

Darin W. White

EDUCATION

- Ph.D. The University of Alabama, 1994
Culverhouse College of Commerce & Business Administration
Field: Marketing
- M.A. Beeson Divinity School, 2025 (expected completion)
Field: Theological Studies
- M.S. The University of Alabama, 1992
Culverhouse College of Commerce & Business Administration
Field: Marketing
- B.S. Birmingham-Southern College, 1989
Major: Business / Minor: Mathematics

OCCUPATIONAL RECORD

- 2016-present Chair, Entrepreneurship, Management & Marketing Department
Samford University's Brock School of Business
(additional details below)
- 2017-present Founding Executive Director, Center for Sports Analytics
Samford University
- 2012-present Founding Director of Sports Marketing Program & Professor of Marketing
Samford University's Brock School of Business
- 2017-2019 Faculty Athletics Representative (FAR) for Samford University NCAA
Division 1 Athletics Department
- 2014-2018 National Chair, American Marketing Association Sport & Sponsorship-
Linked Marketing Special Interest Group
- 2009-2012 Associate Professor of Marketing
Samford University's Brock School of Business
- 2006-2009 Director of Research & Faculty Development
McAfee School of Business Administration / Union University
- 2005-2009 Professor of Marketing
McAfee School of Business Administration / Union University
- 1994-2005 Founding Head Coach, Men's College Soccer Team
Union University

1994-2005	Assistant Professor of Marketing / Associate Professor of Marketing Union University
1990-1994	Graduate Teaching Assistant Culverhouse College of Commerce & Business Administration The University of Alabama
1989-1990	Cost Accountant, RUST International, Birmingham, AL

ADDITIONAL DETAILS ABOUT ADMINISTRATIVE OCCUPATIONAL RECORD

- **Chair, Entrepreneurship, Management & Marketing Department at Samford University's Brock School of Business, (2016 – present)**
 - Manage faculty and staff within the department. Provide regular coaching and evaluation of their teaching. Participate in research goal setting. Conduct yearly performance reviews.
 - Manage budget.
 - Provide strategic leadership to update curriculum and grow enrollment.
 - Work with senior leadership to maintain AACSB accreditation.
 - Recruit & hire new faculty.
 - Develop and participate in alumni events.
 - Recruit advisory board members and hold annual board meetings.
 - Participate in fund raising efforts for the department and its programs.
 - Conduct regular interviews with media sources to promote the department.
 - Update department website, social channels and marketing materials.
 - Participate in the recruitment of students by meeting with prospective families and speaking at recruiting events.
 - Promote the department's work by speaking at various civic and professional events.
 - Develop annual strategic plan for department.
 - Develop relationships in the business community for class projects, internships, and jobs for our students.
 - Manage/grade over 200 student internships in the department per year.
 - Collaborate with administrators across campus in the development of mutually beneficial programs for our students.

- **Founding Executive Director, Samford University Center for Sports Analytics (2017 – present)**
 - Selected by and report directly to Samford University Provost and Vice President for Academic Affairs.
 - Built and launched the first university-level center dedicated to sports analytics in a U.S. based university.
 - Raised grant money for projects conducted by the center in partnerships with Fortune 500 companies and professional sports properties such as Dallas Cowboys, Nike, Transamerica, Phillips 66, Coca-Cola, etc.
 - Formed partnership with major sports marketing analytics company in Denver which includes annual donation, guaranteed internships, etc.

- Sports industry icon Jim Host calls our program “the greatest in the country” and has offered to give all proceeds from his book, *Changing the Game*, which will be highlighted at the 2020 Final Four to the center.
- Tracy Teague, VP for Nike Football and Baseball says, “Samford University is the international thought leader in the emerging field of sports business analytics.”
- Sponsoring nationwide study related to growing the viewership of women’s sports that will be published in the Sports Business Journal (the Wall Street Journal of the sports industry).
- Developed and launched new curriculum in sports business analytics in partnership with the Brock School of Business. We are one of only two schools in the U.S. with a curriculum in sports business analytics. We placed our first student with the Carolina Panthers as Business Intelligence Coordinator in 2020.
- Developed and launched new curriculum in sports performance analytics (i.e. “Moneyball”) and formed partnerships a variety of sports teams (both pro and college) to give our students internship opportunities working directly with the coaching staff.
- In the process of developing an injury prevention sports analytics program in partnership with the College of Health Sciences at Samford.
- Developed website with a popular sports analytics blog and social channels that generated over 100,000 unique visitors to Samford’s website in 2019.
- Helped form partnership with SAS by speaking at various SAS events about sports business analytics. SAS has donated over \$300,000 of software to the center.
- Developed two “big give” campaign ideas related to the center that generated significant donations to the university.
- Speak internationally at various sports analytics industry events to promote the work of the center and develop relationships for the good of our students.
- Served as a judge for the Yahoo Sports Technology Awards gala (the “Oscars of sports technology”) in London in 2018 and 2019. Awards were given to Wimbledon, Tour de France, IBM Watson, FIFA, Formula 1, La Liga, Cricket Australia, etc.
- Provide consulting services related to sports analytics to Fortune 500 companies and professional sports teams.
- Spoken at over fifty professional luncheons/diners to promote the work of the center.
- Participate in multiple fund raising efforts for the center.
- Formed relationships with major brands like Chick-fil-A, F.C. Dallas, F.C. Bayern Munich, Miami Dolphins, and New Orleans Pelicans and leveraged those relationships for class projects and internships for our students.
- Helped raise money for the construction of the M. Chad Trull Sports Analytics Lab in the Brock School of Business (the first of its kind in an AACSB business school).
- Recruited and managed interns for the center from Ivy League universities, elite international universities, etc.
- Managed the production and publication of over 1,000 articles related to sports analytics on the center’s website to drive traffic to the site.
- Leverage vast relationships with front office senior leadership at professional sports teams across the NFL, NBA, MLB, NHL and MLS to provide popular speakers for Samford Development department events, alumni events, admission events, homecoming events, etc.

- Conduct interviews regularly with national media sources about sports analytics.
 - Recruit and manage faculty fellows' program from Samford's campus and other universities.
- **Founding Sports Marketing Program Coordinator at Samford University's Brock School of Business, (2012 – present)**
 - Develop curriculum and launched the first sports marketing program in an AACSB business school in the South.
 - Develop extensive marketing materials for the program.
 - Developed key relationships in the industry in order to generate internship/job opportunities for students including c-suite level relationships with the Atlanta Hawks, Braves, Falcons, Atlanta F.C., SEC, Tennessee Titans, Nashville Predators, Tampa Bay Lightning, Tampa Bay Bucs, Miami Dolphins, Miami Marlins, F.C. Dallas, Legion F.C., New Orleans Pelicans, Dallas Cowboys, Houston Texans, Houston Astros, NBA league office, San Francisco Giants, MLB league office, MiLB league office, Israeli Football League, Sacramento Rivercats, NASCAR, NFL league office, MLS league office, Texans, and many others.
 - Developed and managed sports marketing advisory board which includes c-suite level executives such as Rich McKay, President of the Atlanta Falcons and Jeremy Walls, SVP of Revenue for the Miami Dolphins.
 - Involved in fund raising for the program in various capacities.
 - Recruit students for the program from over 20 states including Wisconsin, California, Texas, Oregon, New York, and all the southern states.
 - Developed mentorship partnership with the Atlanta Braves for our students.
 - Have placed over 90% of our graduates into the industry or in elite sports business graduate program within six months of graduation.
 - Developed reputation of the program to the point that major sports properties like the Atlanta Hawks annually come to campus to hire our students.
 - Spoke at over one hundred civic and professional events about revenue generation in the sports industry.
 - **Faculty Athletic Representative (FAR) for Samford University NCAA Division 1 Athletics Department (2017 – 2019)**
 - Selected by Samford University President Andy Westmoreland.
 - Reported directly to the president of Samford University and held monthly update meetings.
 - Certified that all student-athletes meet all NCAA, Southern Conference, and University requirements for initial and continuing eligibility for athletic participation, both practice and intercollegiate competition, and financial aid.
 - Interacted directly with student-athletes and was widely known among student-athletes. Also interacted with the Student-Athlete Advisory Committee (SAAC).
 - Collaborated with the Services for Student-Athletes staff as well as those units in the Athletic Department specifically charged with student athlete development for the betterment of student-athletes' academic experience at Samford. I coordinate these duties with and communicated my activities to the president. Student-athletes recognized me as a source of information, support and advice located administratively outside of the Athletic Department.

- Met regularly with the Athletics Compliance Office staff to review outstanding compliance and eligibility issues and participated in or was informed of investigations of alleged violations of these regulations. Reviewed and signed all violation reports that were sent from the University to the Conference and NCAA. Also reviewed and certified all petitions to the Southern Conference for medical hardship waivers.
 - Evaluated the academic progress and performance of the student-athletes on the various intercollegiate sports teams based on periodic reports provided by the Services for Student Athletes, the Athletic Department and other offices on the campus.
 - Periodically attended the meetings of the head coaches, the SAAC, Athletic Department awards ceremonies, team banquets, competitions and other athletically-related events. Worked to make sure Samford was demonstrating a culture of compliance.
 - Represented the university to the NCAA and the Southern Conference. Together with the athletic director, I helped formulate and recommend institutional positions on NCAA legislation and other matters affecting or related to intercollegiate athletics on campus. Attended Southern Conference meetings twice a year and participated in communications among Southern Conference FARs and the Southern Conference Office.
 - Served as a liaison between the Athletic Department and the Samford faculty, and, in particular, the Faculty Athletics Committee (FAC). Held ex officio membership on the FAC. Promoted interaction between the Samford faculty and the Athletic Department, its employees and the student-athletes.
 - Worked with the Athletic Department staff to ensure that there was a comprehensive and effective rules education and compliance program on campus.
- **National Chair, American Marketing Association Sport & Sponsorship-Linked Marketing SIG (2014 – 2018)**
 - Provided leadership at a critical time for the premier global body for sports marketing academicians. The AMA executive council gave us one year to significantly increase our membership when I took over as chair which we accomplished.
 - Rebuilt leadership team of SIG from ground up.
 - Developed and chaired special sessions multiple times at Summer AMA meeting, Winter AMA meeting and EMAC (European Marketing Academy) for the field of sports marketing.
 - Partnered with the International Journal of Sports Marketing and Sponsorship on a special issue with the SIG on sports sponsorship ROI research.
 - Developed social events for SIG members at the Summer AMA with professional sports teams in the host cities (San Francisco Giants, Chicago White Sox, etc.)
- **Director of Research & Faculty Development for the McAfee School of Business at Union University, (2006 – 2009)**
 - Provided leadership and motivation to a faculty that had virtually no academic publication history with the goal of having them AACSB qualified.
 - The school achieved AACSB accreditation in 2011.

- Developed and implemented strategies to increase the school's research stature and funding.
 - Coordinated programs to promote and recognize research activity within the school.
 - Facilitated new research initiatives, especially multidisciplinary and cross-departmental initiatives.
 - Assisted the Dean in the development of new graduate components related to academic research thrust.
 - Assisted the Dean in the development and implementation of research plan to achieve AACSB accreditation.
 - Ensured administrative liaison with the appropriate faculty governance structure regarding all research activity within the school and the university.
 - Taught one or two graduate courses per year.
 - Maintained an active research record.
- **Founding Head Coach for Men's Soccer Team at Union University, (1994 – 2005)**
 - Built program from scratch and compiled a career record of 94-64-9 (winningest coach in program history).
 - Team won the *NCCAA National Championship* in 2003. Team was ranked in the top 20 in the national pool numerous years.
 - Raised money to build soccer stadium on campus and coordinated the construction of the field and stadium.
 - Managed budget, recruited players internationally from 20 different countries, coordinated all team activities such as scheduling, off season training, camps, compliance, etc.
 - Raised sponsorship revenue by partnering with local businesses and news media for high profile tournaments.
 - Developed new revenue stream for the university by developing JV men's soccer program.
 - Team won the 2003 National Champions of Character Award by Buffalo Funds.
 - Named Coach of the Year by Adidas and National Soccer Coaches Association of America (NAIA south region).
 - Hired and managed coaching staff.
 - Provided leadership for youth soccer development in West Tennessee by founding the Tennessee Rush Soccer Club in Memphis in 2005.
 - Since stepping down as head coach at Union University to pursue academic career, I have coached youth travel teams and high school teams in both Tennessee and Alabama. Since 2006 *my teams have won 8 state championships*, most recently the 2018 Alabama Youth Soccer State Cup in Foley, AL.
 - Grew up playing soccer and served as the captain for the Alabama State Olympic Development Team and was the first player in the state to make the Region III ODP pool team. Played four years of college soccer at Birmingham Southern College winning the Best Defensive Player award my junior year and Most Determination award my senior year. I was offered the opportunity to play professionally in Europe but turned it down in order to pursue my Ph.D.

SCHOLARLY WORK

Refereed Journal Articles Published & In Press

1. Nathan Kirkpatrick and Darin White, "The Theology Diamond: A Strategic Framework for Christian Business Faculty," *Christian Business Academy Review*, Forthcoming 2021.
2. Darin White & Duncan Nicol. "Root, Root, Root for the Home Team: The Persuasive Ability of Salesperson Perceived Team Identification in the Buyer-Seller Dyadic Exchange," *Marketing Management Journal*, Forthcoming 2020.
3. Darin White & Nathan Kirkpatrick. "The Role of Biblical Theology in Teaching a Christian Worldview on Business," *Christian Business Academy Review*, Forthcoming 2020.
4. Kyle Huggins, Betsy Holloway, Darin White, John Hansen. "Customer Gratitude in Relationship Marketing Strategies: A Cross-Cultural E-Tailing Perspective," *Journal of Consumer Marketing*, Forthcoming 2020.
5. Jonathan Jensen & Darin White. "Trends in Sport Sponsorship Evaluation and Measurement: Perspectives from the Industry," *International Journal of Sports Marketing and Sponsorship*, Volume 19, Issue 1, 1 -11, 2018. (Invited Article)
6. Nathan Kirkpatrick, Joseph Pederson and Darin White. "Sport Business and Marketing Collaboration in Higher Education," *Journal of Hospitality, Leisure, Sport & Tourism Education*, Volume 22, pages 7 – 13, 2018.
7. Cardona, Sun, Fuan, White and Guzman. "Assessing the Effect of Personal Cultural Orientation on Brand Equity and Revisit Intention: Exploring Destination Branding in Latin America" *Journal of Global Marketing*, Volume 30, Issue 5, Nov/Dec 2017, p282-296.
8. Kyle Huggins, Darin White, Jessica Stahl. "Antecedents to Sales Force Job Motivation and Performance: The Critical Role of Emotional Intelligence and Affect-Based Trust in Retailing Managers," *International Journal of Sales, Retailing and Marketing*, Vol. 5, No. 1, 2016.
9. Susan Emens, Darin W. White, Thomas A. Klein, Yancy D. Edwards, Susan R. Mann, Alan B. Flaschner. "Self-Congruity and the MOA Framework: An Integrated Approach to Understanding Social Cause Community Volunteer Participation," *Journal of Marketing Development and Competitiveness*, Vol. 8 (3), 2014.
10. Kyle Huggins, Betsy B. Holloway & Darin W. White. "The Moderating Role of Cultural Confinement in Differentiating Mexican from Non-Mexican Hispanic Consumers," *Journal of Business Research*, Volume 66, Issue 3, 2013.
11. Darin White & Keith Absher. "Red Devils, Royals, and the River Thames:

The Ambassadorial Role of Sports in Heightening Country-of-Origin Image,” *Sports, Business & Management: An International Journal*, pg. 312-326, Vol. 3 (4), 2013.

12. Jack Smothers, Darin W. White, Keith Absher. “In the Eye of the Beholder: A Configurational Analysis of Followers’ Conceptualizations of the Ideal Academic Department Leader at Private Universities.” *Leadership*, pg. 397-419, Vol. 8 (4), 2012.
13. Bill Service & Darin White. “Leadership Effectiveness for the Rest-of-US.” *International Journal of Organizational Behavior and Leadership*, forthcoming 2012.
14. Walton Padelford, Kevin W. Westbrook, Darin W. White, Robert M. Peterson, & Kerry P. Gatlin. “Differences in Perception of the Morality of Profit-Making among Various Student Populations,” *Ethics & Critical Thinking Journal*, December 15, 2012.
15. Darin White, Keith Asher, & Kyle Huggins. “The Effects of Hardiness and Cultural Distance on Socio-Cultural Adaptation in an Expatriate Sales Manager Population,” *Journal of Personal Selling & Sales Management*, Vol. 31, No. 3, Summer 2011.
16. Jack Smothers, Mark Bing, Darin White, Philip Trocchia, & Keith Absher. “From the Follower’s Viewpoint: A Configurational Approach to the Ideal Academic Leader,” *Journal of Leadership and Organizational Studies*, forthcoming 2011.
17. Donald Christensen, William B. Nance, Jr., & Darin W. White. “Academic Performance in MBA Programs: Do Prerequisites Really Matter?” *Journal of Education for Business*, Vol. 87, No. 1, December 2011.
18. Walton Padelford & Darin White. “The Influence of Historical Socialism and Communism on the Shaping of a Society’s Economic Ethos: An Exploratory Study of Central and Eastern Europe,” *Journal of Business Ethics*, Vol. 97, Is. 1, 2010.
19. Darin White. “The Impact of Marketing Strategy Creation Style on the Formation of a Climate of Trust in a Retail Franchise Setting,” *European Journal of Marketing*, Vol. 44, Is. 1/2, 2010.
20. David Paroby & Darin White. “The Role of Shared Vision and Ethics in Building an Effective Learning Organization,” *Southern Journal of Business and Ethics*, Vol. 2, 2010.
21. Darin White, Joe C. Harrison & Sam Turner. “Does Customer Engagement with Internet Based Services Influence Adoption of Other New Products,” *Canadian Journal of Administrative Sciences*, Vol. 27, Is. 1, 2010.
22. William Nance & Darin White. “Service Performance and Procedural Justice: The Mediating Roles of Family Life Cycle and Culture,” *Journal of Services Marketing*, Vol. 23, Is. 3, 2009.

23. Walton Padelford & Darin White. "The Shaping of a Society's Economic Ethos: A Longitudinal Study of Individuals' Morality of Profit Making Worldview," *Journal of Business Ethics*, Vol. 85, Is. 1, 2009.
24. Darin White, Lucretia Goddard & Nick Wilbur. "The Impact of Negative Celebrity and Product Information on the Endorsement Relationship: Implications for Retail and Advertising Managers," *International Journal of Retailing and Distribution Management*, Vol. 37 (4), 2009.
25. Kevin Barksdale, Darin White, Shari Smedley, & Laura Ladymon. "Cinema Advertising: A Unique Advertising Medium in a Highly Competitive Environment," *Review of Management Innovation and Creativity*, Vol. 2, Is.3, 2009.
26. Darin White & Emily Lean. "The Impact of Perceived Leader Integrity on Subordinate Ethical Intentions in a Work Team Environment," *Journal of Business Ethics*, Vol. 81, 2008.
27. Darin W. White & Clovis F. Simas. "An Empirical Investigation of the Link Between Market Orientation and Church Performance," *International Journal of Nonprofit and Volunteer Sector Marketing*, Vol. 2, Is. 13, 2008.
28. Darin W. White & Keith Absher. "Positioning of Retail Stores in CEE Accession States: Standardization Versus Adaptation," *European Journal of Marketing*, Vol. 41, No. 3/4, 2007.
29. Walton Padelford & Darin White. "The Morality of Profit-Making: A Scale Development," *Journal of Business and Economic Perspectives*, Vol. XXXII, No. 2, Fall/Winter 2006.
30. Darin W. White. "The Impact of Environmental Uncertainty on Strategy Creation Style in a Franchise Channel Setting," *Journal of Strategic Marketing*, Vol. 6, No. 4, Fall 1998.
31. Darin W. White. "Determinants of Altruistic Volunteering: An Empirical Assessment," *Journal of Ministry Marketing and Management*, Vol. 4, No. 1, Fall 1997.
32. Robert Brooks & Darin W. White. "Pricing of the Option to Delay the Purchase of Extended Service Contracts," *Journal of Retailing and Consumer Services*, Vol. 3, No. 4, October 1996.

Refereed Conference Articles, Presentations & Posters

1. "Unleashing Leader Integrity: Do Leader Traits Influence the Ethical Intentions of Subordinates," 7th World Congress of the International Society of Business Economics and Ethics, July 2020. (with Emily Lean).
2. "It Just Feels Right: How College Students Appropriate Eduscape Meanings for a Sense of Self-Eduscape Connection," 2018 European Marketing Academy, May 2018.

3. "Sponsorship-Linked Marketing: Using Social Media Brand Affinity Data to Determine Sport Sponsorship Effectiveness," 2017 Atlantic Marketing Conference, September 2017 (with D. White, C. White and A. White).
4. "The Role of Customer Gratitude in Driving Affective and Behavioral Responses in Sponsorship-Linked Marketing," 2016 Summer American Marketing Association, August 2016 (with K. Huggins and K. Bates).
5. "Collegiate Athletic Brands: Brand Attachment, Brand Success, and Their Relationship with College Sport Sponsors," 2016 Summer American Marketing Association, August 2016 (with Clif Eason and Nathan Kirkpatrick)
6. "Using Social Media Fan Base Brand Affinity to Measure Sponsorship Effectiveness," 2016 European Marketing Academy, May 2016 (with Daniel White).
7. "Motivations for Engaging in Electronic Word of Mouth in a Social Network Setting," 2016 Winter American Marketing Association, February 2016 (with C. Hochanadel & Q. Sun).
8. "Personal Cultural Orientation, Destination Brand Equity and Revisit Intention: Implications for Destination Branding in Latin America," Academy of Marketing Science, May 2015 (with A. Cardona, L. Fuan & Q. Sun).
9. "The Role of Team Performance in Sponsor Success," 2014 European Academy of Management, June 2014 (with D. Hall).
10. "Understanding the Relationships between Loyalty Program Rewards and Loyalty among Premium Customers," 2014 Winter American Marketing Association Educators' Conference, February 2014 (with D. Hilgeman).
11. "Self-Congruity and the MOA Framework: An Integrated Approach To Understanding Social Cause Community Volunteer Participation," 2013 Summer American Marketing Association Educators' Conference, August 2013 (with S. Emens, T. Klein, S. Mann & Y. Edwards).
12. "Antecedents to Sales Force Job Motivation and Performance: The Critical Role of Emotional Intelligence and Affect-Based Trust," 2012 Southern Marketing Association Conference, Orlando, FL (with K. Huggins & J. Stahl).
13. "Understanding the Relationship Between Fan Avidity and Sports Sponsorship Success: The Moderating Role of Team Performance," 2012 Cambridge University Sports & Society Conference, Cambridge University, United Kingdom (with D. Hall).
14. "Winning Isn't Everything, It's the Only Thing: The Role of Team Performance and Fan Avidity in Sports Sponsorship Success," 2012 Research Conference in Sport Marketing, June 21-22 at the Lundquist College of Business – University of Oregon (with D. Hall).

15. "Branding of a Country: The Role of Sports Team Fandom on Country of Origin Image," 2012 European Marketing Association Annual Conference, Summer 2012 (with K. Absher).
16. "Understanding the Relationship Between Loyalty Program Rewards and Loyalty Among Premium Customers," 2012 Winter American Marketing Association Educators' Conference, February 2012 (with D. Hilgeman).
17. "Cross-Cultural Marketing to Hispanics: The Role of Consumer Gratitude in Online Retailing," 15th Annual Cross Cultural Research Conference, December 2011 (with B. Holloway & K. Huggins).
18. "Leadership for the Rest-of-Us," International Academy of Business and Public Administration Disciplines, October 2011 (with B. Service).
19. "Cross Cultural Effects in E-Retailing: The Moderating Role of Cultural Confinement," 2011 American Marketing Association Winter Educators' Conference, February 2011 (poster with B. Holloway & K. Huggins).
20. "Stage of Change Readiness in Social Marketing," 2011 American Marketing Association Winter Educators' Conference, February 2011 (poster with J. Kosierowski).
21. "Effects of the Extant Environment on Influence Strategy Usage in the Franchise System Relationship," 2010 American Marketing Association Winter Educators' Conference, February 2010 (with K. Huggins).
22. "The Impact of a Globally Prominent Football Team on a Nation's Brand Image," The Economics and Psychology of Football: 3rd Biennial International Conference, Heythrop College, University of London, England, May 2010 (poster with K. Absher).
23. "Use of Simulations in Teaching Marketing," Christian Business Faculty Association Annual Meeting, October 2010 (panel discussion with K. Starcher, J. Spencer & J. Dupree).
24. "Improving Salespeople Performance: The Critical Role of Affect-Based Trust and Emotional Intelligence," 2009 American Marketing Association Summer Educators' Conference, August 2009 (with L. Stack & J. Stahl).
25. "Toward a Greater Understanding of Spirit at Work: A Model of Spirit at Work and Outcomes," 2009 Academy of Management Annual Meeting, August 2009 (with J. Stevison & E. Dent).
26. "How Can Private Universities Survive Taxing Economic Times? Business School Leadership is the Key," 2009 Academy of Management Annual Meeting, August 2009 (with J. Smothers & K. Absher).

27. "Carrying the Torch: Determinants of Intergenerational Influences as Sources of Brand Loyalty," Association for Consumer Research, October 2009 (with K. Huggins & K. Bates).
28. "Examining Attitudes and Behaviors among Aerospace Engineering and Technical Workers: Does Spirit at Work Offer Insight into More Constructive Technical Workplaces?" 30th Annual American Society of Engineering Management Conference, October 2009 (with J. Stevison & E. Dent).
29. "Cinema Advertising: A Unique Advertising Medium in a Highly Competitive Environment," Intellectbase International Consortium Academic Conference, May 2009 (with K. Barksdale & S. Ladymon).
30. "Academic Performance in MBA Programs: Do Prerequisites Really Matter?" Society of Business, Industry, and Economics, April 2009 (with D. Christensen & B. Nance).
31. "An Exploration into Mother Nurture: How Does a Mother's Involvement Affect Her Daughter's Intergenerational Brand Loyalty?" Thought Leaders International Conference on Brand Management, Birmingham Business School, England; April 2008 (poster with K. Huggins).
32. "Measuring the Perceived Importance that Consumers Place on the Benefit of Free Technical Support: A New Scale," 2008 American Marketing Association Winter Educators' Conference, February 2007 (with L. Hibbett, J. Shackman & K. Absher).
33. "The Impact of Negative Celebrity and Product Information on the Endorsement Relationship: Implications for Retail and Advertising Managers," The International Conference on Sport and Entertainment Business, October 2007 (with L. Goddard & N. Wilbur).
34. "The Shaping of a Society's Economic Ethos: A Longitudinal Study of Individuals' Morality of Profit-Making Worldview," 2007 Society of Business Ethics Annual Conference, August 2007 (with W. Padelford).
35. "Bend It Like Beckham - Can Celebrity Status 'Bend' Consumers' Image of a Country: A Four Country Study of the Manchester United Football Club and England," 2007 American Marketing Association Summer Educators' Conference, August 2007 (with K. Absher).
36. "Structuring Ethically Strong Organizational Work Teams: The Critical Role Leader Integrity Plays," Organizational Science 2007 Winter Conference, February 2007 (poster with E. Lean).
37. "Country-of-Origin Image as a Function of Involvement and Loyalty with a Professional Sports Team: A Four Country Study of the Manchester United Football Club and England," Contemporary Issues in Retailing and Marketing, Manchester, England; September 2006 (with K. Absher).

38. "Use the Force: Porter's Analysis of the Bargaining Power of Buyers Applied to the RAND Study of Strategy in the U.S. Higher Education Industry," Academic Business World International Conference, May 2006 (with K. Holt & W. Nance).
39. "The Impact of Environmental Forces on Franchiser's Choice of Persuasive Strategy," Alabama Academy of Science, Vol. 77, No. 2, April 2005.
40. "Ten Factors Influencing Marketing to Generation Y," Alabama Academy of Science, Vol. 76, No. 2, April 2004 (with K. Absher & J. Cowell).
41. "The Impact of Environmental Turbulence on Influence Strategy Usage in an Interfirm Channel Setting," 2002 American Marketing Association Winter Educators' Conference (with K. Huggins & D. DeLaughter).
42. "Comparing Customer Requirements and Organizational Objectives in a Non-Profit Service Environment," 2001 Quality and Management Conference Proceedings (with S. Arendall).
43. "Applying Porter's Five Industry Forces Model to the Development of Strategic Marketing Plans for College and Universities: May the Force Be with You," International Academy of Business Disciplines Conference, published in the 1998 Business Research Yearbook (with K. Holt, D. Lester, & B. Cunningham).
44. "The Effect of Strategy Creation Processes on Firm Culture: A Distribution Channel Perspective," 1995 Southern Marketing Proceedings (with R. Robicheaux).
45. "Charitable Advertisements: What is the Most Effective Way to Generate the Donation of Time?" 1994 American Marketing Association Winter Educators' Conference.
46. "The Impact of Environmental Heterogeneity on the Creation and Implementation of Distribution Channel Strategy," 1994 Academy of Marketing Science Proceedings.
47. "Environmental Uncertainty and Influence Strategies in a Multinational Parent-Foreign Subsidiary Dyad: Some Research Propositions," 1994 Southern Marketing Association Proceedings.

CHAired DISSERTATIONS

- "Motivations for Engaging in Electronic Word-of-Mouth in a Social Networking Setting"
Cathleen Hochanadel, completed 2014
- "Self-Congruity and the MOA Framework: An Integrated Approach to Understanding Volunteer Participation in Social Cause Communities" Susan Emons; completed 2013
- "Understanding the Relationships Between Loyalty Program Rewards and Loyalty Among Premium Customers" Debra Hilgeman; complete 2013
- "Stage of Change Readiness in Social Marketing" Jerry Kosierowski; complete 2010

“The Significance of personal Factors in the Service Quality Experienced by Customers and the Effect of Employee Psychological Empowerment on the Relationship” Matthew Travis; complete 2010

“Toward a Greater Understanding of Spirit at Work: A Model of Spirit at Work and Outcomes” James Steverson; complete 2008

BOARD of DIRECTORS/ADVISORY BOARD POSITIONS

Aspire Football Academies
Board of Advisors (2019 – Present)

Sports Performance Data & Fan Engagement Summit, London, England
Board of Advisors (2017 – Present)

Sports Technology Awards, London, England
Board of Judges (2017 – Present)

Daniel Summit, San Diego, CA.
Board of Advisors (2015 – Present)

Youth Sports of the Americas, Birmingham, AL.
Board of Directors (2015 – Present)

Sport Forward, Cyprus
Board of Directors (2017 – Present)

Alabama Sports Foundation, Birmingham, AL.
Board of Directors (2015 – 2018)

BOOKS/BOOK CHAPTERS/INVITED ARTICLES

The CSB Christian Worldview Study Bible, Holman Bible Publishers, Editors: David Dockery & Trevin Wax (2018), Commentary in Ecclesiastes entitled “Biblical Models for Business,” (with Danny Wood), pages 782-783.

Case entitled “Death of Colonel Reb” in *International Cases in the Business of Sport* 2nd edition, edited by Simon Chadwick and Dave Author, (w/ Chad Carson) published by Elsevier, 2017.

Chapter in “Solomon was a Businessman: Advice from the Wealthiest Man on Earth,” editor Ardith Baker, 2008.

"Five ways Birmingham will drive innovation in sports in 2018", Birmingham Sports Business Journal, January 2018.

PRESS APPEARANCES

Quoted in Wall Street Journal, Sports Illustrated, Washington Post, Forbes, USA Today, ESPN Radio, Mashable, Sports Business Daily, Bond Buyer, International Business Times, NPR, Bleacher Report, and the Capital Gazette

Multiple live interviews about Sports Business on international TV networks in Middle East, Asia and Africa (2015 – 2018)

WDJC Radio Program, Weekly “Sports & Faith” Show Co-Host (Fall 2015)

Ranked as #7 Most Influential Professor of Sports Business Journal twitter followers by Affinio, October 2015.

World Games 2021: The Event that will Change Birmingham Forever, Al.com, September 1, 2015.

Debating the Dome: Samford Business Professors Discuss the Pros and Cons, Birmingham Business Journal, October 3, 2014.

Produce daily content for Social Media Campaign to build relationships with sports industry executives, 2012 – present.

Publish and write for the Business Side of Sports blog which had over 25,000 unique viewers in 2015.

“Fleeing the Tiger: It’s Time for Nike and Other Companies to Swoosh Away from the World’s Most Famous Golfer,” Op-Ed article in the Birmingham Business Journal, December 18, 2009.

INVITED PRESENTATIONS (since coming to Samford University)

“Driving Sports Data to Fan Insights,” Birmingham Data Meetup, September 2019.

“Social Media and Fan Engagement,” Sports Analytics World Series, Dallas, TX. October 2019.

“Clemson Sports Fans Insights,” Clemson Athletics Department, Clemson University. September 2019.

“How Big Data is Changing the World of Sports,” Alabama Analytics Society, August 2019.

“Driving Data to Insights: What Social Media Data Can Teach Us About College Football Fans in the ACC”, SAS Championship PGA Golf Tournament Networking Breakfast for ACC Athletics Directors, October 2018.

“Trends on the Business Side of Sports”, B-Metro Magazine Networking Breakfast, September 2018.

“How Big Data is Fundamentally Changing the World of Sports: An Introduction to Samford’s New Center for Sports Analytics”, Homewood Chamber of Commerce Luncheon, August 2018.

"How Big Data & Sports Marketing are Fundamentally Changing the World of Sports", 2018 Alabama High School Teachers Statewide Professional Development Conference, Birmingham, AL @ BJCC, July 2018.

"Getting a Job in Sports Marketing/Sports Analytics," MELT University Internship Program, Atlanta, GA, July 2018.

"How Sports Analytics is Shaping the Field of Sports Marketing," Tigris Sponsorship and Sports Marketing Company Retreat, Denver, CO, June 2018.

"The Impact of Advergaming as a Sponsorship Activation Strategy," Dallas Cowboys Senior Business Executives, Dallas, TX @ Cowboys World Headquarters, June 2018.

"The Power of Branding in Recruiting NCAA Division 1 Athletes", Collegiate Sports Summit, (Invitation Only NCAA Division 1 Athletic Directors Yearly Meeting in Santa Monica, CA), April 2018.

"Big Data and the Business Side of Sports", Birmingham Downtown Kiwanis Club, April 2018.

"How Big Data is Fundamentally Changing the World of Sports: An Introduction to Samford's New Center for Sports Analytics", Samford University Faculty Shop Talk, March 2018.

"Preserving the Public Trust: Ethical Employees and Corporations", 2018 Momentum Conference – Better Together | Uniting Leaders (Birmingham, AL), February 2018.

Sport Performance Data & Fan Engagement Summit, Chair of Fan Engagement Stream (San Francisco, 2018).

Sponsorship Strategy in the Middle East, Presentation to sports industry leaders in Amana, Jordan (translated into Arabic), March 2018.

"Big Data and the Globalization of Sports", Presentation to company-wide retreat of the Bruno Event Team, December 2017.

"The Business of Sports", Panel Member at SES2017 Sports and Entertainment Industry Symposium", April 2017.

"Changing the Game: Key Trends Driving the Business Side of Sports," Presented to multiple Rotary, AMA, Redstone and other civic and professional organizations, 2015, 2016, 2017.

"The Sports Marketing Revolution: Branding, the New Key to Winning Championships," Samford University Parents Weekend talk, September 2015.

The Challenges of Starting a Sports Business Program in an AACSB Accredited Business School, April 2014, 4th Annual Alliance for Sports Business Conference at Tampa Bay Lightning.

Current Events in Sports Marketing Industry, on Sports Business Now national webcast show, April 2013.

“Positioning: The Battle for the Customer’s Mind,” delivered to BB&T Senior Leadership Retreat, October 2011.

“Marketing Yourself the Big Mac Way,” delivered to Career Transitions Workshop, September 2010.

“How Your Customer Thinks: A Scientific Approach to Growing Market Share,” delivered to the South Shelby County Chamber of Commerce Business Seminar, November 2009.

“Leadership, Ethics, and Organizational Change: The Impact that Every Employee Can Have on Corporate Culture,” delivered to McWhorter School of Pharmacy Fall 2009 Conference.

“Growing Your Business Through Customer-Driven Marketing Strategy,” delivered to the Homewood Chamber of Commerce Luncheon, November 2009.

HONORS AND AWARDS

- 2020 Brock School of Business research fellow
- 2018 & 2019 Sports Technology Awards London Gala (Oscars for the Sports Industry) Judge
- 2018/2019 Hodges Service Fellow, Samford University
- 2017 SAMSPY Faculty Member of the Year Finalist
- 2013 Service Award for the Brock School of Business
- 2012 Undergraduate Teacher of the Year Award for the Brock School of Business
- 2012 Top 5 Paper for Sports Business SIG at European Academy of Management – paper selected for publication in special issue of *Sport, Business & Management: An International Journal*.
- 2011 Outstanding Scholarship Award for the Brock School of Business
- 2010 granted admittance into the LINKS Instructor Hall of Fame and bestowed the title LINKS Fellow
- 2009 Academy of Management Top Paper in Track Award (Management Spirituality & Religiosity)
- 2008 McAfee School of Business Dean’s Service Award
- 2007 PEW Charitable Trust Foundation Summer Research Grant
- Union University Teaching Innovation Grant Recipient 2006
- United States of America Department of Homeland Security Certificate of Recognition, 2005
- Union University Collaborative Faculty-Student Undergraduate Research Grant Recipient, 2005
- Union University Collaborative Faculty-Student Undergraduate Research Grant Recipient, 2004
- Invited member of “Strategic Planning Dream Team” for major, national charitable organization, 1996
- Summer AMA Doctoral Consortium Fellow Representative, 1994

- Pew Charitable Trust Grant Recipient, 1995
- Watson/Little Memorial Award, 1995
- University of Alabama Graduate Student Research Stipend Award Winner, 1994
- Saks Fifth Avenue Department Store Retailing Scholarship, University of Alabama, 1993
- Alumni Graduate Scholarship, University of Alabama, 1993
- Emily & Lee Bidgood Memorial Fellowship, University of Alabama, 1993
- Young Boozer Endowed Fellowship, University of Alabama, 1993

OTHER

- Teach weekly, 6 am biblical theology bible study since 2014
- Formed partnership in 2018 with the Atlanta Braves to mentor sports marketing students
- Formed partnership in 2017 with Dartlet to conduct NFL Brand Personality research
- Formed partnership in 2015 with Affinio, a social media analytics firm in Canada, to train students in social media marketing (<https://www.samford.edu/news/2015/11/Samfords-Sports-Marketing-Program-Teams-with%20Affinio-to-Train-Students>)
- *Sport, Business and Management: An International Journal* – Editorial Review Board (2010 – present)
- Alliance for Sports Business Programs in Business Schools – Marketing Committee (2012 – 2016) & External Academic Relations (2014 – 2016)
- *International Journal of Sports Marketing & Sponsorship* – Editorial Review Board (2011 – present)
- *European Journal of Marketing* – reviewer (2010 – 2013)
- *European Sports Management Quarterly* – reviewer (2013 – 2014)
- *Journal of Business Ethics* – review board for corporate responsibility & sustainability section (2009 – 2013)
- 2014 European Academy of Management Sports Business Track Reviewer
- An article I co-authored and published in 2010 entitled "The Role of Shared Vision and Ethics in Building an Effective Learning Organization" was selected to be included in the U.S. Army War College's recommended "Strategic Vision" reading list. According to their website, the Strategic Vision Bibliography was "compiled to support the study of one of the U.S. Army War College's enduring themes. This list... focuses on the future and the vision required to create effective strategy." The US Army War College library is the Army's senior educational institution and it "plays a key role in the development of the Army's leaders." It also "serves as a primary research and information resource for organizations... including Congress, Department of Defense, other federal agencies, universities and colleges, the media and individual researchers and writers."
- Scale items developed for an article published in the *International Journal of Nonprofit and Voluntary Sector Marketing* are going to be included in a handbook on nonprofit management scales currently being edited by Professor Bernd Helmig at the University of Mannheim in Germany.
- 2010 AMA Winter Educators' Conference Marketing Research Track Reviewer
- *Journal of Business Ethics* reviewer for special issue on Cross Sector Social Interactions (2010)
- 2009 AMA Summer Educators' Conference Sales Track Reviewer
- Ad Hoc Reviewer for *Journal of Retailing and Consumer Services* (2006 – 2008) and *Christian Scholars Review* (2012)

- Key Note Speaker at Union University Faculty Retreat (2007), Topic: Oxbridge Tutorial
- 2012 European Academy of Management Sports Business Track Reviewer
- 2007 AMA Winter Educators' Conference Marketing Strategy Track Reviewer
- Strategic planning track discussant at the 1993 Southern Marketing Association
- Media credits: national radio news story detailing a major economic impact study conducted in 1996, Quoted in *USA Today* and *Washington Post* on sports business oriented stories
- Developed Men's Small Group Curriculum "I am David" for Church of the Highlands <https://www.churchofthehighlands.com/groups/i-am-david>

OTHER ADMINISTRATIVE / SERVICE EXPERIENCE

- Samford University Social Media Working Group, Fall 2014
- Chair, Samford University Athletic Committee, Fall 2011 – Fall 2013
- Head Coach, Samford University Men's Club Soccer team, 2012 – 2014
- Developed multiple new class for Brock School of Business (Social Media Marketing, 2014; MBA International Sports Marketing & Management 2013; Advance Theory & Practice in Sports Marketing 2014; International Sports Marketing Research 2012)
- Led Team of MBA students to conduct worldwide Sports Sponsorship Brand Impact Study for AON's relationship with Manchester United Football Club, Summer 2012
- Ex Officio member of Samford University Marketing/Communication Advisory Group, 2011 – 2013.
- Selected by Samford President Westmoreland to play key role in fundraising and curriculum development for Upward Sports Social Entrepreneurship program, 2011-2012.
- Selected by President Westmoreland to Chair the University Council Marketing Strategy Working Group, 2012 – 2013.
- Charles Carter Samford University Scholarship Selection Committee, Shades Mountain Baptist Church, 2011- 2014.
- Faculty Advisor – Brock School of Business American Marketing Association Student Group, 2010 – 2014.
- Member of Regional Existing Business Consortium of Birmingham Business Alliance, 2009 – 2010
- Member of Vestavia Chamber of Commerce Economic Development Committee, 2009 – 2011
- Volunteered to conduct Vestavia Hills Retail Branding Study, 2010 – 2011
- Marketing Curriculum Director/Coordinator for the McAfee School of Business at Union University, 1998 – 2009
- Birmingham Business Journal's Business Makeover Committee for Dreamland BBQ, 2009-2010
- McAfee School of Business Union University Tornado Logistics Team Leader, 2008
- Company Director for RUST International's Hurricane Hugo relief effort, United Way campaign, and Red Cross Blood Drive, 1990 – 1991
- Committee work at Samford:
 - Brock School of Business Scholarship Committee (2016 - 2020)
 - Men's Soccer Feasibility Study Team (2014)
 - Chair, Search Committee for Sports Business Professor (2020)
 - Marketing New Faculty Search Committee (2013, 2015, 2019)

- Chair of Faculty Athletic Committee (Fall 2011 – 2014; 2016 - 2018)
- Strategic Management Search Committee (Fall 2012)
- Samford New Faculty Mentor Program (2012/2013)
- Faculty Development Committee (2012/2013)
- Head Men’s Basketball Search Committee (Spring 2012)
- Student Athlete Campus Involvement Working Group (Spring 2012)
- Athletic Director Search Committee (Spring 2011)
- Assurance of Learning Committee (Fall 2011 – Present)
- GEPC (2009 – 2011)
- IRB (2010 – 2011)
- Faculty Athletic Committee (2010 – Present)
- Committee work at Union University:
 - IRB
 - Library Committee
 - University Mission Statement Committee
 - Scholars in Excellence Committee
 - Athletics Committee
 - Research Leave Selection Committee
 - Interdisciplinary Studies Committee
 - NAIA National Soccer Ethics Committee