference Proceedings*, 12.
- 2005 Zapalac, R. K., Haptonstall, C. D., & Pease, D. G. (2005). Marketing characteristics of Mexican Soccer League spectators and fans. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2005 Conference Proceedings*.
- 2005 Zapalac, R. K. & Haptonstall, C. D., Dannheim, C., & Thomas, Z. (2005). The role of internship experiences in sport management curricula. *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) – 2005 Conference Proceedings*.
- 2005 Zapalac, R. K., Pease, D. G., Wann, D. L., & Lee, J. T. (2005). Applying the Metamotivational Sport Identification Scale (MSIS) to collegiate baseball spectators. *Association for the Advancement of Applied Sport Psychology (AAASP) - 2005 Conference Proceedings*, 20.
- 2004 Zapalac, R. K., Zhang, J. J., & Pease, D. G. (2004). Market demand factors associated with the consumption levels of women's intercollegiate volleyball game spectators. *Sport Marketing Quarterly*, 13 (Supplement), 55.
- 2004 Zapalac, R. K., Pease, D. G., & Lee, J. T. (2004). Construction of a sport spectator identification scale based on Reversal Theory constructs. *Association for the Advancement of Applied Sport Psychology (AAASP)-2004 Conference Proceedings*, 33.
- 2003 Pease, D. G., Zapalac, R. K., & Lee, J. T. (2003). Investigating burnout in high school basketball coaches from a reversal theory perspective. *Association for the Advancement of Applied Sport Psychology (AAASP)-2003 Conference Proceedings*, 52-53.
- 2003 Pease, D. G., Zapalac, R. K., & Lee, J. T. (2003). Role of selected variables in the burnout of high school basketball coaches. *Research Quarterly for Exercise and Sport (Supplement)*, 66.

- 2002 Zapalac, R. K., Lee, J., & Pease, D. G. (2002). Congruence of metamotivational dominance and leadership preferences and its relation to satisfaction. *Association for the Advancement of Applied Sport Psychology (AAASP)-2002 Conference Proceedings*, 92.
- 2002 Zapalac, R. K., Lee, J., & Pease, D. G. (2002). Relationship of motivational style to leadership preferences. *Journal of Sport & Exercise Psychology*, 24(Supplement), 136-137. *Proceedings*, 87.

b. Non-refereed:

4. Abstracts:

5. Reports:

External Reports

- 2005 “Houston Astros Customer Service Study – 2005”. Submitted to Houston Astros upper management (Drayton McLane, Pam Gardner, Andrew Huang, Rob Matwick, Jackie Traywick, and Jay Lucas) (May 2005).
- 2004 “Marketing Report for the 2004 Minute Maid College Classic”. Submitted to Andrew Huang, Vice-President of Marketing for the Houston Astros (December 2004).

University or Internal Reports

- 2017 Zapalac, R. K., Estes, B. C., & Roper, E. A. (2017, June). Response to M.S. in Sport Management Program Review. *Submitted to Dean Ken Hendrickson and The Graduate School as a part of the septennial review process for graduate programs.* (Joint authorship).
- 2015 Zapalac, R. K., Estes, B. C., & Roper, E. A. (2015, February). M.S. in Sport Management degree proposal for Sam Houston State University. *Submitted to University Curriculum Committee and Academic Affairs.* (Joint authorship). (Approved and implemented August 2015).
- 2007 Zapalac, R. K. & Estes, B. C. (2007, October). Sport management marketing and strategic plan. *Submitted to the Associate Vice President of Academic Affairs (Dick Eglsaer), the Dean of Graduate Studies (Mitchell Muehsam), the Dean of the College of Education (Genevieve Brown), and the Health and Kinesiology Department Chair (Alice Fisher).* (Joint authorship).
- 2007 Zapalac, R. K. & Estes, B. C. (2007, January). A proposal for offering the Master of Arts degree – Sport Management track at The University Center in The Woodlands. *Submitted to the Associate Vice President of Academic Affairs (Dick Eglsaer), the Dean of the College of Education (Genevieve Brown), and the Health and Kinesiology Department Chair (Alice Fisher).* (Joint authorship).

6. Book Reviews:

- 2010 Zapalac, R. K. (2010). A review of “Sports Mania: Essays on Fandom and the Media in the 21st Century” by L. W. Hugenberg, P. M. Haridakis, & A. C. Earnhardt (Eds.) (2008). *The Sport Psychologist*, 24(2), 263-265.

7. Other Works in Print:

B. Works not in Print

1. Papers Presented at Professional Meetings:

- 2020 Johnson, L. M., Pearson, D. W., Zapalac, R. K., & Zhang, J. J. (2020, February). Consumer behavior of women's sports: Development of a conceptual framework. *Eighth Annual Global Sport Business Association (GSBA) Conference*, Ft. Lauderdale, FL.
- 2014 Zapalac, R. K., Grieve, F. G., Wann, D. L., Lanter, J. R., Estes, B. C., Zhang, J. J., & Pease, D. G. (2014, February). "I can do what I want!": The initial version of the Fan Rights Perception Scale (FRPS). *Tenth Annual Sport Psychology Forum*, Bowling Green, KY.
- 2012 Estes, B. C. & Zapalac, R. K. (2012, April). Manipulating the numbers: Earnings management techniques in professional sports. *4th Annual Sam Houston State University General Business Conference*, Huntsville, TX.
- 2011 Zapalac, R. K., Zhang, J. J., Pearson, D. W., Holland, S. M., & Fitzwater, P. L. (2011, February). An exploratory analysis of decision-making in sports bar consumers. *Seventh Annual Sport Psychology Forum*, Bowling Green, KY.
- 2010 Zapalac, R. K. (2010, February). Measuring the potential for celebratory riots: Where do we go from here? *Sixth Annual Sport Psychology Forum*, Bowling Green, KY.
- 2009 Zapalac, R. K. (2009, February). Design considerations for measuring sport spectators and fans' perceptions of their rights. *Fifth Annual Sport Psychology Forum*, Bowling Green, KY.
- 2008 Zapalac, R. K. (2008, February). Linking parapatheic emotions to sport spectators and consumers: Initial directions. *Fourth Annual Sport Psychology Forum*, Bowling Green, KY.
- 2007 Zapalac, R. K. (2007, February). Logistical difficulties associated with sport fans and state-based measures. *Third Annual Sport Psychology Forum*, Bowling Green, KY.
- 2002 Lee, J. T., Pease, D. G., & Zapalac, R. K. (2002, November). An examination of leadership behaviors and burnout in coaches. *Fourth International Reversal Theory Workshop*, Guam.

2. Creative works

4. Invited Talks, Lectures, and Presentations:

Keynote Addresses:

- 2014 Zapalac, R. K. (2014, November). "So many choices...so many choices...": Building marketing strategies for youth sport programs that differentiate your product and get results in the right way. *National Alliance of Youth Sports (NAYS) – 2014 Youth Sports Congress*, Orlando, FL. **(Keynote)**
- 2014 Zapalac, R. K. (2014, April). Target acquired...strategy launched!: Why sport consumer psychology is critical for the successful sport marketer. *Dr. and Mrs. Gary Brummer Colloquium Series in Psychology*, Murray State University, Murray, KY. **(Keynote)**

External Invited Lectures and Presentations:

- 2015 Zapalac, R. K. (2015, September). Preparing future leaders for the sport industry: Where we have been and where we are going, *First Annual International Health Sciences Conference – UNIBE / Sam Houston State University*, San José, Costa Rica.
- 2012 Zapalac, R. K. (2012, July). A brief introduction to sport spectator and fan psychological concepts. *Undergraduate Sport and Exercise Psychology course (Instructor: Heidi Y. Perkins, Ph.D.)*, Rice University, Houston, TX.
- 2010 Zapalac, R. K. (2010, January). What is Kinesiology? *Houston Hispanic Forum*, Houston, TX.
- 2005 Zapalac, R. K. (2005, June). An overview of the field of sport management. *Undergraduate Foundations of Kinesiology course (Instructor: Bruce Etnyre, Ph.D.)*, Rice University, Houston, TX.
- 2005 Zapalac, R. K. (2005, April). Sport marketing research methods. *Undergraduate Research Methods course (Instructor: James G. Disch, P.E.D.)*, Rice University, Houston, TX.
- 2005 Zapalac, R. K. (2005, March). Research in sport management and its applications. *Undergraduate Research Methods course (Instructor: James G. Disch, P.E.D.)*, Rice University, Houston, TX.
- 2004 Zapalac, R. K. (2004, November). An overview of the field of sport management. *Undergraduate Foundations of Kinesiology course (Instructor: James G. Disch, P.E.D.)*, Rice University, Houston, TX.
- 2004 Zapalac, R. K. (2004, October). The ethical dilemmas surrounding the use of inappropriate mascots. *Graduate Sport Ethics course (Instructor: Dale G. Pease, Ph.d.)*, University of Houston, Houston, TX.

SHSU Invited Lectures and Presentations:

- 2017 Zapalac, R. K. (2017, October). A brief introduction to risk management. *Undergraduate Sport Law course (Instructor: Gary L. Oden, Ph.D.)*.
- 2016 Zapalac, R. K. (2016, March). Sport spectator and fan psychology. *Undergraduate Sport and Exercise Psychology course (Instructor: Emily A. Roper, Ph.D.)*.
- 2015 Zapalac, R. K. (2015, July). Sport spectator and fan psychology. *Graduate Advanced Studies in the Psychology of Sport course (Instructor: Emily A. Roper, Ph.D.)*.
- 2014 Zapalac, R. K. (2014, September). Sport spectator and fan psychology. *Undergraduate Sport and Exercise Psychology course (Instructor: Emily A. Roper, Ph.D.)*.
- 2014 Zapalac, R. K. (2014, September). Contemporary approaches to leadership. *Undergraduate Teaching Secondary Physical Education course (Instructor: Jihyun Lee, Ph.D.)*.
- 2014 Zapalac, R. K. (2014, September). An overview of sport marketing concepts. *Undergraduate Administration in Kinesiology and Sport course (Instructor: Rachael Wilcox, M.A.)*.
- 2013 Zapalac, R. K. (2013, October). Sport spectator and fan psychology. *Undergraduate Sport and Exercise Psychology course (Instructor: Emily A. Roper, Ph.D.)*.

- 2011 Zapalac, R. K. (2011, April). An introduction to the field of sport psychology. *Undergraduate Foundations of Kinesiology course (Instructor: Jane Pickett, M.Ed.)*.
- 2010 Zapalac, R. K. (2010, October). An introduction to the field of sport psychology. *Undergraduate Foundations of Kinesiology course (Instructor: Jane Pickett, M.Ed.)*.
- 2010 Zapalac, R. K. (2010, September). Tools for success for tenure-track COE faculty members. *Rising Stars Faculty Luncheon – Genevieve Brown, Ed.D. (Dean) and Beverly Irby, Ed.D. (Associate Dean for Research) presiding*.
- 2010 Zapalac, R. K. (2010, October). An introduction to the field of sport psychology. *Undergraduate Foundations of Kinesiology course (Instructor: Jane Pickett, M.Ed.)*.
- 2008 Zapalac, R. K. (2008, October). A brief overview of the field of sport psychology. *Undergraduate Fitness for Living (Honors) course (Instructor: Gary L. Oden, Ph.D.)*.
- 2006 Zapalac, R. K. (2006, October). The controversy and ethical considerations surrounding mascot use. *Undergraduate Sport in Contemporary Society course (Instructor: Emily A. Roper, Ph.D.)*.
- 2006 Zapalac, R. K. (2006, October). A brief overview of the field of sport psychology. *Undergraduate Fitness for Living (Honors) course (Instructor: Gary L. Oden, Ph.D.)*.

5. Consultancies:

6. Workshops:

- 2020 *Comprehensive Strategies for Implementing your Diversity Strategic Plan*, San Antonio, TX, January 29 – 31, 2020.
- 2019 *Fundamentals of Leadership in Higher Education*, New Orleans, LA, May 29 – 31, 2019.
- 2018 *Social Media Strategies Summit – Higher Education*, New York, NY, October 10 – 12, 2018.

7.5. Other Works not in Print:

a. Works “submitted” or “under review”

- In Review Grieve, F. G., Wann, D. L., Havard, C. T., Partridge, J. A., Peetz, T., Zapalac, R. K., Case, J., & Cotterman, R. (in review). How did sport fans cope with the COVID-19 Pandemic?. Submitted to *Journal of Emerging Sport Studies*.
- In Review Paitson, D. A., Kim, K. A., Zapalac, R. K., & Zhang, J. J. (in review). Assessment of effective leadership traits of intercollegiate athletic directors. Submitted to the *Journal of Sport Management*.
- In Review Gregg, E. A., Zapalac, R. K., & Lee, J. W. (in review). A “Golden” opportunity for university brand transformation. Submitted to edited book – in review.

b. Works “in progress”

- In Progress Miller, J., & Zapalac, R. K. (in development). Potential reputational damage to a sports team due to Bud Light’s misfire: A case study.

In *Zapalac, R. K., Wann, D. L., & Zhang, J. J. (in development). Identification, motivation, and Progress consumption patterns of PGA Champions Tour spectators.*

C. Grants and Contracts

1. Funded External Grants and Contracts:

2. Submitted, but not Funded, External Grants and Contracts:

2012 Workshops Intelligence Industry Networking Symposium, Australian Enterprise Connect Initiative, Australian Government, Geelong, Victoria, Australia. "The 'Green Team': Best Practices in 'Greening' and 'Cleaning' in Technology Used in Sport Facilities and Venues". Award Amount: \$50,000.00. Funding Period: January 2012 – September 2012. Principal Investigator: Dr. Sheila N. Nguyen. Co-Investigators: Dr. Clark D. Haptonstall and *Dr. Ryan K. Zapalac.* (Not funded).

3. Funded Internal Grants and Contracts:

2005 Dept. of Kinesiology Faculty Research Opportunity Grant, Rice University. "Measuring Characteristics of Interliga Soccer Spectators and Fans". Award Amount: \$1800.00. Funding Period: December 1, 2004 – December 1, 2005. Principal Investigator: *Dr. Ryan K. Zapalac.* Co-Investigators: Dr. Clark D. Haptonstall, Dr. Dale G. Pease, Dr. Daniel L. Wann. (Funded).

2001 Center for Mexican American Studies Research Grant, Faculty Research Grant Program, the University of Houston. "Promotion of Sporting Events to the Hispanic Population Through Segmentation of Entertainment Options." Award Amount: \$2000.00. Funding Period: February 1, 2001- August 1, 2001. Principal Investigator: Dr. James J. Zhang. Co-Investigators: Augusto X. Rodriguez, *Ryan K. Zapalac,* Liette B. Ocker, Dr. Demetrius Pearson, & Dr. Warren Whisenant. (Funded).

4. Submitted, but not Funded, Internal Grants and Contracts:

D. Fellowships, Awards, Honors:

2019 Nominated for SHSU Excellence in Teaching Award
2018; Nominated for *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) Scholar Award (2018; 2019).*
2019
2004 Outstanding Graduate Student, Department of Health and Human Performance, University of Houston

IV. SERVICE

A. Institutional

1. University:

<u>Committee / Service Assignment</u>	<u>Dates</u>
▪ SHSU Academic Integrity Workgroup	January 2021 - present
▪ SHSU University Curriculum Committee	September 2020 - present
▪ SHSU Strategic Scheduling Team	October 2019 – present
▪ SHSU First-Gen Committee	August 2019 – present
▪ SHSU Graduate Council	September 2018 – present
▪ SHSU Lee Drain Building (LDB) Primary Liaison	September 2020 – present
▪ SHSU Lee Drain Building (LDB) Secondary Liaison	September 2019 – September 2020
▪ SHSU Faculty Senate, Faculty Affairs Committee Chair	September 2017 – August 2018
▪ SHSU Faculty Senate, COHS Senator	August 2016 – August 2018
▪ Athletics Advisory Council	September 2014 – August 2018
▪ SHSU Committee on Student Attributes	October 2015 – March 2016
▪ SHSU Distance Education Committee	September 2014 – September 2017
▪ SHSU Council of Chairs	September 2014 – August 2015
▪ External committee member, Department Chair Search Committee, Department of Educational Leadership	August 2014 – April 2015
▪ External committee member, Special Education Faculty Search Committee, Department of Language, Literacy, and Special Populations	August 2015 – December 2015
▪ Faculty Research Council	September 2014 – August 2016
▪ SHSU Core Curriculum Assessment Committee (ad hoc)	September 2013 – November 2013
▪ SHSU Core Curriculum Committee	March 2012 – August 2013
▪ Represented the Department and College for inclusion of KINE 2115 (Lifetime Health and Wellness) in the SHSU Core Curriculum	
▪ SHSU Institutional Review Board (IRB), Research and Sponsored Programs	August 2010 – August 2014
▪ SHSU President’s FBS Work Group	June 2013 – present
▪ SHSU Faculty/Staff Annual Fund Campaign Committee	September 2008 – August 2011
▪ SHSU Career Services Advisory Board	March 2007 – August 2011
▪ SHSU High Potential Employee Leadership Academy	July 2013 – July 2014
▪ Faculty Achievement Awards Committee	August 2009 – August 2011

2. College:

<u>Committee / Service Assignment</u>	<u>Dates</u>
▪ Associate Dean of Graduate Programs & Community Engagement, College of Health Sciences	August 2018 – present
▪ Associate Dean Search Committee, College of Health Sciences	September 2018 – November 2019
▪ Search Committee Chair for hire of (2) Assistant Professor of Nursing positions, School of Nursing, College of Health Sciences	August 2019 – November 2019
▪ Resulted in the successful hire of Dr. Andrea Smith	
▪ Search Committee Chair for hire of Assistant Professor of Nursing in the School of Nursing, College of Health Sciences	May 2019 – July 2019
▪ Resulted in the successful hire of Dr. Mona Cockerham	
▪ Search Committee Chair for hire of Administrative Coordinator II position, College of Health	August 2018 – September 2018

- Sciences Dean's Office
 - Resulted in the successful hire of Carla Clark
- Department Promotion Advisory Committee, Chair, School of Nursing (5 clinical faculty members) September 2020 – January 2021
- Department Promotion and Tenure Advisory Committee (DPTAC) (external member), School of Nursing, College of Health Sciences (4 faculty members) January 2014 – September 2018
- College of Health Sciences Professional Concerns Committee September 2017 – August 2018; September 2015 – February 2016
- College of Health Sciences Professionalism Faculty Champion November 2013– February 2016
- College of Health Sciences Graduate Council September 2015 – present
- College of Health Sciences Curriculum Committee September 2013 – September 2017
- College of Health Sciences Leadership Team August 2018 – present; August 2014 - August 2015
- College of Health Sciences Academic Review Panel September 2013 – August 2014
- College of Education Academic Review Panel August 2012 – August 2013
- College of Education Leadership Team August 2011 – August 2013
- College of Education Professional Development Comm. August 2010 – August 2012
- College of Education Graduate Faculty Qualifications and Performance Committee August 2009 - August 2010
- College of Education Graduate Recruitment Committee August 2009 – August 2010
- College of Education Enrichment Committee September 2008 – August 2010
- College of Education Office Hours/Schedules Committee November 2007 – August 2009
- College of Education Diversity Committee November 2007 – August 2008
- External member of four successful faculty position searches in the Department of Language, Literacy, and Special Populations, College of Education August 2010 – May 2012
- NCATE Standard 4 (Diversity) Review Committee September 2008 – August 2009
- Panel member/judge for SHSU College of Education Graduate Research Exchange April 2010

3. Department/School:

<u>Committee / Service Assignment</u>	<u>Dates</u>
▪ Acting Chair, Department of Kinesiology	September 2014 – August 2015
▪ Assistant Chair	August 2011 – August 2014
▪ Graduate Internship Supervisor for Sport Management students	August 2008 – September 2018
▪ Department of Health and Kinesiology Position Coordinator	September 2008 – September 2011
▪ Department Promotion and Tenure Advisory Committee (DPTAC), Department of Kinesiology (and Department of Health and Kinesiology)	September 2012 – present
▪ Faculty representative and organizer for SHSU graduate programs booth at the following academic conferences: <ul style="list-style-type: none"> ▪ TAHPERD 2017 (Fort Worth, TX) ▪ NASSM 2013 (Austin, TX) ▪ TAHPERD 2011 (Dallas, TX) ▪ TAHPERD 2010 (Galveston, TX) ▪ TAHPERD 2009 (Arlington, TX) ▪ AAHPERD 2009 (Tampa, FL) 	2007 – 2011; 2013; 2017

- TAHPERD 2008 (Corpus Christi, TX)
- AAHPERD 2008 (Ft. Worth, TX)
- TAHPERD 2007 (Galveston, TX)
- Health & Kinesiology Grade Appeals Committee August 2007 - August 2014, Chair
- Health & Kinesiology Development September 2006 - present
- Kinesiology Awards Committee September 2006 - present
- Kinesiology Graduate Studies Committee
- M.S. in Kinesiology Committee September 2014 – August 2015
 - As Acting Chair, worked with Dr. Page Glave to revise M.A. in Kinesiology degree to M.S. in Kinesiology degree; necessitated degree type change and CIP code change. Approved in January 2016 for implementation.
- M.S. in Sport Management
 - As Acting Chair, worked with Dr. Brent Estes to revise M.A. in Kinesiology – Sport Management degree to M.S. in Sport Management degree; necessitated full new program proposal. Approved and implemented in August 2015.
- Kinesiology, Health, and Recreation Association at Sam Houston (K.H.R.A.S.H.) (formerly S.H.A.W.) September 2007 – September 2010
- Kinesiology (Exercise Science) Search Comm. Member January 2008 – May 2008
 - Resulted in the successful hire of Dr. Matt Wagner
- Kinesiology Undergraduate Curriculum Committee September 2006 - present
- Recruitment & Retention Committee September 2006 - present
- Social Committee September 2006 - present
- Sport Management Alliance at Sam Houston (S.M.A.S.H.) August 2009 – August 2019, Co-Chair
- Athletic Training Clinical Coordinator Search Committee March 2018 – May 2018;
 - Resulted in the successful hire of Patrick St. Louis (2018) February 2020 – June 2020
 - Resulted in the successful hire of Dr. Christopher Greenleaf (2020)
- Physical Education Pedagogy Search Committee September 2017 – March 2018
 - Resulted in successful hire of Dr. Minhyun Kim
- Physical Education Pedagogy Search Committee January 2013 – June 2013, Chair
 - Resulted in the successful hire of Dr. Jihyun Lee
- Sport Management Program Revision August 2006 – present
 - With Dr. Brent Estes, submitted M.S. in Sport Management new program proposal to provide a more appropriate degree offering for students in the Sport Management program. The degree was approved for August 2015 implementation and the first cohort of students graduated in December 2015.
 - Revised and updated curriculum
 - Proposed addition of five new courses (with Dr. Brent Estes) to the existing curriculum (Formally approved by State Coordinating Board – Began formally offering the courses under their new designations in Fall 2008). Two new courses (Revenue Generation in Sport and Sport Consumer Behavior) were also submitted for 2015-2016 review and were approved.
 - Authored a comprehensive document (with Dr. Brent Estes) to help move the program’s

- offerings to The University Center in The Woodlands – Sport Management began formal operation at TUC in Fall 2007.
- Foster relationships with local sport organizations.
 - Market the program and help recruit students
 - Sport Management Search Committee October 2006 – December 2006, Chair
 - Resulted in the successful hire of Dr. Brent Estes
 - Technology / Web-Enhanced Committee August 2008 – August 2011, Chair
4. Professional:

Editorial and Reviewing Duties:

Editorial Responsibilities:

- Editorial Board Member, *Global Sports Business Journal*, December 2013 – present.
- Editorial Board (Associate Editor), *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) Journal*, October 2014 – December 2017.
- Associate Editor, *International Journal of Multidisciplinary Graduate Research (formerly Graduate Research Journal)*, October 2011 – November 2013.
- Editor, Association for the Advancement of Applied Sport Psychology (AAASP) Sport Fandom and Spectatorship Special Interest Group Newsletter, 2003 – 2007.

Reviewing Responsibilities:

- External blind reviewer for *International Journal of Sport Communication*, 2021 – present
- External blind reviewer for *Journal of Public Affairs*, 2020 – present.
- External blind reviewer for the *International Journal of Sports Marketing and Sponsorship*, 2016 – present.
- External blind reviewer for the *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) Journal*, 2013 - present.
- External blind reviewer for *Journal of Sport Sciences*, 2009 - present.
- Marketing/Consumer Behavior Section Head for the Annual Conference of the *North American Society for Sport Management (NASSM)*, 2011 – 2012.
- Reviewer for the Annual Conference of the *Sport Marketing Association (SMA)*, 2011 - 2014.
- External blind reviewer for the *Journal of Applied Sport Psychology*, 2010 - 2015.
- External blind reviewer for *Athletic Insight*, 2007 - 2015.
- External blind reviewer for *The International Journal of Sport Psychology*, 2005 - 2012.
- Reviewer for 'Sport Law' text (April 2006) (Jones & Bartlett Publishers: Sudbury, MA.).
- Sport Management program reviewer for the Annual Conference of the *Texas Association of Health, Physical Education, Recreation, and Dance* (2005 – 2013).
- External blind reviewer for *The Sport Psychologist*, 2005 - 2011.
- Reviewer for the Annual Conference of the *American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD)*, 2009 - 2012.
- Reviewer for the Annual Conference of the *Association for the Advancement of Applied Sport Psychology*, 2005 - 2007.

Other Professional Service:

- | <u>Committee / Service Assignment</u> | <u>Dates</u> |
|---|---------------------------|
| ▪ Coach and Mentor, Texas Academic Leadership | August 2019 – August 2020 |

- Academy
- Nominated for Member-At-Large position with the North American Society for Sport Management (NASSM) March 2011
 - Past Chair, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) 2006 - 2007
 - Chair, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) 2005 - 2006
 - Chair-Elect, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) 2004 - 2005
 - Rice University Baker College Faculty Associate 2004 - 2006
 - Co-faculty sponsor of the Rice Sport 2004 - 2006
 - External instrument reviewer for the doctoral dissertation of Bob Heere, Florida State University 2004
 - TAHPERD Sport Management Student Representative 2000 - 2001

C. Community:

2008 - Spring Independent School District, Sport Marketing Academy Focus Group Member
2009

D. Service Honors and Awards:

2013 - Selected for the inaugural SHSU High Potential Employee Leadership Academy (July 2013).
2014 - The Academy is a year-long experience that includes six members each from SHSU, the Texas Department of Criminal Justice, and Huntsville Memorial Hospital. The mission of the Academy is to identify, select, and develop high performing employees in order to strengthen the fabric of the community by enhancing the leadership ability of SHSU's emerging leaders.

E. Service Grants and Contracts

1. Funded External Service Grants and Contracts:

2. Submitted, but not Funded, External Service Grants and Contracts:

3. Funded Internal Service Grants and Contracts:

4. Submitted, but not Funded, Internal Service Grants and Contracts: