

# NATASHA T. BRISON

Associate Professor – Sport and Entertainment Management  
University of South Carolina  
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## EDUCATION

### **UNIVERSITY OF GEORGIA**, Athens, GA

Ph.D. in Kinesiology (Sport Management and Policy): May 2015

### **GEORGIA STATE UNIVERSITY**, Atlanta, GA

M.S in Sports Administration: December 2000

### **UNIVERSITY OF GEORGIA SCHOOL OF LAW**, Athens, GA

J.D.: December 1998

### **FLORIDA STATE UNIVERSITY**, Tallahassee, FL

B.A. in Communications; B.A. in English: May 1995

## ACADEMIC APPOINTMENTS

### **ASSOCIATE PROFESSOR**

**University of South Carolina**, Columbia, SC (August 2024 – present)

- Instruct undergraduate and graduate courses in Sport and Entertainment Marketing.
- Advise graduate students.

### **ASSOCIATE PROFESSOR**

**Texas A&M University**, College Station, TX (September 2022 – August 2024)

- Instruct undergraduate and graduate courses in Sport Sales and Marketing Aspects of Sport.
- Advise graduate students.

### **ASSISTANT PROFESSOR**

**Texas A&M University**, College Station, TX (August 2015 – August 2022)

- Instruct undergraduate and graduate courses in Sport Sales, Marketing Aspects of Sport, Sport Management, and the Professional Writing Seminar.
- Advise graduate students.

### **CLINICAL ASSISTANT PROFESSOR**

**Georgia State University**, Atlanta, GA (August 2011 – May 2015)

- Instructed graduate courses in Budget and Finance, Development and Revenue Generation, Sports Law, Planning and Development of Sports Facilities, and Entrepreneurship in Sport.
- Supervised graduate student internships and practicum experiences.
- Advised graduate students.
- Established partnerships with industry practitioners.
- Performed service duties for the Sports Administration Student Club and the Department of Kinesiology and Health.

## **TEMPORARY CLINICAL INSTRUCTOR**

**Georgia State University**, Atlanta, GA (August 2008 – August 2011)

- Instructed graduate courses in Development and Revenue Generation in Sport, Budget and Finance, Planning and Management of Sports Facilities, Sports Law, and Cultural Aspects of Sport.
- Provided academic advisement to current and potential graduate students.
- Served as faculty liaison to the Sport Management Club.

## **ADMINISTRATIVE ACADEMIC APPOINTMENTS**

### **MASTER'S PROGRAM COORDINATOR**

**Texas A&M University**, College Station, TX (January 2021 – August 2024)

- Review graduate applications for admission into the Sport Management in-person program.
- Develop assessment reports related to program curriculum.
- Advise students regarding admission requirements and course registration.

### **PROGRAM COORDINATOR**

**Georgia State University**, Atlanta, GA (January 2010 – May 2014)

- Reviewed graduate applications for admission into the Sport Administration program.
- Renewed current Agency Agreements for Graduate Assistantships.
- Reconciled Sport Administration program foundation accounts and budgets.
- Developed reports related to program curriculum and enrollment.
- Evaluated and recruited part-time instructors.

### **INTERIM PROGRAM COORDINATOR**

**Georgia State University**, Atlanta, GA (May 2009 – August 2009)

- Reviewed graduate applications for admission into the Sport Administration program.
- Developed guidelines for bi-annual Student Orientation meetings.
- Renewed current Agency Agreements for Graduate Assistantships.
- Reconciled Sport Administration program foundation accounts and budgets.

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## **RESEARCH INTERESTS**

- Sport Marketing
- Brand Management
- Athlete Branding
- Coaches Branding
- Legal Aspects of Sport Marketing

## **PUBLICATIONS**

*Note: \* denotes graduate student at the time of data collection.*

*First or Senior Author [n=28; 61%]*

46. Harris, H.\*, & **Brison, N. T.** (accepted August 9, 2024). Exploring Branding Strategies and Barriers of Female Collegiate Athletic Coaches. *International Journal of Sport Communication*.
45. Alanis, M.\*, Cunningham, G., & **Brison, N.** (accepted June 19, 2024). The Fight In and Out the Ring for Mexican American Women Boxers. *Journal of Athlete Development and Experience*.

44. Sharifzadeh, Z.\*, & **Brison, N.** (accepted June 6, 2024). Femvertising or Faux Feminism? A Critical Discourse Analysis of Sport Femvertising Campaigns. *Journal of Sport & Social Issues*.
43. Sharifzadeh, Z.\*, & **Brison, N.** (2024). Femvertising or Faux CSR? A Comparative Analysis of Sport Brands. *Sport, Business, Management: An International Journal*.  
<https://doi.org/10.1177/01937235241269936>
42. Alanis, M.\*, Cunningham, G., & **Brison, N.** (2024). “We are the minority”: Latinx student-athletes experiences within their Predominantly White Institutions. *Journal of Intercollegiate Sport*, 17(1), <https://journals.ku.edu/jis/article/view/18601>
41. Harris, H.\*, & **Brison, N. T.** (2024). Collegiate Female Athlete Experiences with Name, Image, and Likeness. *Journal of Athlete Development and Experience*, 6(1), <https://scholarworks.bgsu.edu/jade/vol6/iss1/4>
40. Grizzard, B.\*, Alanis, M.\*, & **Brison, N.** (2023). Invisible Players: A Scoping Review of International Student-Athletes in US College Sports. *International Journal of Sport Management*, 24(2023), 266-289.
39. Grizzard, B.\*, Gilreath, T. D., & **Brison, N.** (2023). The association of team sports with psychological distress and suicidal ideation among high school students. *Journal of Physical Fitness, Medicine & Treatment in Sports*. <https://doi.org/10.19080/JPFMTS.2023.10.555789>
38. Johnson, A.\*, **Brison, N.**, Harris, H., & Brown, K. (2023). “I’m not just a mother”: A content analysis of elite female athletes’ self-presentation before and after motherhood. *Sport Business and Management: An International Journal*, 13(5), 622-639. <https://doi.org/10.1108/SBM-02-2023-0015>
37. Tamayo, F.\*, **Brison, N.**, & Harris, H. (2023). Life after the Gridiron: Examining Retired NFL Athletes’ Self-Presentation Strategies and Follower Engagement on Instagram Personal and Business Pages. *International Journal of Sport Communication*, <https://doi.org/10.1123/ijsc.2023-0196>
36. Pickett, D., Brown, K., Damon, Z., & **Brison, N.** (2023). Potentially misleading weight loss advertisements targeting men: Examining influence of celebrity athlete endorsement on ad believability and purchase intentions. *Health Behavior Research*, 6(2), 1-16.  
<https://doi.org/10.4148/2572-1836.1177>
35. Harris, H.\*, & **Brison, N. T.** (2022). A Tale of Two Brands: Examining Elite Female Athletes’ Branding and Self-Presentation Strategies Over Time. *International Journal of Sport Communication*. Advance online publication. <https://doi.org/10.1123/ijsc.2022-0113>
34. Brown, S.\*, **Brison, N.**, Brown, K., & Bennett, G. (2022). Do Fans Care About the Activist Athlete? A Closer Look at Athlete Activism Effect on Brand Image. *International Journal of Sport Communication*. Advance online publication. <https://doi.org/10.1123/ijsc.2022-0101>.
33. Brown, K\*., & **Brison, N.** (2022). Think like adidas: A quantitative analysis of adidas’ three-stripe trademark protection strategies. *Marquette Sports Law Journal*, 32(2), 445-469.
32. Do, C.\*, **Brison, N.**, Park, J, & Lee, H.W. (2022). Social Identity Complexity and Brand Authenticity of Multiple Leagues in Professional Sport. *Frontiers in Psychology (section Organizational Psychology)*. <https://doi.org/10.3389/fpsyg.2022.861656>

31. Yu, B.\*, **Brison, N. T.**, & Bennett, G. (2022). Why do women watch esports? A social role perspective on spectating motives and points of attachment. *Computers in Human Behavior*, 127(February 2022). <https://doi.org/10.1016/j.chb.2021.107055>
30. Harris, H.\*, **Brison, N. T.**; and Dixon, M. A. (2021). Hidden Consequences: Examining the Impact of NIL on Athlete Well-Being, *Journal of Applied Sport Management*, 13(2), 1-7. <https://doi.org/10.7290/jasm13r7xo>
29. Hayduk, T., **Brison, N.**, & Drayer, J. (2021). New entrants in sport ticket markets: Assessing the impact of brand status and pricing strategy. *Journal of Sport Management*, 35(6), 522-536. <https://doi.org/10.1123/jsm.2020-0246>
28. Sharifzadeh, Z.\*, **Brison, N.**, & Bennett, G. (2021). Personal branding on Instagram: An examination of Iranian professional athletes. *Sport Business and Management: An International Journal*, 11(5), 556-574. [doi.org/10.1108/SBM-01-2021-0007](https://doi.org/10.1108/SBM-01-2021-0007)
27. **Brison, N.**, & Geurin, A. (2021). Social media engagement as a metric for ranking U.S. Olympic athletes as brand endorsers. *Journal of Interactive Advertising*, 21(2), 121-138. <https://doi.org/10.1080/15252019.2021.1919251>
26. Oshiro, K.\*, **Brison, N.**, & Bennett, G. (2021). Personal branding project in a Sport Marketing class. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 8(2021), 100308. <https://doi.org/10.1016/j.jhlste.2021.100308>
25. Cho, S., **Brison, N.**, Brown, K., & Quinn, K. (2021). A theoretical explanation of sport trademark litigation: Already v. Nike and Forever 21 v. adidas. *Journal of Global Sport Management*, 8(1), 407-431. <https://doi.org/10.1080/24704067.2021.1875563>
24. Brown, S.\*, **Brison, N.**, & Bennett, G. (2020). Corporate social marketing: An analysis of consumer responses to Nike's campaign featuring Colin Kaepernick. *Global Sport Business Journal*, 8(1), 33-50.
23. Murry, T.\*, Bennett, G., **Brison, N.**, & Oshiro, K. (2020). Sitting to take a stand: Does activism impact an athlete's brand image? *International Journal of Sport Management*, 21(4), 295-324.
22. **Brison, N.**, Pickett, D., & Brown, K. (2020). Losing weight with Charles and Dan: Examining potential liability for endorser claims in weight loss advertisements. *Sport Marketing Quarterly*, 29, 134-147.
21. Brown, S.\* & **Brison, N.** (2020). Big data, big problems: Analysis of professional sport leagues' CBAs and their handling of athlete biometric data. *Journal of Legal Aspects of Sport*, 30, 63-81.
20. **Brison, N.**, Baker, T., Byon, K., & Evans, N. (2020). An Interdisciplinary Examination of the Material Effects of Deceptive Sport Beverage Advertisements. *Journal of Global Sport Management*, 8(1), 1-22. <https://doi.org/10.1080/24704067.2020.1711531>
19. Pickett, D., & **Brison, N.** (2019). Lose like a man: Body image and celebrity endorsement effects of weight loss product purchase intentions. *International Journal of Advertising*, 38(8), 1098-1115. <https://doi.org/10.1080/02650487.2019.1586208>.
18. Brown, K.\*, **Brison, N.**, & Batista, P. (2019). An Empirical Analysis of Consumer Survey Use in Trademark Litigation. *Loyola of Los Angeles Entertainment Law Review*, 39, 237-283. (republished in Tripp, K. (2020). *Intellectual property law review* (pp. 407-456). Eagan, MN: Thomson Reuters.) This article was judged one of the best intellectual property law review

articles in 2019, and was selected for inclusion in the 2020 edition of the Intellectual Property Law Review.

17. Brown, S.\* & **Brison, N.** (2018). I will protect this house: US sport brand trademark infringement claims in China. *Entertainment and Sport Law Journal*, 16(4), 1-7.
16. Brown, K.\* & **Brison, N.** (2018). Tale of Two Trademarks: An analysis of the protection strategies of adidas and Converse. *Entertainment and Sport Law Journal*, 16(3), 1-6.
15. Lobpries, J., Bennett, G., & **Brison, N.** (2018). How I perform is not enough: Exploring branding barriers faced by elite female athletes. *Sport Marketing Quarterly*, 27(1), 5-17.
14. Brown, S.\* & **Brison, N.** (2018). More than an Athlete: Constitutional and contractual analysis of activism in professional sports. *Arizona State Sports & Entertainment Law Journal*, 7(2), 249-289.
13. Lobpries, J., Bennett, G., & **Brison, N.** (2017). Mary Ann to her Ginger: Comparing extended brand identity of two elite female athletes. *International Journal of Sports Marketing & Sponsorship*, 18(4), 347-362.
12. Baker, T. A., Byon, K. K., & **Brison, N.** (2017). Re-conceptualizing reverse meaning transfer: The moderating influence of meaning type. *Sport Business, and Management: An International Journal*, 7(5), 483-496.
11. Baker III, T.A., Lui, X., **Brison, N.**, & Pifer, D.\* (2017). Air Qiaodan: An Examination of Transliteration and Trademark Squatting in China based on *Jordan vs. Qiaodan Sports*. *International Journal of Sports Marketing & Sponsorship Special Issue: Sport Business in China*, 18, 95-105.
10. **Brison, N.**, Byon, K.K., & Baker, T. A. (2016). To tweet or not to tweet: The effects of social media endorsements on unfamiliar sport brands and athlete endorsers. *Innovation: Management, Policy, & Practice*, 18(3), 309-326. <https://doi.org/10.1080/14479338.2016.1237304>.
9. Baker III, T.A., & **Brison, N.** (2016). Boiler plate inked: Copyright actions brought by tattooists threaten athlete endorser publicity rights. *Sport Marketing Quarterly*, 25(2), 128-130.
8. Baker III, T.A., & **Brison, N.** (2016). From *Board of Regents* to *O'Bannon*: How antitrust and media rights have influenced college football. *Marquette Sports Law Review*, 26, 331-362.
7. **Brison, N.**, Baker III, T.A., & Byon, K.K. (2015). Facebook likes as endorsements: An empirical examination of the National Advertising Division's Coastal Contacts' decision. *Journal of Legal Aspects of Sport*, 25(2), 104-122.
6. **Brison, N.**, Baker III, T.A., & Byon, K.K. (2013). Tweets and Crumpets: Examining U.K. and U.S. Regulation of Athlete Endorsements and Social Media Marketing. *Journal of Legal Aspects of Sport*, 23(2), 55-71.
5. Baker III, T.A., **Brison, N.**, & Byon, K.K. (2013). Like it or not...*Coastal Contacts* case sets guidelines for "Like-gating" on Facebook. *Sport Marketing Quarterly*, 22(2), 113-116.

4. **Brison, N.**, Baker III, T.A., & Byon, K.K. (2012). Going Global: What U.S. Sport Products and Brands Should Know About Advertising Laws in China. *International Journal of Asian Society for Physical Education, Sport and Dance*, 10(1), 8-23.
3. **Brison, N.** (2012). False Advertising on Enhanced Water Labels: An Analysis of Ackerman vs. the Coca Cola Company and Energy Brands Inc. (d/b/a Glaceau). *Sport Marketing Quarterly*, 21(3), 195-198.
2. **Brison, N.**, Baker III, T., & Byon, K. (2012). False Advertising Claims: Analysis of Potential Athlete Endorser Liability. *Arizona State Sports & Entertainment Law Journal*, 2(1), 163-194.
1. Erturan, E.\*, **Brison, N.**, & Allen, T.\* (2012). Comparative Analysis of University Sports in the United States and Turkey: A Review of the Organizational Structure of the National Collegiate Athletic Association and the Turkish University Sports Federation. *Choregia: Sport Management International Journal*, 8(1), 5-24.

### **BOOK CHAPTERS**

#### **Peer-Reviewed**

*First or Senior Author [n=3; 75%]*

4. **Brison, N.** & Brown, K. (2024). Legal Considerations. In *ACSM's Clinical Exercise Physiology (1<sup>st</sup> edition)*. Thompson, W. (Ed.) Indianapolis, IN: American College of Sports Medicine.
3. McCullough, B.P., **Brison, N.T.**, & Dietrich, A. (2023), "Conceptualizing and Recognizing Eco-Activism Within Sport", Montez de Oca, J. and Thangaraj, S. (Ed.) *Athletic Activism (Research in the Sociology of Sport, Vol. 17)*, Emerald Publishing Limited, Bingley, pp. 85-103.  
<https://doi.org/10.1108/S1476-285420230000017006>
2. **Brison, N.** & Brown, K.\* (2019). Legal Considerations. In *ACSM's Clinical Exercise Physiology (1<sup>st</sup> edition)*. Thompson, W. (Ed.) Indianapolis, IN: American College of Sports Medicine.
1. **Brison, N.** & Boyes, S. (2017). Athlete image rights in the US and UK. In *Handbook of International Sport Business*. Dodds, M., Heisey, K., & Ahonen, A. (Eds.). Howick Place, London: Routledge.

#### **Non Peer-Reviewed**

*First or Senior Author [n=0; 0%]*

3. McDowell, J., Kim, A., & **Brison, N.** (2021). Professional Sport. In *Contemporary Sport Management (7<sup>th</sup> edition)*. Pedersen, P. & Thibault, L. (Eds.) Champaign, IL: Human Kinetics.
2. McDowell, J., Kim, A., & **Brison, N.** (2018). Professional Sport. In *Contemporary Sport Management (6<sup>th</sup> edition)*. Pedersen, P. & Thibault, L. (Eds.) Champaign, IL: Human Kinetics.
1. Lu-Anderson, D. & **Brison, N.** (2013). Social media and sport marketing. In *Fundamentals of Sport Marketing (4th Ed.)*. Pitts, B.G. & Stotlar, D.K. (Eds.) Morgantown, WV: Fitness Information Technology.

## EDITORIALS

4. Salaga, S., **Brison, N.**, Cooper, J., Rascher, D., & Schwarz, A. (2023). Special Issue Introduction: Name, Image, and Likeness and the National Collegiate Athletic Association. *Journal of Sport Management* (published online ahead of print 2023). <https://doi.org/10.1123/jsm.2023-0168>
3. Williams, A., **Brison, N.**, & Pegoraro, A. (2023). Guest editorial: Diversity, equity and inclusivity in sport marketing research. *International Journal of Sport Sponsorship and Marketing*, 24(3), 425-431.
2. Baker, T., & **Brison, N.** (2023). Introduction to Special Issue: Legal Issues in College Athletics. *Journal of Legal Aspects of Sport*, 33(1), 1-2. <https://doi.org/10.18060/27161>
1. Lee, H.W., **Brison, N.**, Cho, H., Pyun, D. Y., & Ratten, V. (2021). Adopting New Technologies in Sports Marketing. *Frontiers in Sports and Active Living, section Sports Management, Marketing and Business*. <http://doi: 10.3389/fspor.2021.777841>

## POPULAR PRESS

2. *Murfree, J., & Brison, N. (2022, July 19). Heat risk and young athletes — rising temperatures lead to lawsuits and environmental injustice. The Conversation. <https://theconversation.com/too-hot-to-handle-climate-considerations-for-youth-sport-during-the-hottest-years-on-record-185189>*  
*Note:* Adapted (2022, August 25). In *Actively Learn - McGraw Hill*. <https://reader.activelylearn.com/authoring/preview/5042902/notes>  
*Note:* Reprinted (2022, July 20). In *PBS News Hour*. <https://www.pbs.org/newshour/science/how-extreme-heat-affects-young-athletes>  
*Note:* Reprinted (2022, July 19). In *Yahoo! News*. [https://news.yahoo.com/too-hot-handle-climate-considerations-122636370.html?soc\\_src=social-sh&soc\\_trk=ma](https://news.yahoo.com/too-hot-handle-climate-considerations-122636370.html?soc_src=social-sh&soc_trk=ma)
1. **Brison, N.** (2022, April 20). Sports aren't immune from 'Greenwashing.' Here's how to spot it. *Global Sport Matters*. <https://globalsportmatters.com/business/2022/04/19/sports-greenwashing-how-to-spot-it-faq/>

## CONFERENCE PRESENTATIONS

*Note: \* denotes graduate student at the time of abstract submission.*

*First or Senior Author [n=61; 59%]*

105. Kosari, F.\*, **Brison, N.**, & Lee, H.W. (2024, October). Athlete Activism in the Digital Age: Moderating Role of Generation on Fans' Behavioral Intentions on Social Media. Accepted to the Sport Marketing Association Conference, St. Louis, MO.
104. Kosari, F.\*, **Brison, N.**, & Lee, H.W. (2024, May). Impact of Athlete Activism on Fans' Behavioral Intentions: The Moderating Role of Generation. Accepted to the North American Society for Sport Management Conference, Minneapolis, MN.
103. Harris, H.\*, **Brison, N.**, & Nite, C. (2024, May). Making a Case: The NBA's Recurring Investment in the WNBA. Accepted to the North American Society for Sport Management Conference, Minneapolis, MN.

102. **Brison, N.**, Thomas, C., & Harris, H.\* (2024, February). Equal but Not Equal? An Examination of Sport Organizations' Parental Leave Policies. Presented to the Sport and Recreation Law Association, Baltimore, MD.
101. Harris, H.\*, & **Brison, N.** (2023, October). To Engage or Not Engage: Engagement Rates on Professional Female Athlete's Social Media Content. Presented to the Sport Marketing Association Conference, Tampa-St. Petersburg, FL.
100. Grizzard, B.\*, Alanis, M.\*, & **Brison, N.** (2023, October). Intercollegiate International Student-Athletes in the US: A Scoping Review. Presented to the Sport Marketing Association Conference, Tampa-St. Petersburg, FL.
99. Sharifzadeh, Z.\*, **Brison, N.**, & Lee, H.W. (2023, October). Femvertising and Consumers' Intentions: An Examination of Sport Ads. Presented to the Sport Marketing Association Conference, Tampa-St. Petersburg, FL.
98. Kosari, F.\*, & **Brison, N.** (2023, October). "The Shaq Effect": A Conceptual Framework of Retired Athlete Brand Image. Presented to the Sport Marketing Association Conference, Tampa-St. Petersburg, FL.
97. Grizzard, B.\*, **Brison, N.**, & Batista, P. (2023, September). Learn From My Experiences: Challenges Facing Intercollegiate International Student-Athletes in the US. Presented to the European Association for Sport Management, Belfast, Ireland.
96. Alanis, M.\*, Neff, P.\*, Isard, R.\*, Cunningham, G., **Brison, N.**, & Melton, N. (2023, June). Do Women Even Game? Yes, they Do! Collegiate Women's Experiences in Esports. Presented to North American Society for Sport Management Conference, Montreal, Canada.
95. Geurin, A., Burch, L., **Brison, N.**, Asada, A., & Watanabe, N. (2023, June). Missing in Activism: Social Media as a Platform for Athlete Activism During the Tokyo 2020 Olympic Games. Presented to North American Society for Sport Management Conference, Montreal, Canada.
94. Thomas, C., & **Brison, N.** (2023, February). Sport Brands Beware: FTC Issues Notice of Penalty Offenses for Misleading Endorsements. Presented to the Sport and Recreation Law Association, Las Vegas, NV.
93. Harris, H.\*, **Brison, N.**, & Batista, P. (2023, February). "It's Tricky": Agent and Athlete Alignment in Women's College Athletics. Presented to the Sport and Recreation Law Association, Las Vegas, NV.
92. **Brison, N.**, Asada, A., Geurin, A., Burch, L., & Watanabe, N. (2022, October). #Tokyo2021: Examination of International Athlete Disclosure of Brand Endorsements via Instagram. Presented to the Sport Marketing Association Conference, Charlotte, NC.
91. Murfree, J., & **Brison, N.** (2022, October). Examining Greenwashing and Sport: A Scoping Review. Presented to the Sport Marketing Association Conference, Charlotte, NC.
90. Grizzard, B.\*, Alanis, M.\*, & **Brison, N.** (2022, October). Media Framing of Dual National Athletes' Choice of Country Representation. Presented to the Sport Marketing Association Conference, Charlotte, NC.

89. Yu, B. \*, Ball, J.\*, Bennett, G., & **Brisson, N.** (2022, October). More than Good Looking: A Conceptual Framework Assessing Athlete Physical Attractiveness. Presented to the Sport Marketing Association Conference, Charlotte, NC.
88. Harris, H.\*, & **Brisson, N.** (2022, October). Exploring Branding Barriers Experienced by Female Collegiate Athletic Coaches. Presented to the Sport Marketing Association Conference, Charlotte, NC.
87. Geurin, A., Burch, L., **Brisson, N.**, & Asada, A. (2022, September). Adherence to Rule 40 During the 2020 Tokyo Olympic Games: An Examination of Athletes from Eight Nations. Presented to European Association for Sport Management, Innsbruck, Austria.
86. Burch, L., Geurin, A., Watanabe, N., **Brisson, N.**, & Asada, A. (2022, September). Nationalistic Self-Presentation of Olympic Athletes on Instagram. Presented to European Association for Sport Management, Innsbruck, Austria.
85. Harris, H.\*, & **Brisson, N.** (2022, June). Name, Image, and Likeness Effects on Team Dynamics in Women's College Sports. Presented to North American Society for Sport Management Conference, Atlanta, GA.
84. Grizzard, B.\*, & **Brisson, N.** (2022, June). Paralympic and Olympic Refugee Athletes: An Examination of Personal Branding and Self-Presentation through Social Media. Presented to North American Society for Sport Management Conference, Atlanta, GA.
83. Yu, B. \*, Bennett, G., **Brisson, N.**, Lee, H.W., & Petrick, J. (2022, June). Athletes as gamers: Athlete personal branding on Twitch. Presented to North American Society for Sport Management Conference, Atlanta, GA.
82. Yu, B.\*, Bennett, G., **Brisson, N.**, Lee, H.W., & Petrich, J. (2022, June). Athlete self-presentation on Twitch: Redefining frontstage and backstage performances. Presented to North American Society for Sport Management Conference, Atlanta, GA.
81. Thomas, C., & **Brisson, N.** (2022, February). Sport Brands Beware: FTC Issues Notice of Penalty Offenses for Misleading Endorsements. Presented to the Sport and Recreation Law Association, Atlanta, GA.
80. **Brisson, N.**, & McCullough, B. (2021, November). Conceptualizing the Athlete Advocate to Activist Continuum. Presented to the Sport Management Association of Australia & New Zealand Conference [virtual].
79. **Brisson, N.**, & Murfree, J. (2021, October). #TeamOcean: Examining Athlete and Pro-environmental Nonprofit Partnership Activations on Social Media. Presented to the Sport Marketing Association Conference, Las Vegas, NV.
78. Sharifzadeh, Z.\*, & **Brisson, N.** (2021, October). Femvertising or Faux CSR: Examination of Sport Brands' Commitment to Gender Equality. Presented to the Sport Marketing Association Conference, Las Vegas, NV.
77. Grizzard, B.\*, **Brisson, N.**, & Lee, H.W. (2021, October). Under a flag of unity: Corporate social advocacy and consumer perceptions of the IOC's Refugee Olympic Team. Presented to the Sport Marketing Association Conference, Las Vegas, NV.

76. Harris, H.\*, & Brison, N. (2021, October). A tale of two brands: Examining elite female athletes' branding and self-presentation strategies over time. Presented to the Sport Marketing Association Conference, Las Vegas, NV.
75. Yu, B.\*, Bennett, G., & **Brison, N.** (2021, October). Athlete Brand Image: A Systematic Literature Review. Presented to the Sport Marketing Association Conference, Las Vegas, NV.
74. Yu, B.\*, Bennett, G., Lee, H.W., & **Brison, N.** (2021, October). Aggressive behavior and athlete brand authenticity: The mediating role of empathic concern. Presented to the Sport Marketing Association Conference, Las Vegas, NV.
73. Do, C.\*, Uhm, J. P.\*, Chang, K.\*, **Brison, N.**, & Lee, H. W. (2021, October). Social Identity Complexity and Brand Authenticity Involving Multiple Professional Sport Leagues. Presented to the Sport Marketing Association Conference, Las Vegas, NV.
72. **Brison, N.**, & Sharifzadeh, Z.\*. (2021, June). Understanding Athlete Branding: A Scoping Review. Presented to the North American Society for Sport Management Conference [virtual].
71. Lee, H. W., & **Brison, N.** (2021, June). Multiple Levels of Social Connection: Impact of Social VR Experiences in Sports and Competitive Gaming. Presented to the North American Society for Sport Management Conference [virtual].
70. Sharifzadeh, Z.\*, **Brison, N.**, & Bennett, G. (2021, June). Femvertising or Faux Feminism? A Critical Discourse Analysis of Sport Femvertising Campaigns. Presented to the North American Society for Sport Management Conference [virtual].
69. Brown, S.\*, **Brison, N.**, Lee, H.W., Bennett, G. (2021, June). Virtual Influencers as Endorsers? Examining the Interactions Between Consumers and Avatars on Instagram. Presented to the North American Society for Sport Management Conference [virtual].
68. Yu, B.\*, Bennett, G., Lee, H. W., & **Brison, N.** (2021, June). There's No Crying in Baseball?: The Effect of Emotional Behavior and Gender on Athlete Brand Authenticity. Presented to the North American Society for Sport Management Conference [virtual].
67. **Brison, N.** (2021, February). Oh' the tides may be changing: China increases trademark enforcement efforts. Presented to the Sport and Recreation Law Association Conference [virtual].
66. **Brison, N.**, Sharifzadeh, Z.\*, Grizzard, B.\* (2021, February). Professional athlete image rights: A comparative examination of international laws and regulations. Presented to the Sport and Recreation Law Association Conference [virtual].
65. Hofer, S.\*, McCullough, B., & **Brison, N.** (2020, December). The Athletes' Message: Conceptualizing Ecological Athlete Advocacy. Presented to the Sport Management Association of Australia and New Zealand Virtual Conference [virtual].
64. Liew, J., **Brison, N.**, Sell, J., Shi, Q.\*, Nyanamba, J.\*, & Li, D. (2020, September). Intersectionality and Diversity Training: How Social Identities Matter in Why People Participate in Diversity Training in Higher Education. Presented to the 2020 Texas A&M University President's Excellence Fund Symposium [virtual].

63. Jessop, A., & **Brison, N.** (2020, September). Examining Global Sport League Strategy After the NBA's Fallout in China through the Lenses of Globalization and Sport Branding. Presented to the European Sport Management Conference [virtual].
62. **Brison, N.**, & Hanna, C. (2020, March). Chum in the water: Sports agency issues and the need to better educate collegiate athletes about agency. Presented to the Sport and Recreation Law Association, Louisville, KY.
61. Martin, I.\*, & **Brison, N.** (2020, March). The USWNT is still crying out "Equal Play, Equal Pay!" Presented to the Sport and Recreation Law Association, Louisville, KY.
60. Brown, S.\*, & **Brison, N.** (2020, March). Impactful or invasive? Esport leagues and wearable technology. Presented to the Sport and Recreation Law Association, Louisville, KY.
59. Liew, J., Sabat, I., & **Brison, N.** (2020, July). Intergroup empathy and prosocial behaviors toward other age, gender, and ethnic identities. Presented to the 32nd International Congress of Psychology Conference, Prague, Czech Republic.
58. **Brison, N.**, & Thomas, C. (2019, November). Substantiation required: An examination of FTC and NAD sport brand case proceedings. Presented to the Sport Marketing Association, Chicago, IL.
57. Sharifzadeh, Z.\*, & **Brison, N.** (2019, November). Personal branding on Instagram: An examination of Iranian professional athletes. Presented to the Sport Marketing Association, Chicago, IL.
56. Yu, B.\*, Bennett, G., & **Brison, N.** (2019, November). Comparing gender consumption motives of eSports fans. Presented to the Sport Marketing Association, Chicago, IL.
55. Yu, B.\*, Bennett, G., & **Brison, N.** (2019, November). The influence of athlete and team loyalty on sponsorship effectiveness in eSports. Presented to the Sport Marketing Association, Chicago, IL.
54. Brown, S.\*, **Brison, N.**, & Bennett, G. (2019, November). Corporate social marketing: An analysis of consumer response to Nike's campaign featuring Colin Kaepernick. Presented to the Sport Marketing Association, Chicago, IL.
53. **Brison, N.**, Batista, P., & Sharifzadeh, Z.\* (2019, September). #ad, #anuncio, #publicité, or #werbung: A comparative examination of international celebrity/influencer regulations. Presented at the European Association of Sport Management Conference, Seville, Spain.
52. Geurin, A., & **Brison, N.** (2019, September). Promoting and disclosing brand endorsements via social media: The case of U.S. athletes during the 2018 Winter Olympics. Presented at the European Association of Sport Management Conference, Seville, Spain.
51. Brown, K., & **Brison, N.** (2019, June). Coping in the wake of #MeToo: An examination of moral reasoning strategies following university legal scandals. Presented at the North American Society for Sport Management Conference, New Orleans, LA.
50. Sharifzadeh, Z.\*, **Brison, N.**, & Weatherford, G. (2019, June). Understanding athletes' use of Instagram: A content analysis of Iranian professional athletes on Instagram. Presented at the North American Society for Sport Management Conference, New Orleans, LA.

49. Oshiro, K.\*, Bennett, G., & **Brison, N.** (2019, June). Personal branding project in a Sport Marketing class. Presented at the North American Society for Sport Management Conference, New Orleans, LA.
48. Yu, B.\*, Bennett, G., & **Brison, N.** (2019, June). Athlete retirement and sponsor stock value: An event study analysis. Presented at the North American Society for Sport Management Conference, New Orleans, LA.
47. Ahn, N. Y.\*, Yu, B.\*, Brown, S.\*, Cunningham, G., **Brison, N.**, Bennett, G. (2019, June). Sport branding and consumers' purchase patterns: A scoping study. Presented at the North American Society for Sport Management Conference, New Orleans, LA.
46. Thomas, C., & **Brison, N.** (2019, March). Don't tread on my post: How collegiate social media policies are limiting student-athletes. Presented at the Sport and Recreation Law Association Conference, Philadelphia, PA.
45. Cho, S., **Brison, N.**, & Brown, K. (2019, March). Game theory explanation of sport trademark litigation: Already v. Nike and Forever 21 v. Adidas. Presented at the Sport and Recreation Law Association Conference, Philadelphia, PA.
44. Brown, K., & **Brison, N.** (2019, March). A quantitative analysis of consumer survey evidence in trademark litigation. Presented at the Sport and Recreation Law Association Conference, Philadelphia, PA.
43. Brown, S.\*, & **Brison, N.** (2019, March). Big data, big problems: Analysis of professional sport leagues. Presented at the Sport and Recreation Law Association Conference, Philadelphia, PA.
42. Harriger, D.\*, & **Brison, N.** (2019, March). Collusion in professional sports: The case for Colin Kaepernick. Presented at the Sport and Recreation Law Association Conference, Philadelphia, PA.
41. Brown, S.\*, **Brison, N.**, & Bennett, G. (2019, February). An Analysis of Attitude Toward Athlete Activism by Race. Presented at the National Association of African-American Studies & Affiliates, Dallas, TX.
40. Yu, B.\*, Bennett, G., & **Brison, N.** (2019, February). Asian American Athletic Participation in the Ivy League. Presented at the National Association of African-American Studies & Affiliates, Dallas, TX.
39. **Brison, N.**, & Geurin, A. (2018, October). Social media engagement as a metric for ranking U.S. Olympic athletes as brand endorsers. Presented at the Sport Marketing Association Conference, Frisco, TX.
38. Hayduk, T. & **Brison, N.** (2018, October). Brand Outcomes of Partitioned Pricing for Sport Ventures. Presented at the Sport Marketing Association Conference, Frisco, TX.
37. Brown, K.\*, Brown, S.\*, & **Brison, N.** (2018, October). Surviving a legal scandal: Does fan identification affect attitudes toward university misconduct? Presented at the Sport Marketing Association Conference, Frisco, TX.

36. Brown, S.\*, **Brison, N.**, & Bennett, G. (2018, October). To protest or not protest: A closer look at the effect of athlete activism on athlete brand image. Presented at the Sport Marketing Association Conference, Frisco, TX.
35. Yu, B.\*, Bennett, G., & **Brison, N.** (2018, October). Examining Motives of Online and Onsite eSports Spectators. Presented at the Sport Marketing Association Conference, Frisco, TX.
34. Yu, B.\*, Bennett, G., & **Brison, N.** (2018, October). Retirement effects on athlete brand attributes and equity. Presented at the Sport Marketing Association Conference, Frisco, TX.
33. **Brison, N.** & Walker, M. (2018, June). Messaging Effects on Donation Intention: The Case of a Non-Profit Sponsorship. Presented at the North American Society for Sport Management Conference, Halifax, Nova Scotia.
32. **Brison, N.**, Brown, K.\*, & Batista, P. (2018, March). Supreme Court slants towards free speech. Presented at the Sport and Recreation Law Association Conference, San Antonio, TX.
31. Brown, K.\* & **Brison, N.** (2018, March). Think like adidas: A quantitative analysis of adidas' three-stripe trademark protection strategies. Presented at the Sport and Recreation Law Association Conference, San Antonio, TX.
30. Cho, S., **Brison, N.**, & Brown, K.\* (2018, March). Law and Economics of Sport Trademarks: Sociocultural Connotations, Referential Value, and Market Efficiency. Presented at the Sport and Recreation Law Association Conference, San Antonio, TX.
29. Brown, S.\*, & **Brison, N.** (2018, March). I will protect this house: US sport brand trademark infringement claims in China. Presented at the Sport and Recreation Law Association Conference, San Antonio, TX.
28. Brown, K.\*, **Brison, N.**, & Batista, P. (2017, November). A zebra never changes its stripes: *An adidas case study*. Presented at the Sport Marketing Association Conference, Boston, MA.
27. **Brison, N.**, Brown, K., & Batista, P. (2017, September). Sole of an All Star®: An Evaluation of Converse's Trademark Infringement Allegations. Presented at the European Association of Sport Management Conference, Bern, Switzerland.
26. **Brison, N.** & Levine, J. (2017, June). Giving credence to a voice: Balancing free speech rights of professional athletes with the rights of sports organizations in the new age of athlete activism. Presented at the North American Society for Sport Management Conference, Denver, CO.
25. Murry, T.\*, Bennett, G., & **Brison, N.** (2017, June). A Dent in the NFL Shield? Investigating the Kaepernick Effect. Presented at the North American Society for Sport Management Conference, Denver, CO.
24. Murry, T.\*, **Brison, N.**, & Singer, J. (2017, June). Stand, Sit, or Play: Examining the relationship between athlete activism and athlete brand image using CR. Presented at the North American Society for Sport Management Conference, Denver, CO.
23. **Brison, N.** & Pickett, D. (2017, March). Losing weight with Charles and Dan: Examining potential liability and effects of athlete endorsement claims in weight-loss advertisements. Presented at the Sport and Recreation Law Association Conference, Las Vegas, NV.

22. Baker III, T. A. & **Brison, N.** (2017, March). A Call for Common Sense Application of Copyright to Tattoos on Celebrity Skin. Presented at the Sport and Recreation Law Association Conference, Las Vegas, NV.
21. Murry, T.\*, Bennett, G., & **Brison, N.** (2017, February). Sitting to take a stand? Critical discourse analysis of the Mike Evans protest. Presented at the National Association of African American Studies & Affiliates Conference, Dallas, TX.
20. Pickett, D. & **Brison, N.** (2017, February). Lose like a man: Effects of athlete endorsement in male-targeted weight loss advertising. Presented at the Global Sport Business Association Conference, Ft. Lauderdale, FL.
19. **Brison, N.**, Baker, T. A., & Byon, K. K. (2016, November). Consumer advertising deception in sport: Development of a conceptual model. Presented at the Sport Marketing Association Conference, Indianapolis, IN.
18. **Brison, N.**, Baker, T. A., & Byon, K. K. (2016, June). To tweet or not to tweet: The effects of social media endorsements on unfamiliar sport brands and athlete endorsers. Presented at the European Academy of Management Conference, Paris, France.
17. Baker, T. A., Byon, K. K., & **Brison, N.** (2016, June). Re-conceptualizing reverse meaning transfer: The moderating influence of meaning type. Presented at the European Academy of Management Conference, Paris, France.
16. **Brison, N.**, Baker III, T., & Byon, K. (2016, February). Jumpman trademark woes: Michael Jordan v. Qiaodan Sports Co. Ltd. Presented at the Sport and Recreation Law Association Conference, New Orleans, LA.
15. Cho, S., Baker, T. A., Byon, K. K., & **Brison, N.** (2015, October). The emerging influence of brand image on trademark jurisprudence. Presented at the Sport Marketing Association Conference, Atlanta, Georgia.
14. Baker III, T. A., & **Brison, N.** (2015, September). O'Bannon v. NCAA: It's time to re-conceptualize rule of reason application to NCAA athletics. Presented at the European Association of Sport Management Conference, Dublin, Ireland.
13. **Brison, N.**, Baker III, T., & Byon, K. (2014, October). Hat-tricks and hamburgers: Premier League endorser effectiveness in the U.S. through Twitter. Presented at the Sport Marketing Association Conference, Philadelphia, PA.
12. Baker, T. A., Byon, K. K., & **Brison, N.** (2014, August). Re-conceptualizing reverse meaning transfer based on crisis type. Presented at the 2014 Academy of Business Administration. Florence, Italy.
11. **Brison, N.**, Baker III, T., & Byon, K. (2014, June). Facebook likes as endorsements: The impact of likes on sport brand image and purchase intention. Presented to the North American Society for Sport Management Conference, Pittsburgh, PA.
10. **Brison, N.**, Baker III, T., & Byon, K. (2014, February). Tour de Fraud: Analysis of Stutzman, et al. v. Lance Armstrong, et al. Presented at the Sport and Recreation Law Association Conference, Orlando, FL.

9. **Brison, N.**, (2013, December 11). Tweeting to the masses: Using social media to enhance sport tourism. Presented at the Sport Tourism and Local Sustainable Development Conference, Lille, France.
8. **Brison, N.**, Baker III, T., & Byon, K. (2012, November). Consumer false advertising claims and endorsers: What sport marketers can learn by keeping up with the Kardashians. Presented at the Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
7. **Brison, N.**, Baker III, T., & Byon, K. (2012, May). Putting the truth back in advertising: Case analyses of Power Balance and Reebok. Presented to the North American Society for Sport Management Conference, Seattle, WA.
6. **Brison, N.**, Baker III, T., & Byon, K. (2012, March). Advertising laws in China: The potential impact on U.S. sport products and brands after the Beijing Olympic Games. Presented at the Sport and Recreation Law Association Conference, Greensboro, NC.
5. Pitts, B., Lu-Anderson, D., **Brison, N.**, Bennett, D., Cheek, E., Cliatt, R., Collins, A., DeVito, J., & Fosnes, C. (2011, October). Extreme sports: Consumer behavior and market demand of a new extreme sport from Supercross -- "The Nuclear Cowboyz". Presented at the Sport Marketing Association, Houston, TX.
4. **Brison, N.**, Moorman, A., & Pitts, B. (2011, June). Sport beverage labels: An analysis of FDA guidelines and the potential legal implications for marketing in the sport industry. Presented at the North American Society for Sport Management Conference, London, Ontario.
3. **Brison, N.** & Crowley, C. (2011, March). Ethics, sports agents, and the NCAA: Who is actually at fault? Presented at the Sport and Recreation Law Association Conference, Savannah, GA.
2. Pitts, B., Danylchuk, K., & **Brison, N.** (2009, September). Instructional innovativeness in sport management education: Ideas for enhancing student learning. Presented an Academic Workshop for Teaching Issues in Sport Management Presented at the European Association for Sport Management Conference, Amsterdam, The Netherlands.
1. **Brison, N.** (2009, May 30). Utilizing mock trials to teach sports law to sports management students. Presented at the Teaching and Learning Fair to the North American Society for Sport Management Conference, Columbia, SC.

*Invited Guest Speaker*

32. **Brison, N.** (2023, October 19). Collegiate Athletes and City Partnerships: How Cities Can Leverage NIL Opportunities. Presented to Summit: TX (Sports Facilities Companies/Community Playmakers), Bryan, TX.
31. **Brison, N.** (2023, June 15). Building Your Brand for Coaches. Presented to TMCA R.O.C.K. Participants Workshop (THSCA Convention), Houston, TX.
30. **Brison, N.** (2023, April 3). Personal Branding for Coaches. Presented to TMCA Workshop (Texas A&M University), College Station, TX.
29. **Brison, N.** (2022, March 30). How eSport in a Collegiate Setting is Multidisciplinary. Presented to Pathways in eSports Conference (Rice University), Houston, TX.

28. **Brison, N.** (2022, December 1). Legal Aspects of Sport Marketing. Presented to PRST 4385 (University of Missouri), Columbia, MO.
27. **Brison, N.** (2022, August 30). Casting the Vision. Presented to MSC WBAC Leadership Meeting (Texas A&M University), College Station, TX.
26. **Brison, N.** (2022, June 24). Athletes Inner Circle Panel Moderator. Presented to United Charitable and Athletes for Charity Sports Academy, Ashburn, VA.
25. **Brison, N.** (2022, April 9). [Texas A&M Athletics N.I.L. Panel Discussion](#). Presented to Texas A&M Athletics (Texas A&M University), College Station, TX.
24. **Brison, N.** (2022, April 7). Prioritize YOU Summit Panel Moderator: Being and Branding Your Best Self. Presented to Tackle What's Next (non-profit) [virtual].
23. **Brison, N.** (2021, July). Athlete Impact Summit Panel Moderator: Using Your Platform for Social Change. Presented to Tackle What's Next (non-profit) [virtual].
22. Sharifzadeh, Z.,\* & **Brison, N.** (2021, May). Cultural Considerations and International Relations: Personal Branding Challenges of Iranian Professional Athletes. [Roundtable: How Do Institutional Relations Affect Sport Competitions?] Presented to the *International Relations* course (Master on Communication and Policies for Sport) at the University of Teramo (Teramo, Italy). [virtual].
21. **Brison, N.** (2021, March). Personal Branding for High School Coaches. Presented to Texas High School Coaches Association and The Coaching Academy (Texas A&M University), Dallas, TX.
20. **Brison, N.** (2021, March). How to write a CV; What your CV Communicates. Presented to SPMT PhD students for Brown Bag Lunch at Texas A&M University, College Station, TX.
19. **Brison, N.** (2021, March). Personal Branding for Athletic Trainers. Presented to Professional Preparation in Athletic Training course (ATTR 671) at Texas A&M University, College Station, TX.
18. **Brison, N.** (2021, February). Interviewing for a Position in Academia. Presented to PhD seminar (KINS 8990) at the University of Georgia, Athens, GA.
17. **Brison, N.** (2020, October). Virtual Interviewing. Presented to the Professional Sales Student Association at Texas A&M University, College Station, TX.
16. **Brison, N.** (2020, September). Working and Conducting Research in the Academy. Presented to PhD seminar (SPH-K 694) at Indiana University, Bloomington, IN.
15. **Brison, N.**, Seipp, A., & Wood, J.D. (2020, July 28). CSMRE Seminar: Sport during a Pandemic (panelist). Presented to Texas A&M University, College Station, TX.
14. **Brison, N.** (2019, March). CSMRE Publishing Roundtable (moderator). Presented to the Texas A&M University, College Station, TX.

13. **Brison, N., & Rahn, R.** (2019, March). Presented at the Texas A&M University HLKN LEADS Coffee Social, College Station, TX.
12. **Brison, N.** (2018, October). Presented to the graduate Issues in Sport Law (SPM 6726) class at the University of Florida, Gainesville, FL.
11. **Brison, N.** (2018, February). Presented to the Women in Sports Forum at Xavier University (Panelist), New Orleans, LA.
10. **Brison, N.** (2017, February). Presented to the Texas A&M University Maroon & White Leadership Fellows (Panelist), College Station, TX.
9. **Brison, N.** (2016, February). Presented to the Texas A&M University Sport Management Division CSMRE Sport Marketing Summit, College Station, TX.
8. **Brison, N.** (2016, February). Texas A&M University Student Research Week Luncheon (Panelist), College Station, TX.
7. **Brison, N.** (2015, December). Professional athlete brand management through the right of publicity in the United States. Presented at the Sports Law Research Center of the China University of Political Science and Law Symposium, Beijing, China.
6. **Brison, N.** (2015, October). Interviewing for the Academy. Presented to the Texas A&M University College of Education and Human Development Graduate Student Seminar, College Station, TX.
5. **Brison, N.** (2015, March) Sport & Entertainment Law Panel Moderator. Presented to the Sports & Entertainment Law Societies of GSU, Atlanta's John Marshall, Emory, Mercer, and UGA, Atlanta, GA.
4. **Brison, N.** (2014, April). U.K. and U.S. regulation of athlete endorsements. Presented to University of Georgia Sports Mass Media course (undergraduate), Athens, GA.
3. **Brison, N.** (2014, April). Consumer false advertisement claims and endorsers. Presented to University of Georgia Contemporary Issues in Sport course (undergraduate), Athens, GA.
2. **Brison, N.** (2013, April). Sport, Society, and Technology Summit. Presented to Georgia Institute of Technology, Atlanta, GA.
1. **Brison, N.** (2013, April). Introduction to athlete endorsements. Presented to Georgia Institute of Technology Introduction to Sport Studies course (undergraduate), Atlanta, GA.

### LIVE MEDIA

*[“A&M researchers on U.S. women's soccer team's fight for equal pay: 'They are superior athletes.’”](#)  
KBTX – Interview with Kathleen Witte (Anchor/Reporter) (segment aired: 2019, July 9)*

*[“Texas A&M study: Closing the branding gap between male and female athletes”](#)  
KBTX – Interview with Kathleen Witte (Anchor/Reporter) (segment aired: 2019, February 6)*

## MEDIA MENTIONS

- Masunaga, S. (2023, June 1). From franchises to Frosted Flakes, Shaquille O’Neal has changed what it means to be a retired athlete. *Los Angeles Times*. <https://www.latimes.com/business/story/2023-06-01/shaquille-oneal-business-retired-athlete-star>
- Mewis, S. (2022, December 19). Sam Mewis: Climate change, player safety and the 2026 World Cup. *The Athletic*. <https://theathletic.com/4010729/2022/12/19/sam-mewis-2026-climate-change/>
- Shepherd, M. (2022, July 25). Athletes of color may be particularly vulnerable to heat — Here’s why. *Forbes*. <https://www.forbes.com/sites/marshallshepherd/2022/07/25/athletes-of-color-may-be-particularly-vulnerable-to-heatheres-why/?sh=2e87f3156ec6>
- Jessop, A. (2019, June 17). How NFL players are helping the USWNT in its fight for higher pay. *The Athletic*. <https://theathletic.com/1028132/2019/06/17/uswnt-athletes-find-help-in-their-fight-for-higher-pay-from-nfl-players/>
- Gillen, H. (2019, February 6). Closing the branding gap between male and female athletes. *TAMU College of Education & Human Development Transform Lives*. <https://today.tamu.edu/2019/02/04/closing-the-branding-gap-between-male-and-female-athletes/>

## PODCASTS

### “Athletic Education Marketing in Management”

A Frugal Athlete (Austin, TX) (published: 2020, December 8)

### “Personal Branding for Athletes and Coaches”

Texas A&M University Huffines Institute for Sports Medicine and Human Performance (College Station, TX) (published: 2020, March 5)

### “Athlete Endorsements and the FTC”

Texas A&M University Huffines Institute for Sports Medicine and Human Performance (College Station, TX) (published: 2017, June 16)

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## CONTRACTS/GRANTS

### Funded Research Grants

Oliver, S. (PI), Molina, C. (PI), Pazos, A. (Co-PI), Arranz, A. (Co-PI), Avendaño, M. (Co-PI), Castillo Abdul-Hadi, B., Gomez Buil, F., & **Brison, N.** *Fake endorsers, misleading health related advertising, and consumer awareness.*

Agency: Ministry of Science and Innovation (Spain)

Amount: €44,470

Timeline: September 2021 – August 2024

Role: My role on the grant will involve study conceptualization, research design, interpretation, and manuscript writing.

Lee, H.W. (PI), **Brison, N. (Co-PI)**, & Ahn, C. (Co-PI). *Social AR/VR Environment Experience as Preventive Intervention for Underserved Youths' Suicide Risk.*

Agency: T3: Texas A&M Triads for Transformation

Total: \$30,000

Timeline: January 2021 – May 2022

Role: My role on the grant will involve study conceptualization, research design, interpretation, and report writing.

Lee, H.W. (PI), **Brison, N. (Co-PI)**, & Ettekal, I. (Co-PI). *Social AR/VR Experience as Preventive Intervention for Youth Suicide Risk in Underserved Communities.*

Agency: CEHD Catapult Grant

Total: \$30,000

Timeline: January 15, 2021 – June 15, 2022

Role: My role on the grant will involve study conceptualization, research design, interpretation, and report writing.

Liew, J. (PI), Sell, J. (Co-PI), & **Brison, N. (Co-PI)**. *Examining Multiple Intersecting Social Identities and Organizational Roles in Higher Education.*

Agency: T3: Texas A&M Triads for Transformation

Total: \$30,000

Timeline: January 2019 – May 2020

Role: My role on the grant involved study conceptualization, data analysis and interpretation, report writing, as well as drafting and editing of scholarly products for conferences and publication.

**Brison, N. (PI)**. *Southeastern Conference (SEC) Faculty Travel Grant Program Award (2018).*

Agency: Southeastern Conference

Total: \$1,700

Timeline: October 2018 – July 2019

#### Funded Service Projects

Murfree, J. (PI) & **Brison, N. (Co-PI)**. *HLKN Climate and Diversity Peer Collaboration Grants.*

Agency: Department of Health & Kinesiology

Total: \$1,000

Timeline: May 2022 – August 2022

Role: My role on the grant involved conceptualization and goals for the collaboration and writing the proposal.

Dixon, M. (PI), Dixon, S. (Co-PI), & **Brison, N. (Co-PI)**. *Exploring Sport and Culture in the US.*

Agency: AMOS Sport Business School

Total: \$30,000

Timeline: April 2017 – September 2017

Role: My role on the grant was to develop curriculum and ancillary sport activities that contributed to student understanding of US Sport and Culture. Specifically, I created materials around marketing and consumer behavior, as well as principles of sales within a US context.

#### Funded Technology Grants

Pitts, B. (PI) & **Brison, N. (Co-PI)**. *Grant to replace/update computers and equipment in the student/faculty research center for Georgia State University Sport Administration students.*

Agency: Georgia State University Information Systems and Technology Department

Total: \$16,905

Timeline: May 2010 – May 2011

Funded Service Contracts \*

\*The following service contracts were associated with a longitudinal study of jobs in the sport business in Atlanta.

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: Southern Soccer Academy

Total: \$74,971

IDC: \$15,288

Timeline: August 2014 – August 2015; August 2013 – August 2014

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: Agnes Scott College (Athletics)

Total: \$159,477

IDC: \$34,022

Timeline: August 2014 – August 2015; August 2013 – August 2014; August 2012 – May 2013

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: Emory University (Athletics)

Total: \$155,861

IDC: \$33,311

Timeline: August 2014 – August 2015; August 2013 – August 2014; August 2012 – August 2013; August 2011 – August 2012; May 2010 – August 2011

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: Southern Intercollegiate Athletic Conference

Total: \$39,387

IDC: \$8,692

Timeline: August 2014 – August 2015; August 2013 – August 2014; May 2011 – April 2012; August 2009 – May 2010; August 2008 – May 2009

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: Georgia Institute for Technology (Athletics)

Total: \$269,519

IDC: \$58,847

Timeline: August 2014 – August 2015; May 2013 – August 2014; April 2012 – May 2013; May 2011 – April 2012

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: Oxford College at Emory University (Athletics)

Total: \$12,762

IDC: \$1,720

Timeline: August 2014 – August 2015; May 2013 – August 2014; January 2013 – May 2013

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: LEJ Sports

Total: \$20,443

IDC: \$4,219

Timeline: August 2014 – August 2015; January 2014 – August 2014

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: The Galloway School (Athletics)

Total: \$10,658

IDC: \$2,199

Timeline: August 2014 – August 2015; April 2011 – April 2012

**Brison, N. (PI).** *Proposal to fund graduate assistantships for Georgia State University students.*

Agency: Peloton Sports

Total: \$5,111

IDC: \$1,055

Timeline: January 2014 – August 2014

*Submitted Research Grants (Unfunded)*

**Brison, N. (PI),** Lee, H.W. (Co-PI), & McCullough, B. (Co-PI). *Multiple Levels of Social Connection: Impact of Social VR Experiences.*

Agency: Facebook Research

Total: \$75,000 (not funded)

Timeline: Submitted, October 2020

Brown, S. (PI), **Brison, N.** (Co-PI), Brown, K. (Co-PI). *Americans and Privacy: Understanding Sport Fans' Attitudes, Perceptions, and Concerns with Data Privacy.*

Agency: Facebook Research

Total: \$94,850 (not funded)

Timeline: Submitted, September 2020

**Brison, N. (PI),** Lee, H.W. (Co-PI), Harvey, I. S. (Co-PI), & Hanik, M. (Co-PI). *Personal Branding Strategies of High School Coaches.*

Agency: CEHD Catapult Grant

Total: \$30,000 (not funded)

Timeline: Submitted, October 2019

Lee, H.W. (PI), **Brison, N. (Co-PI),** & Liew, J. (Co-PI). *Building Social Capital through Social Emotions.*

Agency: CEHD Catapult Grant

Total: \$30,000 (not funded)

Timeline: Submitted, October 2019

**Brison, N. (PI),** & Lee, H.W. (Co-PI). *Examination of personal branding strategies by retired WNBA players.*

Agency: North American Society for Sport Management

Total: \$2,500 (not funded)

Timeline: Submitted, March 2019

**Brison, N. (PI),** Liew, J. (Co-PI), & Singer, J. (Co-PI). *Utilizing Diversity Initiatives to Build and Manage a Brand in Higher Education.*

Agency: Office for Diversity (Diversity Matters Seed Grant)

Total: \$10,000 (not funded)

Timeline: Submitted, November 2018

Burlbaw, L. (PI), **Brison, N. (Co-PI)**, Hanik, M. (Co-PI), & Wang, J. (Co-PI). Supporting Non-Traditional Entry into the Coaching Field.

Agency: Texas A&M University College of Education & Human Development Catapult Grant

Total: \$10,000 (awarded not funded)

Timeline: Submitted, September 2018

**Brison, N. (PI)**, & Walker, M. (Co-PI). *Messaging Effects on Donation Intention: The Case of a Non-Profit Sponsorship.*

Agency: North American Society for Sport Management

Total: \$2,500 (not funded)

Timeline: Submitted, March 2017

Musser, J. (PI), Budke, C. (Co-PI), **Brison, N. (Co-PI)**, Crouch, E. (Co-PI), Dearth, R. (Co-PI), Horney, J. (Co-PI), Dixon, B. (Co-PI), & Puri, S. (Co-PI). *Undergraduate Experiential Research and Studies to Expand Public Health Education and Awareness in the Rio Grande Valley of Texas.*

Agency: Keck Foundation

Total: \$275,000 (not funded)

Timeline: Submitted, August 2017

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### **SPECIAL AWARDS AND RECOGNITIONS**

#### • **SPORT MARKETING ASSOCIATION Lough Award (2023)**

- This award recognizes an educator and scholar of sport marketing who not only promotes diversity, equity, and inclusion, but also publishes research in these areas or on underrepresented groups in sport.

#### • **SPORT AND RECREATION LAW ASSOCIATION Research Fellow Designation (2022)**

- This award recognizes scholars by honoring their achievement in legal aspects of sport and recreation-related scholarship.

#### • **TEXAS A&M UNIVERSITY DEPARTMENT OF HEALTH AND KINESIOLOGY (2020)**

- Sport Management Teacher of the Year

#### • **THOMSON REUTERS (WEST) BEST PAPER ACKNOWLEDGEMENT (2020)**

- Brown, K.\*, **Brison, N.**, & Batista, P. (2019). An Empirical Analysis of Consumer Survey Use in Trademark Litigation. *Loyola of Los Angeles Entertainment Law Review*, 39, 237-283. [IF = .350] (republished in Tripp, K. (2020). *Intellectual property law review* (pp. 407-456). Eagan, MN: Thomson Reuters.)

#### • **MONTAGUE CENTER FOR TEACHING EXCELLENCE SCHOLAR AWARD, Texas A&M University (2017)**

- This award recognizes a tenure-track faculty member who has exhibited excellence in the teaching of undergraduates.

#### • **LORI K. MILLER YOUNG PROFESSIONAL AWARD Sport and Recreation Law Association (2017)**

- This award acknowledges the contributions of scholars who have demonstrated potential growth and excellence in the field of sport law.

- **GLOBAL EDUCATIONAL FORUM ON WOMEN IN SPORT, EDUCATION AND HEALTH**  
Student Poster Presentation Winner (2014)
  - This award identifies a student for outstanding research focused on issues concerning women, sport, and global effects.
- **BERNARD P. MALOY STUDENT RESEARCH AWARD** Sport and Recreation Law Association (2013)
  - This award is presented to a graduate student who submits the most outstanding research paper for the SRLA Conference.

### COURSES TAUGHT

#### University of South Carolina

Department of Sport and Entertainment Management, College of Hospitality, Retail, and Sport Management

*Sport and Entertainment Marketing, SPTE 380 (undergraduate)*

#### Texas A&M University

Department of Kinesiology and Sport Management, School of Education & Human Development

*Sport Law, SPMT 655 (graduate)*

*Applied Marketing Strategies in Sport, SPMT 470 (undergraduate)*

*Sales Strategies in Sport Organizations, SPMT 372 (undergraduate)*

*Sales Strategies in Sport Organizations, SPMT 316 (undergraduate)*

*Sport Management, SPMT 333 (undergraduate)*

*Marketing Aspects of Sport, SPMT 423 (undergraduate)*

*Professional Writing Seminar, SPMT 482 (undergraduate)*

*Seminar: Sport Sales, SPMT 489/689 (undergraduate/graduate)*

*Sales and Revenue Generation in Sport, SPMT 616 (graduate)*

*Directed Studies, SPMT 685 (graduate)*

*Doctoral Research, SPMT 691 (graduate)*

#### Georgia State University

Department of Kinesiology and Health, College of Education

*Introduction to Sport Management, KH 6380 (graduate)*

*Budgeting and Finance in Sport, KH 6560 (graduate)*

*Entrepreneurship in Sport, KH 6960 (graduate) (new course offering)*

*Sports Law, KH 7610 (graduate)*

*Development and Revenue Generation in Sport, KH 7150 (graduate)*

*Sport Marketing, KH 7410 (graduate)*

*Cultural Aspects of Sport, KH 7100 (graduate)*

*Planning and Development of Sport Facilities, KH 7380 (graduate)*

*Internship in Sport Administration, KH 7662 (graduate)*

*Practicum in Sport Administration, KH 7690 (graduate)*

*Directed Readings and Research, KH 7810 (graduate)*

#### Kennesaw State University

Department of Health, Physical Education, and Sport Science, Bagwell College of Education

*Sports Information, HPS 2222 (undergraduate)*

**SUMMARY OF STUDENT EVALUATIONS AT TEXAS A&M UNIVERSITY**

TRADITIONAL/FACE-TO-FACE COURSE MEAN: 4.93

RANGE: 4.63-5.00

ONLINE COURSE MEAN: 4.67

RANGE: 4.36-5.00

OVERALL MODE: 5.00

Note: Mean score on a 5-point basis, with 1 being strongly disagree, 5 being strongly agree.

\*\* A detailed chart with scores for each class are provided in Appendix A.

**GRADUATE STUDENT ADVISING**

Student Mentoring Summary

	<u>Master's Non-Thesis</u>		<u>Master's Thesis</u>		<u>Doctoral Degree</u>	
	Completed	On-Going	Completed	On-Going	Completed	On-Going
Major Professor	18	7	-	-	5	2
Co-Chair	11	3	1	-	1	-
Committee Member	5	1	-	-	10	2

Texas A&M University

PhD Students: Dissertation Committee Chair

Current

Farzaneh Kosari. Department of Health & Kinesiology, Texas A&M University

Expected graduation date: August 2025

Becca Grizzard. Department of Kinesiology & Sport Management, Texas A&M University

Expected graduation date: August 2025

Graduated

Hailey Harris. Department of Kinesiology & Sport Management, Texas A&M University

Expected graduation date: August 2024

Melody Alanis. Department of Kinesiology & Sport Management, Texas A&M University

Successful Defense: February 2024

Zahra Sharifzadeh. Department of Kinesiology & Sport Management, Texas A&M University

Successful Defense: January 2023

Current job: Adjunct Faculty at East Stroudsburg University

Sarah Brown. Department of Health & Kinesiology, Texas A&M University  
Successful Defense: June 2020  
Current job: Clinical Assistant Professor at Southern Methodist University

Katie Brown. Department of Health & Kinesiology, Texas A&M University  
Successful Defense: August 2018  
Current Job: Assistant Professor at Texas Tech University

PhD Students: Dissertation Committee Co-Chair

Current

N/A

Graduated

Bo Yu. Department of Health & Kinesiology, Texas A&M University  
Successful Defense: June 2022  
Current Job: Lecturer at University of New Haven

PhD Students: Dissertation Committee Member

Current

Aly Gleason. (Committee Member). Department of Kinesiology and Sport Management, Texas A&M University

Juliet Ball. (Committee Member). Department of Kinesiology and Sport Management, Texas A&M University

Graduated

Kun Chang. (Committee Member). Department of Kinesiology and Sport Management, Texas A&M University

Successful Defense: April 2024

Current Job: Assistant Professor at University of South Carolina

JunPhil Uhm. (Committee Member). Department of Kinesiology & Sport Management, Texas A&M University

Successful Defense: May 2023

Current Job: Assistant Professor at Inha University

Sanghoon Kim. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: June 2022

Current Job: Assistant Professor at Michigan State University

Sangchul Park. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: June 2022

Current Job: Assistant Professor at Alma University

Sayvon Foster. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: March 2022

Current Job: Assistant Professor at Kansas State University

Kristi Oshiro. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: June 2020

Current Job: Assistant Professor at Belmont University

Justin Garner. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: May 2019

Current Job: Instructor at Colorado State University

Anthony Weems. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: May 2019

Current Job: Assistant Professor at Coastal Carolina University

Theodore Hayduk. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: August 2018

Current job: Quantitative Researcher - Meta

Danny Valdez. (Committee Member). Department of Health & Kinesiology, Texas A&M University

Successful Defense: August 2018

Current job: Assistant Professor at Indiana University

*Masters Students: Thesis Committee Co-Chair*

*Current*

N/A

*Graduated*

Chanwook Du. Department of Health & Kinesiology, Texas A&M University

Successful Defense: March 2021

*Masters Students: Non-Thesis Committee Chair*

*Current*

Michael Heath. Department of Kinesiology & Sport Management, Texas A&M University

Degree Conferred: Spring 2024

Yu-Huan Chang. Department of Kinesiology & Sport Management, Texas A&M University

Degree Conferred: Spring 2024

Ezequiel Pardo. Department of Kinesiology & Sport Management, Texas A&M University

Degree Conferred: Spring 2024

Jacob Mason. Department of Kinesiology & Sport Management, Texas A&M University

Degree Conferred: Spring 2024

Dylan Brast. Department of Kinesiology & Sport Management, Texas A&M University

Degree Conferred: Fall 2023

David Simpson. Department of Kinesiology & Sport Management, Texas A&M University

Degree Conferred: Fall 2023

Catherine Martin. Department of Kinesiology & Sport Management, Texas A&M University

Degree Conferred: Fall 2023

*Graduated*

Nai-Yu Chen. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023

Deborah Acquah. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023

Chelsea Jones. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023

Henry Holden. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023

Christopher Polk. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023

Ryan Reck. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Fall 2022

Harrison Tillman. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Fall 2022

Felipe Tamayo. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2021

Jesus Tamayo. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2021

Isabella Martin. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Fall 2020

Andriana Johnson. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2020

Ashley Slattery. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2020

Adelyn Fitzgerald. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2020

Brynne Satre. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2019

Joseph Wright. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Fall 2018

Tarale Murry. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2018

Tiana Alexander. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Fall 2017

Tia Frazier. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Fall 2016

*Masters Students: Non-Thesis Committee Co-Chair*

*Current*

Haley Redifer. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2024

Victoria Valka. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2024

Matthew McQuillan. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Fall 2023

*Graduated*

Jonathan Blackman. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023

Marc Perez. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023

Richard Bertenshaw. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023  
Emmaculate Owiro. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2023  
Emily Wedemeyer. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Fall 2022  
Chase Talbot. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Fall 2022  
Chun-Kai Lin. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Fall 2021  
Laura McDonald. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2020  
Andrew Padron. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Fall 2019  
Paul Alvarez. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2018  
Megan Normansell. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2017

Masters Students: Non-Thesis Committee Member

Current

McKinzie E. Green. Department of Kinesiology & Sport Management, Texas A&M University  
Degree Conferred: Spring 2024

Graduated

Lauren Lichterman. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2022  
Shaneisha Weir. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Fall 2019  
Kathryn Kutsko. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2019  
Jordan Szura. Department of Health & Kinesiology, Texas A&M University  
Degree Conferred: Spring 2019  
Tiffany Jackson. Department of Biomedical Sciences, Texas A&M University  
Degree Conferred: Spring 2018

Georgia State University

Masters Students: Thesis Committee Member

Shaina Ervin. Department of Kinesiology and Health, Georgia State University  
Degree Conferred: Summer 2012  
Thesis Title: A comparative analysis of work-life balance between intercollegiate athletic graduate assistants and supervisors  
Electronic Address: [http://digitalarchive.gsu.edu/kin\\_health\\_theses/4](http://digitalarchive.gsu.edu/kin_health_theses/4)  
Current Job: Associate Professor at Elon University

Matthew Blaszka. Department of Kinesiology and Health, Georgia State University  
Degree Conferred: Spring 2011  
Thesis Title: An examination of sport consumers' Twitter usage  
Electronic Address: [http://digitalarchive.gsu.edu/kin\\_health\\_theses/1/](http://digitalarchive.gsu.edu/kin_health_theses/1/)  
Current Job: Associate Professor at Indiana University Bloomington



Kendra (Bayne) Scheerhorn. Department of Kinesiology and Health, Georgia State University  
Degree Conferred: Spring 2011  
Thesis Title: Effectiveness of Social Media Marketing: An Experimental Inquiry on  
College Students' Awareness of, Interest in, and Intention to Participate in a Campus  
Recreation Special Event  
Electronic Address: [http://digitalarchive.gsu.edu/kin\\_health\\_theses/2/](http://digitalarchive.gsu.edu/kin_health_theses/2/)  
Former Job: Assistant Director, Administration: Assessment, Communications, & Staff  
Development at University of Notre Dame

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## **SERVICE**

### Scholarly Editorial Activities

- **JOURNAL OF LEGAL ASPECTS OF SPORT (JLAS)**
  - *Editor-in-Chief (2023 - present)*
  - *Associate Editor (2015 - 2023)*
- **JOURNAL OF SPORT MANAGEMENT**
  - *Guest Co-Editor, Special Issue: Name, Image, and Likeness and the NCAA (2021-2023)*
- **INTERNATIONAL JOURNAL OF SPORT MARKETING & SPONSORSHIP**
  - *Guest Co-Editor, Special Issue: Diversity, Equity, and Inclusivity in Sport Marketing (2021-2023)*
- **FRONTIERS IN SPORTS AND ACTIVE LIVING**
  - *Guest Co-Editor, Sports Management and Marketing Specialty Section (2020-2021)*
    - *Special Issue: Gender Dynamics in Sport Marketing, Branding, and Promotions*
- **FRONTIERS IN SPORTS AND ACTIVE LIVING**
  - *Guest Co-Editor, Sports Management and Marketing Specialty Section (2020-2021)*
    - *Special Issue: Adopting New Technologies in Sports Marketing*
- **FRONTIERS IN SPORTS AND ACTIVE LIVING**
  - *Associate Editor, Sports Management and Marketing Specialty Section (2020-2024)*

### Scholarly Reviewer Activities

- **JOURNAL OF SPORT MANAGEMENT (JSM)**
  - *Review Board (2023-present)*
  - *Reviewer (2023, October - 1<sup>st</sup> review)*
- **SPORT MARKETING QUARTERLY (SMQ)**
  - *Review Board (2021-present)*
  - *Reviewer (2023, November - 1<sup>st</sup> review)*
  - *Reviewer (2022, June - 1<sup>st</sup> review; 2022, December - 2<sup>nd</sup> review, 2022, December – 3<sup>rd</sup> review)*
  - *Reviewer (2020, April - 1<sup>st</sup> review; 2020, July - 2<sup>nd</sup> review)*
  - *Reviewer (2019, February - 1<sup>st</sup> review)*
- **JOURNAL OF GLOBAL SPORT MANAGEMENT (JGSM)**
  - *Review Board (2016-present)*
  - *Reviewer (2023, September - 1<sup>st</sup> review)*
  - *Reviewer (2023, May - 1<sup>st</sup> review)*
  - *Reviewer (2016, October - 1<sup>st</sup> review; 2016, November - 2<sup>nd</sup> review)*

- **SPORT BUSINESS MANAGEMENT: AN INTERNATIONAL JOURNAL**
  - Reviewer (2024, January – 1<sup>st</sup> review)
- **CHINESE JOURNAL OF COMMUNICATION**
  - Reviewer (2023, October - 1<sup>st</sup> review, 2023, December - 2<sup>nd</sup> review; 2023, December – 3<sup>rd</sup> review)
- **JOURNAL OF LEGAL ASPECTS OF SPORT (JLAS)**
  - Review Board (2015)
  - Invited Reviewer for Special Issue on Social Media and the Law (2016, September - 1<sup>st</sup> review; 2016, November - 2<sup>nd</sup> review)
- **JOURNAL OF ISSUES IN INTERCOLLEGIATE ATHLETICS**
  - Reviewer (2022, December – 1<sup>st</sup> review; 2023, March - 2<sup>nd</sup> review)
  - Reviewer (2021, December – 1<sup>st</sup> review; 2022, March - 2<sup>nd</sup> review)
- **EUROPEAN SPORT MANAGEMENT QUARTERLY**
  - Reviewer (2024, January – 1<sup>st</sup> review; 2024, August – 2<sup>nd</sup> review;)
  - Reviewer (2021, October – 1<sup>st</sup> review; 2022, March - 2<sup>nd</sup> review; 2022, April - 3<sup>rd</sup> review)
- **PENSAR EN MOVIMIENTO: Revista de Ciencias del Ejercicio y la Salud (Thinking in/about Motion: Journal of Exercise and Health Sciences)**
  - Reviewer (2021, July – 1<sup>st</sup> review; 2021, August - 2<sup>nd</sup> review)
- **COMMUNICATION & SPORT**
  - Reviewer (2022, August – 1<sup>st</sup> review; 2022, November - 2<sup>nd</sup> review)
  - Reviewer (2021, August – 1<sup>st</sup> review)
  - Reviewer (2019, October - 1<sup>st</sup> review)
- **INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH**
  - Reviewer (2021, January - 1<sup>st</sup> review; 2021, January - 2<sup>nd</sup> review)
- **JOURNAL OF BUSINESS RESEARCH**
  - Reviewer (2020, October - 1<sup>st</sup> review; 2021, March - 2<sup>nd</sup> review)
- **JOURNAL OF INTERACTIVE ADVERTISING**
  - Reviewer (2020, May - 1<sup>st</sup> review; 2020, October - 2<sup>nd</sup> review)
- **JOURNAL OF INTERNATIONAL CONSUMER MARKETING**
  - Reviewer (2020, March - 1<sup>st</sup> review)
- **JOURNAL OF ADVERTISING**
  - Reviewer (2020, April - 1<sup>st</sup> review)
  - Reviewer (2019, November - 1<sup>st</sup> review)
- **INTERNATIONAL ENTREPRENEURSHIP AND MANAGEMENT JOURNAL**
  - Reviewer (2019, August - 1<sup>st</sup> review; 2019, November - 2<sup>nd</sup> review)
- **SPORT MANAGEMENT REVIEW (SMR)**
  - Reviewer (2019, August - 1<sup>st</sup> review)
  - Reviewer (2018, February - 1<sup>st</sup> review; 2018, May - 2<sup>nd</sup> review)

- **INTERNATIONAL JOURNAL OF SPORTS MARKETING & SPONSORSHIP**

- Reviewer (2023, February – 1<sup>st</sup> review; 2023, April - 2<sup>nd</sup> review)
- Reviewer (2022, August – 1<sup>st</sup> review; 2022, November - 2<sup>nd</sup> review)
- Reviewer (2022, June – 1<sup>st</sup> review)(b); 2022, November - 2<sup>nd</sup> review)
- Reviewer (2022, June – 1<sup>st</sup> review)(a); 2022, September - 2<sup>nd</sup> review)
- Reviewer (2022, May – 1<sup>st</sup> review(c); 2022, October - 2<sup>nd</sup> review)
- Reviewer (2022, May – 1<sup>st</sup> review(b); 2022, September - 2<sup>nd</sup> review)
- Reviewer (2022, May – 1<sup>st</sup> review(a))
- Reviewer (2022, April – 1<sup>st</sup> review; 2022, February - 2<sup>nd</sup> review)
- Reviewer (2018, November – 1<sup>st</sup> review)
- Reviewer (2017, December – 1<sup>st</sup> review; 2018, May - 2<sup>nd</sup> review; 2018, August – 3<sup>rd</sup> review)
- Reviewer (2016, June – 1<sup>st</sup> review)

Professional Organization Conference Reviewer Activities

- **SPORT MARKETING ASSOCIATION**

- Abstract Reviewer for 2024 Annual Conference (2024, May)
- Abstract Reviewer for 2023 Annual Conference (2023, May)
- Abstract Reviewer for 2022 Annual Conference (2022, April)
- Abstract Reviewer for 2021 Conference (2021, May)
- Abstract Reviewer for 2019 Conference (2019, May)

- **NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT**

- Abstract Reviewer for 2024 Conference (2023, December)
- Abstract Reviewer for 2023 Conference (2022, December)
- Abstract Reviewer for 2022 Conference (2021, December)
- Abstract Reviewer for 2021 Conference (2020, December)
- Abstract Reviewer for 2017 Conference (2016, December)

- **SPORT AND RECREATION LAW ASSOCIATION**

- Abstract Reviewer for 2024 Conference (2023, October)
- Abstract Reviewer for 2023 Conference (2022, October)
- Abstract Reviewer for 2022 Conference (2021, November)
- Abstract Reviewer for 2021 Conference (2020, November)
- Abstract Reviewer for 2020 Conference (2019, November)
- Abstract Reviewer for 2019 Conference (2018, October)
- Abstract Reviewer for 2018 Conference (2017, November)
- Abstract Reviewer for 2017 Conference (2016, November)
- Bernard P. Maloy Student Research Award Reviewer (2016, January)

- **EUROPEAN ACADEMY OF MANAGEMENT ANNUAL CONFERENCE**

- Reviewer: Managing Sport General Track and Managing Sport Events and Sport Event Tourism Track (2018, March)
- Reviewer: Managing Sport General Track and Managing Sport Events and Sport Event Tourism Track (2016, March)

Professional Organization Committees

- **SPORT AND RECREATION LAW ASSOCIATION**

- Board of Directors, President (February 2024 – present)
- Board of Directors, President Elect (February 2023 – February 2024)
- Board of Directors, Member-at-Large Marketing (February 2021 – February 2023)

- Honors and Awards Committee for Annual Conference (Fall 2020 – present)
  - Marketing Committee for 2021 Conference (Fall 2020 – Spring 2021)
  - Sport and Recreation Law Association 2018 Conference Host Committee (2017-2018)
  - Sport and Recreation Law Association 2019 Conference Site Selection Committee (Summer 2016)
- ***NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT***
    - Service Learning Grant Evaluation Committee for the 2019 Conference (2019, April)

#### Community

- **THE GIFTED EDUCATION FOUNDATION** Board of Trustees, Atlanta, GA (August 2015 – August 2020)
- **THE GIFTED EDUCATION FOUNDATION** Atlanta Advisory Board, Atlanta, GA (November 2013 to August 2015)

#### Texas A&M University Service

##### University

- **TEXAS A&M UNIVERSITY Institutional Review Board** Alternate Member for Health and Kinesiology – Athletics (April 2021 – August 2024)
- **TEXAS A&M UNIVERSITY COLLEGIATE SALES TEAM** Coach (Spring 2020 – August 2024)
- **ACADEMY FOR FUTURE FACULTY** Mentor (Spring 2018; Fall 2023)
- **MAROON & WHITE LEADERSHIP FELLOWS** Leadership Coach (Summer 2016 – August 2024)
- **REGENTS' SCHOLARS SOPHOMORES (RS2) LEARNING COMMUNITY** Faculty Mentor (Fall 2015 – Spring 2016)

#### College/School

- SEHD KNSM Department Head Search Committee (Member) (Spring 2023)
- SEHD STaR Mentor Program (Mentor) (Fall 2022 – August 2024)
- CEHD Excellence through Diversity and Equity Summit Committee (Co-Chair) (Fall 2018)

#### Department

- Search Committee for HLKN Research Development Officer Position, Member (Summer 2019)
- Undergraduate Scholarship Committee, Member (Spring 2016 – Spring 2017)
- Graduate Faculty Committee, Member (Fall 2015 – August 2024)

#### Program

- Search Committee for Associate/Full Professor Sport Management Position, Chair (Fall 2022 – Spring 2023)
- Sport Management A1 Performance Review Committee, Member (Spring 2016 – August 2024)
- Sport Management PhD Curriculum Committee, Member (Spring 2022 – August 2024)
- Search Committee for Clinical Assistant Professor Athletic Training Position, Member (Fall 2021 – Spring 2022)
- Sport Management Master's Program Review Committee, Chair (Fall 2020 – present)
- Search Committee for Clinical Assistant Professor Athletic Training Position, Member (Fall 2019 – Spring 2020)
- Search Committee for Sport Management ACES Fellow, Member (Fall 2020)
- Search Committee for Assistant Professor Sport Management Position, Member (Fall 2020)
- Search Committee for Assistant Professor Sport Management Position, Member (Fall 2019)
- Graduate Admissions Committee, Masters Traditional Program (Spring 2019)
- Search Committee for Assistant Professor Sport Management Position, Member (Fall 2017)
- Southern Sport Management Doctoral Student Symposium (Student Research Team Mentor), Gainesville, FL (April 2017, April 2016)

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## ADDITIONAL ACADEMIC EXPERIENCE

### **PART-TIME INSTRUCTOR**

**Kennesaw State University**, Kennesaw, GA (January 2008 – May 2008)

### **PART-TIME INSTRUCTOR**

**Georgia State University**, Atlanta, GA (January 2007 – August 2008)

### **TEMPORARY ASSISTANT PROFESSOR**

**Georgia State University**, Atlanta, GA (August 2001-May 2002)

### **PART-TIME INSTRUCTOR**

**Georgia State University**, Atlanta, GA (June 2001-August 2001)

## SPORT INDUSTRY EXPERIENCE

### **Athletic Marketing and Management LLC**, Atlanta, GA

*Director of Business Development & Partnerships (July 2009 – present)*

- Cultivate strategic business relationships with corporations.
- Provide informational presentations and account summaries to clients.
- Coordinate events and meetings for client procurement and retention.

### **Brison & Associates, LLC**, Atlanta, GA

*Entertainment/Sports Attorney (June 2002 – April 2008)*

- Assisted clients with the formation of LLCs and other business entities.
- Drafted and negotiated various contracts and licensing agreements.
- Conducted workshops for businesses regarding revenue generation, drafting sponsorship proposals, and developing marketing strategies.
- Filed copyright and trademark applications.
- Registered songs with performance rights societies and coordinate sample clearances.

### **228 Management & Consulting, LCC**, Atlanta, GA

*Marketing Coordinator/Director of Legal Affairs (January 2003 – December 2006)*

- Advised entertainment and sports clients with respect to career development and revenue generating strategies.
- Initiated and facilitated music licensing and song placement opportunities.
- Drafted and negotiated various contracts and licensing agreements.

### **USA Track & Field**, Indianapolis, IN

*Assistant Legal Counsel (August 2000 - April 2001)*

- Researched various legal issues and provided reports to General Counsel and Executive Director.
- Drafted event and sponsorship agreements.
- Facilitated doping control program.
- Conducted educational seminars for volunteer attorneys and member associations.
- Monitored registration of copyrights and trademarks.

### **Southern League of Professional Baseball**, Marietta, GA

*Legal/Marketing/Corporate Contracts Intern (January 2000 - August 2000)*

- Reviewed Stadium Lease Agreements and Radio Contracts and created contract provision summary charts.
- Assisted with drafting sponsorship proposals and selling sponsorship opportunities to corporations.

**Atlanta Silverbacks Professional Soccer Team, Decatur, GA**

*Corporate Communications Intern (June 2000 - July 2000)*

- Developed promotional events for revenue generation.
- Participated in marketing efforts and group sales.
- Drafted press releases and assisted with game day set-up and operations.

**Atlanta Braves Community Relations, Atlanta, GA**

*Career Initiative Trainee (May 1999 - August 1999)*

- Participated in the management of community out-reach programs.
- Assisted with handling donations and promotional item requests.

**City of Atlanta Parks and Recreation, Atlanta, GA**

*Recreation Instructor (March 1998 - November 1998)*

- Organized state and national basketball tournaments, camps, and clinics.
- Drafted Post-Event Reports.
- Developed SAT/ACT and GED tutoring program.

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**PROFESSIONAL AFFILIATIONS**

*National/International*

Sport Management Association of Australia & New Zealand (2021)

International Athlete Rights Association Board of Directors (2020 - present)

Global Advertising Lawyers Alliance (2017 - present)

Sport and Recreation Law Association (2011 - present)

North American Society for Sport Management (2009, 2011, 2012, 2014, 2017 - present)

Sport Marketing Association (2014, 2016 - present)

*State*

State Bar of Georgia (Licensed since 2001)