

## Curriculum Vitae

# Khalid Ballouli

UNIVERSITY OF SOUTH CAROLINA  
DEPARTMENT OF SPORT & ENTERTAINMENT MANAGEMENT  
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## EDUCATION

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- Ph.D. Texas A&M University 2011  
Sport Management (cognate in Consumer Behavior)
- Dissertation: Building sport brands with music: Effects of brand music on shopping behaviors of sport consumers [Gregg Bennett (chair); George B. Cunningham; John N. Singer; Haipeng Chen]
- M.S. Texas A&M University 2008  
Sport Management
- B.S. Texas A&M University 2006  
Sport Management

## ACADEMIC APPOINTMENTS

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- Associate Professor 2017–  
University of South Carolina  
Department of Sport and Entertainment Management
- Assistant Professor 2011–2017  
University of South Carolina  
Department of Sport and Entertainment Management
- Adjunct Professor (courtesy appointment) 2017–  
Florida State University  
Department of Sport Management
- Adjunct Professor 2013–  
Texas A&M University  
Division of Sport Management

## REFEREED JOURNAL ARTICLES

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Hwang, Y., **Ballouli, K.**, K. K. F., So, & Heere, B. (in press). Effects of brand congruity and game difficulty on gamers' response to advertising in sport video games. *Journal of Sport Management*, 1-49.\*\*

**Ballouli, K.**, Koesters, T. C., & Hall, T. (in press). Leverage and activation of sponsorship through music festivals. *Event Management*, 1-26.

Cohen, A., & **Ballouli, K.** (in press). Exploring the cultural intersection of music, sport, and physical activity among at-risk urban youth. *International Review for the Sociology of Sport*, 1-37.

Hwang, Y., & **Ballouli, K.** (in press). Contemporary issues and opportunities for university branding through fight songs. *Journal of School Public Relations*, 1-30.\*\*

**Ballouli, K.**, Reese, J. D., & Brown, B. (in press). Effects of mood states and team identification on pricing in the secondary ticket market. *Sport, Business, and Management: An International Journal*, 1-41.

**Ballouli, K.** (2017). Sound affects: How music transforms the way spectators and participants consume sport. *Sport and Entertainment Review*, 3(1), 3-8.

**Ballouli, K.**, Trail, G. T., Koesters, T. C., & Bernthal, M. J. (2016). Differential effects of motives and points of attachment on conative loyalty of Formula 1 U.S. Grand Prix attendees. *Sport Marketing Quarterly*, 25(3), 166-181.

Brown, B., Bennett, G., & **Ballouli, K.** (2016). Examining the effects of advertisement setting and actor race on African Americans' intentions to consume baseball. *Sport Marketing Quarterly*, 25(3), 139-151.

**Ballouli, K.**, Grady, J., & Stewart, R. M. (2016). The delicate art of rebranding a minor league baseball franchise: Practices, pitfalls, and payoffs of rebranding the Winston-Salem Warthogs. *Sport Management Review*, 19(2), 211-226.\*\*

Koesters, T. C., **Ballouli, K.**, Bernthal, M. J., & Hansell, S. (2016). Bowling for dollars: Establishing perceived need and brand equity in a participatory sport. *Sport Marketing Quarterly*, 25(1), 62-71.

**Ballouli, K.**, & Heere, B. (2015). Sonic branding in sport: A model for communicating brand identity through musical fit. *Sport Management Review*, 18(3), 321-330.

Bernthal, M. J., Koesters, T. C., **Ballouli, K.**, & Brown, M. T. (2015). Motivations and fan engagement related to professional bass fishing spectatorship. *Sport Marketing Quarterly*, 24(1), 6-18.

**Ballouli, K.**, & Bennett, G. (2014). New (sound)waves in sport marketing: Do semantic differences in analogous music impact shopping behaviors of sport consumers? *Sport Marketing Quarterly*, 23(2), 59-72.

**Ballouli, K.**, & Hutchinson, M. (2013). Effects of brand music on attitudes toward sport advertising. *Journal of Issues in Intercollegiate Athletics*, 6, 268-285.

**Ballouli, K.**, Hutchinson, M., Cattani, K., & Reese, J. D. (2013). A qualitative inquiry into motivations to participate in fantasy football. *International Journal of Sport Management*, 14(2), 211-232.

**Ballouli, K.**, & Bennett, G. (2012). Creating a sonic identity for the University of Houston. *Sport Marketing Quarterly*, 21, 53-60.

**Ballouli, K.**, & Hutchinson, M. (2012). Branding the elite professional athlete through new media and technology: An interview with Ash De Walt. *International Journal of Entrepreneurial Ventures*, 4(1), 58-64.

Bennett, G., **Ballouli, K.**, & Sosa, J. (2011). "Sometimes good, sometimes not so good": Student satisfaction with a sport management student exchange program. *Sport Management Education Journal*, 5(1), 19-31.

Bouchet, A., **Ballouli, K.**, & Bennett, G. (2011). Implementing a ticket sales force in college athletics: A decade of challenges. *Sport Marketing Quarterly*, 20, 22-32.

**Ballouli, K.**, & Hutchinson, M. (2010). Digital branding and social media strategies for professional athletes, sports teams, and sports leagues: An interview with Amy Jo Martin. *International Journal of Sport Communication*, 3(4), 395-401.

\*\*co-authored with graduate students

## NON-REFEREED PUBLICATIONS

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**Ballouli, K.** (2017). American dreamer: One of the few Muslims to play pro baseball discusses what the travel ban and the United States mean to him. Published editorial in *Sports Illustrated* (February 13, 2017).

**Ballouli, K.** (2017). On travel bans, racism, and profiling in everyday life: How a man with three college degrees still gets treated "differently" when people see his name. Published podcast interview on *Breakin' the Norm* with Les Norman on ESPN Radio (March 2, 2017).

**Ballouli, K.** (2013). Note from the SMA Vice President of Academic Affairs. Published in *Sport Marketing Quarterly*, 22, 119-120.

## BOOK CHAPTERS

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**Ballouli, K.** (in press). Sonic branding: Why sport brands need walk-up songs. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (2nd ed., pp. 1-20). Durham, NC: Carolina Press.

**Ballouli, K.** (in press). Digital athlete branding: Creating digital experiences for professional sport athletes. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (2nd ed., pp. 1-20). Durham, NC: Carolina Press.

**Ballouli, K.** (2011). Proprietary sports music. In L.E. Swayne & J.G. Golson (Eds.), *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.

**Ballouli, K.** (2011). Permission marketing. In L.E. Swayne & J.G. Golson (Eds.), *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.

**Ballouli, K.** (2011). Gen Y. In L.E. Swayne & J.G. Golson (Eds.), *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.

**Ballouli, K.** (2011). Brand rejection. In L.E. Swayne & J.G. Golson (Eds.), *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.

**Ballouli, K.** (2011). Brand insistence (brand loyalty). In L.E. Swayne & J.G. Golson (Eds.), *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.

**Ballouli, K.** (2011). Brand preference. In L.E. Swayne & J.G. Golson (Eds.), *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.

**Ballouli, K.** (2011). Sports marketing differences (from marketing of other goods/services). In L.E. Swayne & J.G. Golson (Eds.), *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.

**Ballouli, K., & Bennett, G.** (2010). Sport in the international arena. In G.B. Cunningham & J.N. Singer (Eds.), *Sociology of Sport and Physical Activity*. College Station, TX: CSMRE.

## BOOK REVIEWS

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**Ballouli, K.** (in press). Review of *Will Big League Baseball Survive? Globalization, the End of Television, Youth Sports, and the Future of Major League Baseball*. Published in *Journal of Sport Management*.

**Ballouli, K.** (2012). Review of *Sporting Sounds: Relationships between Sport and Music*. Published in *Journal of Sport Management*, 26(5), 445-446.

**Ballouli, K.** (2012). Review of *It's a Whole New Ballgame: How Social Media is Changing Sports*. Published in *Sport Management Review*, 15(3), 381-382.

## REFEREED CONFERENCE PROCEEDINGS

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Hwang, Y., & **Ballouli, K.** (2017, November). Development of a stadium stimuli and local image fit scale. Paper accepted at the Sport Marketing Association annual conference, Boston, MA.\*\*

Reifurth, K. R. N., Heere, B., & **Ballouli, K.** (2017, November). The fathering effect: Effects of physical and perceived father involvement on children's long-term team identification. Paper accepted at the Sport Marketing Association annual conference, Boston, MA.\*\*

Grady, J., Carson, A., & **Ballouli, K.** (2017, November). The "social" evolution of Olympic legal and brand protection. Paper accepted at the Sport Marketing Association annual conference, Boston, MA.

Woolf, J., **Ballouli, K.**, & Heere, B. (2017, August). Investigating doping from a community of practice perspective: Insights into learning, meaning, and identity. Paper accepted at the International Network of Doping Research annual conference, Aarhus, Denmark.

Hwang, Y., & **Ballouli, K.** (2017, June). The effects of stadium stimuli and local image on fans' sensory experience in a stadium. Paper presented at the North American Society for Sport Management annual conference, Denver, CO.\*\*

Hwang, Y., & **Ballouli, K.** (2017, March). Issues and opportunities for college branding via fight songs. Paper presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.\*\*

**Ballouli, K.**, Grady, J., & Hwang, Y. (2017, March). Crowd management and control through stadium music and in-game sound. Paper presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

Reifurth, K. R. N., Bernthal, M. J., & **Ballouli, K.** (2016, November). Local vs. nonlocal fandom: How geographic proximity, geographic identity, and competing teams interact with team identification. Paper accepted at the Sport Marketing Association annual conference, Indianapolis, IN.\*\*

Hwang, Y., & **Ballouli, K.** (2016, November). Effects of brand familiarity and game difficulty on sponsor effectiveness in sport video games. Paper presented at the Sport Marketing Association annual conference, Indianapolis, IN.\*\*  
– *Winner, Outstanding Student Paper*

Cohen, A., & **Ballouli, K.** (2016, June). Examining the cultural intersection of music, sport, and physical activity among at-risk youth in an urban community. Paper presented at the North American Society for Sport Management annual conference, Orlando, FL.

Hwang, Y., & **Ballouli, K.** (2016, March). Limited capacity model (LCM) and advertising effectiveness in sport video games. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.\*\*

Grady, J., Carson, A. W., & **Ballouli, K.** (2016, March). Insights into understanding Rule 40 for Rio 2016. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.\*\*

**Ballouli, K.**, Koesters, T. C., & Trail, G. T. (2015, October). Exploring differential effects of motives and points of attachment on conative loyalty of attendees at the Formula 1 U.S. Grand Prix. Paper presented at the Sport Marketing Association annual conference, Atlanta, GA.  
– *Finalist, Outstanding Professional Paper*

**Ballouli, K.**, Reese, J. D., & Brown, B. (2015, October). Effects of emotions and team identification on ticket pricing in the secondary ticket market. Paper presented at the Sport Marketing Association annual conference, Atlanta, GA.

Kosar, N., **Ballouli, K.**, Koesters, T. C., & Mihalik, B. (2015, June). Exploring peripheral aspects of sport sponsorship: The case of Austin Fan Fest and Circuit of The Americas. Paper presented at the Asia Pacific Council on Hotel, Restaurant, and Institutional Education annual conference, Auckland, New Zealand.\*\*

Roulier, R., John-Sandy, R., Cohen, A., & **Ballouli, K.** (2015, April). Creating citizen athletes: Exploring collaborative efforts to support a low-income community. Paper presented at the Muhammad Ali Center Athletes and Social Change Forum annual conference, Louisville, KY.

Kosar, N., & **Ballouli, K.**, (2015, April). Assessing the impact of live DJs at college football practices on motivational coaching practices and athlete recruitment methods. Poster presented at the College Sports Research Institute annual conference, Columbia, SC.\*\*

Kosar, N., Blevins, J., **Ballouli, K.**, & Grady, J. (2015, March). An examination of blanket music licensing at minor and independent league sport stadiums. Paper presented at the Music and Entertainment Industry Educators Association annual conference, Austin, TX.\*\*

Kosar, N., **Ballouli, K.**, & Cohen, A. (2014, November). Yielding social change for at-risk urban youth at the intersections of hip-hop and sport. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.\*\*

**Ballouli, K.,** & Heere, B. (2014, October). Sonic branding in sport: A model for communicating brand identity with through musical fit. Paper presented at the Sport Marketing Association annual conference, Philadelphia, PA.

**Ballouli, K.,** Koesters, T. C., & Hall, T. (2014, October). Leveraging and activating sponsorship through music festivals: A case study of Circuit of The Americas and Austin Fan Fest. Paper presented at the Sport Marketing Association annual conference, Philadelphia, PA.

**Ballouli, K.,** & Bennett, G. (2014, May). Method for teaching international sport business. Teaching exhibits presented at the North American Society for Sport Management Teaching and Learning Fair, Pittsburgh, PA.

Koesters, T. C., **Ballouli, K.,** & Brown, M. (2013, October). Economic impact of the Formula 1 U.S. Grand Prix on Austin, Texas. Poster presented at the Sport Marketing Association annual conference, Albuquerque, NM.

**Ballouli, K.** (2013, May). Utilizing iPads for sport management research. Teaching exhibit presented at the North American Society for Sport Management Teaching and Learning Fair, Austin, TX.

Grady, J., & **Ballouli, K.** (2013, May). Regulating the “Twitter Olympics”: Analyzing efforts to regulate social media and ambush marketing at the London 2012 Olympic Games. Paper presented at the North American Society for Sport Management annual conference, Austin, TX.

**Ballouli, K.,** & Schmidt, N. (2013, March). Examining NCAA bowl sponsorships from the matchup hypothesis perspective. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.\*\*

**Ballouli, K.,** Grady, J., & Brown, B. (2013, March). Marketing innovation and entrepreneurial ventures in sport: Branding athletes through use of new media and technology. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Brown, B., **Ballouli, K.,** & Bennett, G. (2012, November). Motivating the unmotivated: Reasons for minimal African-American baseball consumption. Poster presented at the North American Society for Sociology and Sport annual conference, New Orleans, LA.

**Ballouli, K.,** Bennett, G., & Hutchinson, M. (2012, October). A multifaceted analysis of satisfaction with hospitality services. Paper presented at the Sport Marketing Association annual conference, Orlando, FL.

Stewart, R., & **Ballouli, K.** (2012, October). Designing the Winston-Salem Dash: Rebranding in Minor League Baseball. Poster presented at the Sport Marketing Association annual conference, Orlando, FL.\*\*

**Ballouli, K.,** Koesters, T. C., & Hutchinson, M. (2012, May). Sound affects: The influence of music on consumers in stadiums. Poster presented at the North American Society for Sport Management annual conference, Seattle, WA.

**Ballouli, K.,** Hutchinson, M., & Koesters, T. C. (2012, May). Consumers’ perceptions of background music in team highlight videos: A case of branded music verses popular music. Poster presented at the North American Society for Sport Management annual conference, Seattle, WA.

**Ballouli, K.**, & Brown, B. (2012, March). Social responsibility in sport: Is it worth it? Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Brown, B., **Ballouli, K.**, Reese, J. D., & Bennett, G. (2012, March). Spectator-based brand equity and university-held pep rallies. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, South Carolina.

**Ballouli, K.**, Bennett, G., & Hutchinson, M. (2011, October). Brand building through team music: The impact of musical fit on shopping outcomes. Paper presented at the Sport Marketing Association annual conference, Houston, TX.

**Ballouli, K.**, Bennett, G., & Hutchinson, M. (2011, October). There's more to a sports brand than meets the eye: The strategic use of music in sports. Poster presented at the Sport Marketing Association annual conference, Houston, TX.

Nite, C., & **Ballouli, K.** (2011, June). Brand imagery and celebrity athletes: Examining the reinforcement of stereotypes. Poster presented at the North American Society for Sport Management annual conference, London, Ontario.

Reese, J. D., & **Ballouli, K.** (2011, April). Violence in mixed martial arts: A review of concepts, research, and practice. Poster presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual conference, San Diego, CA.

**Ballouli, K.**, & Hutchinson, M. (2010, November). To tweet, or not to tweet: Brand building in sport through the strategic use of Twitter. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Reese, J. D., **Ballouli, K.**, & Bennett, G. (2010, October). Measuring the effects of social media on television viewership. Paper presented at the Sport Marketing Association annual conference, New Orleans, LA.

Bouchet, A., **Ballouli, K.**, & Bennett, G. (2010, October). Implementing a ticket sales force in college athletics: A decade of challenges. Paper presented at the Sport Marketing Association annual conference, New Orleans, LA.

Agyemang, K. J., & **Ballouli, K.** (2010, June). An examination of barriers facing African American membership in fantasy football leagues. Poster presented at the North American Society for Sport Management annual conference, Tampa, FL.

**Ballouli, K.**, Hutchinson, M., & Bennett, G. (2010, March). The economic impact of a statewide event on a small community. Poster presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual conference, Indianapolis, IN.

**Ballouli, K.**, & Bennett, G. (2009, October). Fusing sport and entertainment in America: The case of the American Sports Brand Fusion Arts Exchange. Paper presented at the Sport Marketing Association annual conference, Cleveland, OH.

Hutchinson, M., & **Ballouli, K.** (2009, October). Assessing satisfaction of fan loyalty programs: A case study of an intercollegiate team rewards program. Poster presented at the Sport Marketing Association annual conference, Cleveland, OH.

Hodge, K., Bennett, G., & **Ballouli, K.** (2009, May). Branding youth sports. Paper presented at the North American Society for Sport Management annual conference, Columbia, SC.

**Ballouli, K.**, & Hodge, K. (2009, March). Risk management in youth sport: The case of an elite youth baseball academy. Paper presented at the Sport and Recreation Law Association annual conference, San Antonio, TX.

Hutchinson, M., Bennett, G., & **Ballouli, K.** (2008, November). The impact of increasing gas prices on attendance at the Florida Sunshine State Games. Paper presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

**Ballouli, K.**, Bennett, G., & Hutchinson, M. (2008, November). Service quality and fan satisfaction with a state sports festival. Paper presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

**Ballouli, K.**, Cooper, B., Gorzycki, L., & Gwinn, B. (2008, January). Improving brand distinction between the NASCAR Nationwide Series and the Sprint Cup Series. Case study presentation at the National Sports Forum annual conference, Memphis, TN.

– *Winner, Student Case Study Competition*

**Ballouli, K.**, Bennett, G., & Bouchet, A. (2007, November). Does the host site matter? A comparison of market demographics for an annual amateur state sports festival. Poster presented at the Sport Marketing Association annual conference, Pittsburg, PA.

Bouchet, A., Bennett, G., & **Ballouli, K.** (2007, November). Consumer attitudes toward a state sports festival: Case of the Sunshine State Games. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.

\*\*co-presented with graduate students

## INVITED PRESENTATIONS

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**Ballouli, K.**, Bennett, G., Jenson, J. A., McEvoy, C. D., & Sutton, W. A. (2015, October). Mentorship matters: Mentoring early career scholars and educators in sport marketing. Panel participation at the Sport Marketing Association annual conference, Atlanta, GA.

**Ballouli, K.**, Eigenbrot, S., Marshall, E., & Williams, D. (2015, April). What if the money train disappears? College sports without college football. Panel participation at the College Sports Research Institute annual conference, Columbia, SC.

**Ballouli, K.**, (2015, March). On the transition from PhD to faculty to tenure. Invited presentation at the College of Hospitality, Retail, and Sport Management Research Symposium (USC), Columbia, SC.

**Ballouli, K.**, Nichols, E., Rittenberry, J., & Shiver, K. (2014, November). Connecting with fans and selling tickets via social media tactics. Panel moderator at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

**Ballouli, K.** (2014, June). Facilitation of active student learning in the classroom. Invited presentation for the National Restaurant Association Educational Foundation (Summer Institutes), Columbia, SC.

**Ballouli, K.** (2013, June). Communication skills in restaurant management. Invited presentation for the National Restaurant Association Educational Foundation (Summer Institutes), Columbia, SC.

**Ballouli, K.** (2013, May). Brand building for nonprofits in the sport and entertainment industry. Invited presentation for the South Carolina Arts Commission, Columbia, SC.

**Ballouli, K.**, Canaday, J., De Walt, A., Martin, J., & Orth, J. (2011, October). Super panel on digital media, social media, and sport marketing strategies. Panel participation at the Sport Marketing Association annual conference, Houston, TX.

## GRANT FUNDING

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**Ballouli, K.** [PI], & Harrill, R., & Brown, M. [Co-Is] (2017). An internal and external audit of current consumers, prospect audiences, and industry trends related to daily visitors and 'day groups'. Patriots Point Naval & Maritime Museum. Funded: \$25,000.

So, K. K. F. [PI], **Ballouli, K.**, & Heere, B., [Co-Is] (2017). A longitudinal exploration into the role of sensory brand experiences in building customer engagement. College of Hospitality, Retail, and Sport Management (USC) Interdisciplinary Faculty Grant Program. Funded: \$9,758.

**Ballouli, K.** [PI], Campbell, J. M., & Harrill, R. [Co-Is] (2015). Leveraging a tourist gift shop to enhance the leisure experience, strengthen aesthetic value of the destination, and boost overall sales. Patriots Point Naval & Maritime Museum. Funded: \$22,000.

Grady, J. [PI], Carson, A., & **Ballouli, K.** [Co-Is] (2016). Ready for Rio: How the revised Rule 40 will impact athlete sponsorship at the 2016 Summer Olympics. Vice President of Research (USC) Magellan Scholar Grant Program. Funded: \$2,500.\*\*

Koesters, T. C. [PI], & **Ballouli, K.** [Co-Is] (2015). Economic impact of the Formula 1 U.S. Grand Prix on the State of Texas. Circuit of The Americas. Funded: \$14,647.

**Ballouli, K.** [PI], Harrill, R., Brown, M. T., & Koesters, T. C. [Co-Is] (2015). An internal and external marketing audit of current consumers, prospect audiences, and industry trends related to camping services at Patriots Point and USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$28,073.

**Ballouli, K.** [PI] (2015). Using asynchronous distance technology as to deliver traditional classroom content and material. Provost's Office (USC) Distributed Learning Grant Program. Funded: \$7,105.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. [Co-Is] (2014). A comprehensive consumer profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$32,000.

Grady, J. [PI], Gelay, J, Mitchell, J., & **Ballouli, K.** [Co-Is] (2014). A case study of ambush marketing at the 2014 FIFA World Cup. Vice President of Research (USC) Magellan Scholar Grant Program. Funded: \$5,000.\*\*

Koesters, T. C. [PI], **Ballouli, K.**, & Trail, G. T. [Co-Is] (2014). Economic impact of the Formula 1 U.S. Grand Prix on the State of Texas. Circuit of The Americas. Funded: \$14,364.

**Ballouli, K.** [PI] (2014). Exploring effects of hip-hop music on marginalized urban youth at the cultural intersection of dance, sport, and physical activity. College of Hospitality, Retail, and Sport Management (USC) Untenured Faculty Seed Grant. Funded: \$2,391.

**Ballouli, K.** [PI] (2014). Trade-off in sport-for-development: The case of an elite youth baseball program and its effects on members' salubrious socialization and community development. Provost's Office (USC) SEC Visiting Faculty Travel Grant. Funded: \$1,565.

**Ballouli, K.** [PI], Koesters, T. C., & Harrill, R. [Co-Is] (2013). Assessment of overnight camping service quality at Patriots Point and USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$19,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Heere, B. [Co-Is] (2013). Economic impact of the Formula 1 U.S. Grand Prix on the State of Texas. Circuit of The Americas. Funded: \$16,229.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. [Co-Is] (2013). A comprehensive consumer profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$32,000.

Gillentine, A. [PI], **Ballouli, K.**, DiPietro, R. B., Grady, J., Heere, B., Koesters, T. C., Mercado, H., Nagel, M., Regan, T. H., Shaomian, A., & Southall, R. M. [Co-Is] (2013). Venue Management School Educational Materials-Phase I. International Association of Venue Managers. Funded: \$10,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Bernthal, M. J. [Co-Is] (2013). Seminar training on consumer behavior theory and research. Ebonite International, Inc. Funded: \$6,000.

Shaomian, A. [PI], **Ballouli, K.**, Gillentine, A., & Koesters, T. C. [Co-Is] (2012). A seminar on marketing and target positioning for the nonprofit and entertainment industry. SC Arts Commission. Funded: \$1,000.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. [Co-Is] (2012). A comprehensive consumer profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$32,000.

**Ballouli, K.** [PI] (2012). Curriculum development and new course offering of Special Topics in Live Entertainment and Sport: Social Media. College of Hospitality, Retail, and Sport Management (USC) Teaching Innovation Grant. Funded: \$5,652.

**Ballouli, K.** [PI] (2012). An assessment of comprehensive offerings for holistic hospitality at the London 2012 Olympic Games. College of Hospitality, Retail, and Sport Management (USC) Faculty International Research Incentives Grant. Funded: \$5,000.

Bennett, G. [PI], & **Ballouli, K.** [Co-I] (2009). Post-event research report for the 2009 Sunshine State Games. Florida Sports Foundation. Funded: \$6,500.

Bennett, G. [PI], & **Ballouli, K.** [Co-I] (2008). Post-event research report for the 2008 Sunshine State Games. Florida Sports Foundation. Funded: \$6,500.

\*total external funding = **\$265,313**; total internal funding = **\$38,971**

\*\*co-researcher for undergraduate student research and travel grant

## TECHNICAL REPORTS

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**Ballouli, K.** (2016). (Re)imagining logo design, brand development, and social media marketing for Texas Premier Baseball. Prepared for Texas Premier Baseball, Austin, TX.

Cohen, A., & **Ballouli, K.** (2015). Impact assessment of Hip-Hop Loves programs on urban youth at the Harlem Children's Zone. Prepared for Hip-Hop Loves, Brooklyn, NY.

**Ballouli, K.** (2013). A qualitative multistep approach for analyzing and enhancing the stadium experience for college football fans through music. Prepared for Texas A&M Football, College Station, TX.

**Ballouli, K.** (2011). A review of operations management, brand development, member retention, and risk management for a non-profit youth sport organization. Prepared for Twelve Baseball, College Station, TX.

## TEACHING ACTIVITY

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### Sport and Entertainment Marketing

- Spring 2016: 35 students / M=4.44 (overall assessment of instructor; scaled 1-5; 5 = “Excellent”)
- Spring 2015: 35 students / M=4.62
- Fall 2014: 35 students / M=4.62
- Spring 2014: 38 students / M=4.72
- Fall 2013: 40 students / M=4.24
- Spring 2013: 40 students / M=4.59
- Fall 2012: 36 students / M=4.38
- Spring 2012: 35 students / M=4.56
- Fall 2011: 32 students / M=4.55

### Introduction to Sport Management

- Summer 2017: 14 students / M=
- Spring 2017: 39 students / M=4.69
- Summer 2016: 15 students / M=4.84
- Summer 2015: 26 students / M=4.38

### Applied Research in Hospitality, Retail, and Sport Management

- Fall 2016: 25 students / M=4.60
- Spring 2016: 15 students / M=4.34
- Fall 2015: 25 students / M=4.38
- Fall 2014: 18 students / M=4.18
- Spring 2012: 20 students / M=4.46

#### Social Media in Live Entertainment and Sport

- Summer 2017: 10 students / M=
- Spring 2017: 18 students / M=4.39
- Fall 2016: 20 students / M=4.59
- Summer 2016: 14 students / M=4.69
- Summer 2015: 16 students / M=4.36
- Summer 2014: 10 students / M=4.55

#### Sport Marketing (TAMU)

- Spring 2017: 21 students / M=4.57
- Fall 2016: 17 students / M=4.60
- Spring 2016: 21 students / M=4.55
- Fall 2015: 17 students / M=4.68
- Spring 2015: 18 students / M=4.56
- Fall 2014: 18 students / M=4.62
- Spring 2014: 16 students / M=4.72

### STUDENT DEVELOPMENT

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#### Doctoral Committee Chair

- Yongjin Hwang (expected 2018)

#### Doctoral Committee Member

- Katherine Reifurth (expected 2018)
- Dorothy Collins (expected 2017)
- Henry Wear (2017)

#### Master's Thesis Committee Chair

- Yaoyao Sun (2017). MS, Sport Management, “An investigation into the motivations to participate in League of Legends”

#### Master's Thesis Committee Member

- Edward Horne (2013). MS, Sport Management, “Is the current United States Tennis Association's adult league system restrictive?”

#### Undergraduate Magellan Scholar Co-Supervisor

- Anthony Carson (2016). “How the revised Rule 40 will impact sponsorship at the 2016 Rio Olympics.”
- Joe Gelay and Jack Mitchell (2014). “An analysis of ambush marketing at the 2014 FIFA World Cup.”

#### Undergraduate Honors Committee Chair

- Brett Williams (2017). BA, Broadcast Journalism, “Fresh tracks: Musical inspiration behind a collegian's freshman year.”
- Nicholas Schmidt (2012). BS, Sport Management, “Influence of event-sponsor fit on perceptions and attitudes towards NCAA bowl game sponsorships.”
- Randall Stewart (2012). BS, Sport Management, *magna cum laude*, “Bringing Winston-Salem together: A case study of rebranding in Minor League Baseball.”

## HONORS/AWARDS

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Winner, Patricia G. Moody Research and Scholarship Award, College of HRSM	2017
Honoree, Outstanding Service Award, Sport Marketing Association	2016
Finalist, Outstanding Professional Paper, Sport Marketing Association Conference	2015
Finalist, Patricia G. Moody Research and Scholarship Award, College of HRSM	2015
Nominee, Breakthrough Rising Star Award, Office of the Vice President for Research	2013
Nominee, Undergraduate Research Mentor Award, Office of Undergraduate Research	2013
Nominee, Harvey E. Varney Distinguished Teacher of the Year Award, College of HRSM	2012
Winner, MBA Case Cup Competition, National Sports Forum, Memphis, TN	2008

## ACADEMY SERVICE

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Associate Editor	
– <i>Sport and Entertainment Review</i>	2017–
Editorial Review Board	
– <i>Sport Marketing Quarterly</i>	2016–
– <i>Sport and Entertainment Review</i>	2014–2016
Ad Hoc Reviewer	
– <i>Journal of Sport Management</i>	
– <i>Sport Management Review</i>	
– <i>Sport in Society</i>	
– <i>International Journal of Sport Management and Marketing</i>	
– <i>International Journal of Sport Marketing and Sponsorship</i>	
– <i>Sport, Business and Management: An International Journal</i>	
– <i>Journal of Issues in Intercollegiate Sport</i>	
– <i>Journal of Intercollegiate Sport</i>	
– <i>Journal of Applied Sport Management</i>	
– <i>Journal of Sport Communication</i>	
– <i>Sex Roles: A Journal of Research</i>	
Textbook Reviewer	
– <i>Sports Marketing</i> , Taylor and Francis	2016
– <i>Social Media in Sport Marketing</i> , Holcomb Hathaway	2012
– <i>Leveraging Brands in Sport Business</i> , Sage Publications	2012
Conference Abstract Section Head	
– Sport Marketing Association, Best Papers Reviewing Committee	2017–
– North American Society of Sport Management, Sport Marketing	2016–
Conference Abstract Reviewer	
– North American Society of Sport Management	2010–
– Sport Marketing Association	2010–

Executive Council	
– Host Committee, North American Society of Sport Management	2015–
– Website-Mobile App Administrator, Sport Marketing Association	2014–
– Vice President of Academic Affairs, Sport Marketing Association	2012–2016

## **FACULTY SERVICE**

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### **University of South Carolina**

Chair, Curricula and Courses Planning Committee, College of HRSM	2016–
Member, Carolina Judicial Council, Office of Student Conduct and Academic Integrity	2016–
Discussion Leader, University 101 First Year Reading Experience	2014–
Case Study Director, Sport Entertainment and Venues Tomorrow Conference	2013–
Academic Director, Sport Entertainment and Venues Tomorrow Conference	2013–
Chair, Search Committee, Associate/Assistant Professor, Department of SPTE	2017
Member, Search Committee, Associate Dean of Operations, College of HRSM	2017
Member, Tenure and Promotion Committee, Department of SPTE	2014–2016
Member, Search Committee, Associate Professor, School of HRTM	2015
Member, Search Committee, Associate Professor, Department of SPTE	2012
Member, Curricula and Courses Planning Committee, College of HRSM	2014–2016
Member, Teaching Innovation Grant Committee, College of HRSM	2014–2015
Member, Faculty Research and Grant Committee, College of HRSM	2013–2014
Member, Ph.D. Program Planning Committee, Department of SPTE	2012–2016

### **Texas A&M University**

Member, Search Committee, Assistant Professor, Division of SPMT	2009
Academic Director, U.S. Department of Education Fusion Arts Exchange	2007–2008

## **MEMBERSHIPS**

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North American Society for Sport Management (NASSM)	2010–
Sport Marketing Association (SMA)	2010–

## **INDUSTRY EXPERIENCE**

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Brand Communications Manager, Texas Premier Baseball	2016–
– Logo and website design; social media content; event activation; marketing materials	
Game Day Operations Consultant, Texas A&M Football	2015–
– Provided third-party support in evaluation and execution of music during football games	
Co-Founder/Board of Directors, Twelve Baseball	2008–2011
– Devised policies, managed operations, and created brand for a national baseball program	
Professional Baseball Player, Milwaukee Brewers (Major League Baseball)	2002–2007
– 6 <sup>th</sup> round pick in MLB draft; experience with contracts, agent relations, and labor unions	

NCAA Division I Student-Athlete (Baseball), Texas A&M University  
– 4-year letterman, All-Conference, team captain, NCAA College World Series participant

1998–2002