
GREGG BENNETT, Ed.D.

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Texas A & M University
Department of Health and Kinesiology
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EDUCATION

1997	EdD	Health and Human Performance Auburn University College of Education Auburn, Alabama
1993	MS	Health and Human Performance University of Tennessee Knoxville, Tennessee
1988	BS	Education Tennessee Technological University Cookeville, Tennessee

PROFESSIONAL EXPERIENCE

Positions and Employment

2012-present	Professor, Health and Kinesiology, Texas A&M University
2009-present	Director, Center for Sport Management Research and Education (CSMRE), Texas A&M University
2008-present	Associate Professor, Health and Kinesiology, Texas A&M University
2005-2008	Assistant Professor, Health and Kinesiology, Texas A&M University
2000-2004	Assistant Professor, Exercise and Sport Science, University of Florida
1997-2000	Assistant Professor, University of Southern Mississippi

ACADEMIC AWARDS & RECOGNITION

- HLKN Sport Management Division, **Teacher of the Year**, 2014-2015
- **Best Sport Marketing Paper**, American Marketing Association Summer Educator's Conference, Sports & Special Events Marketing SIG, 2015, Chicago, IL.
- **Research Fellow, Sport Marketing Association (2012)**
- **President Elect**, Sport Marketing Association (SMA), 2011
- Sport Marketing Quarterly, **Top 20 in 20 research article**, 2011
- North American Society for Sport Management (NASSM) **Research Fellow**, 2010
- **ING Professor of Excellence**, Texas A&M University, 2010
- Sport Marketing Association **research poster presentation award**, 2005 & 2006
- **Founder** of the Sport Marketing Association, 2002
- University of Florida College of Health of Human Performance **Teacher of the Year**, 2001-2002
- Winner of the **Graduate Research Paper Award** for the North American Society of Sport History (NASSH), 1995

PROFESSIONAL AFFILIATIONS

American Baseball Coaches Association (*ABCA*)
American Marketing Association (*AMA*)
Fellowship of Christian Athletes (*FCA*)
National Association of Physical Education in Higher Education (*NAPEHE*)
North American Society of Sport History (*NASSH*)
North American Society of Sport Management (*NASSM*)
Society of American Baseball Research (*SABR*)
Sport Marketing Association (*SMA*) *

* current membership

GRANTS and CONTRACTS

* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

EXTERNAL

- 2009 - Principal Investigator: **Dr. Gregg Bennett**. CoInvestigator: *Khalid Ballouli*. Event effectiveness of the 2008 Sunshine State Games. *Florida Sports Foundation*. \$6,500.00.
- 2008 - Principal Investigators: **Dr. Gregg Bennett & Dr. Michael Sagas**. The American Sport Brand Fusion Arts Exchange. *U. S. State Department of State-Bureau of Educational and Cultural Affairs*. \$300,000 funded, renewable up to \$840,000 over three years¹.

¹ The US State Department granted a 3 year award, but revoked funding for this particular grant (affecting 4 institutions) for the final year. We received the grant award, but it was funded for 2 years. Rationale was based on the US Economy.

- 2008 - Principal Investigator: **Dr. Gregg Bennett**. ColInvestigator: Khalid Ballouli. Event effectiveness of the 2008 Sunshine State Games. *Florida Sports Foundation*. \$6,500.00.
- 2007 - Principal Investigators: **Dr. Gregg Bennett** & Dr. Michael Sagas. The American Sport Brand Fusion Arts Exchange. *U. S. State Department of State-Bureau of Educational and Cultural Affairs*. \$280,000 funded, renewable up to \$840,000 over three years.
- 2007 - Principal Investigator: **Dr. Gregg Bennett**. ColInvestigator: Adrien Bouchet. Event effectiveness of the 2007 Sunshine State Games. *Florida Sports Foundation*. \$6,500.00.
- 2006 - Principal Investigator: **Dr. Gregg Bennett**. ColInvestigator: Jason Sosa. Event effectiveness of the 2006 Sunshine State Games. *Florida Sports Foundation*. \$4,500.00.
- 2005 - Principal Investigator: **Dr. Gregg Bennett**. Measuring the event quality of the Dew Action Sports Tour. National Broadcast Company (NBC), Dew Action Sports Tour Division. \$2,500.00.
- 2005 - Principal Investigator: **Dr. Gregg Bennett**. ColInvestigator: Dr. Laura Hatfield. Event effectiveness of the 2005 Sunshine State Games. *Florida Sports Foundation*. \$6,500.00.
- 2004 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Windy Dees. Sponsorship effectiveness of 2004 Sunshine State Games. *Florida Sports Foundation*. \$4,000.00.
- 2003 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Windy Dees. Tourism development monies allocated for Sport Marketing Association Inaugural Conference. *Alachua County Tourism Development Council*. \$7,614.00.
- 2003 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Windy Dees. Assessing event quality of the 2003 Sunshine State Games. *Florida Sports Foundation*. \$4,000.00.
- 2002 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Dr. James J. Zhang. On-Site recall and recognition of action sports sponsorship. *Octagon Sports Marketing*. \$8,000.00.
- 1999 - Principal Investigator: **Dr. Gregg Bennett**. NCAA-NYSP Math/Science Education Program. *National Collegiate Athletic Association*. \$8,000.00.

- 1998 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Dr. Mark Maneval. NCAA National Youth Sport Programs All-Girls Sports Clinics at The University of Southern Mississippi. *National Collegiate Athletic Association*. \$6,000.00.

INTERNAL

- 2005-6 - Principal Investigator: **Dr. Gregg Bennett**. International Curriculum Development Grant Award (IRTAG), Texas A&M University. "International Sport Business". \$1,000.00
- 2002 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Dr. James J. Zhang. Development of an international sport business course for sport management graduate studies. *Center for International Business Education and Research (CIBER) Competitive Curriculum Development Grant*. University of Florida, Gainesville, FL. \$7,486.00.
- 2001 - Principal Investigator: Dr. James J. Zhang. Co-Investigators: **Dr. Gregg Bennett**, *Beth Cianfrone*, & Dr. Richard Lutz. Promoting presence of U.S. businesses in Beijing 2008 Olympic Games (Phase I). *Center for International Business Education and Research (CIBER) Competitive Research Grant*. University of Florida, Gainesville, FL. \$4,000.00.
- 2001 - Principal Investigator: Dr. James J. Zhang. Co-Investigators: **Drs. Gregg Bennett** & Daniel P. Connaughton. Incorporation of international business perspectives into selected sport management courses. *Center for International Business Education and Research (CIBER) Competitive Curriculum Development Grant*. University of Florida, Gainesville, FL. \$7,500.00.
- 2001 - Principal Investigator: Dr. James J. Zhang. Co-Investigators: **Dr. Gregg Bennett**, *Beth Cianfrone*, & Dr. Richard Lutz. Promoting presence of U.S. businesses in Beijing 2008 Olympic Games (Phase II). *Center for International Business Education and Research (CIBER) Competitive Research Grant*. University of Florida, Gainesville, FL. \$6,000.00.
- 1999 - Principal Investigator: **Dr. Gregg Bennett**. Design and development of online sport management curriculum. *University of Southern Mississippi Instructional Resources Learning Improvement Grants*. \$300.00.
- 1998 - Principal Investigator: **Dr. Gregg Bennett**. A historiography of Southern Mississippi football. *Aubrey K and Ella Ginn Lucas endowment for faculty excellence*. University of Southern Mississippi. \$5,000.00.

PUBLICATIONS (N = 69)
REFEREED JOURNAL ARTICLES

* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

Wakefield, L., & **Bennett, G.** (2018). Sports fan experience: Electronic-word-of-mouth in ephemeral social media. *Sport Management Review*, 21, 147-159.

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, 5-17.

Lobpries, J., **Bennett, G.**, & Brison, N. (2017). Mary Ann to her Ginger: Comparing the extended brand identity of two elite female athletes. *International Journal of Sports Marketing and Sponsorship*, 18(4), 347-361.

Bennett, G. (2017). Building a strong new media brand: The case of *TexAgs.com*. *Sport Marketing Quarterly*, 26(3), 153-167.

Hodge, C., Walker, M., & **Bennett, G.** (2017). The freeloader effect: Examining the influence of engagement and attitudes in a virtual fan community. *Sport Marketing Quarterly*, 26(3), 130-139.

Wakefield, L., & **Bennett, G.** (2016). A case analysis of partial least squares structural equation modeling (PLS-SEM). *Case Studies in Sport Management*, 5, 65-68.

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

Kang, C., **Bennett, G.**, & Welty-Peachy, J. (2016). Five dimensions of brand personality traits in sport. *Sport Management Review*, 19(4), 441-453.

Brown, B., & **Bennett, G.** (2015). Baseball is whack: Exploring the lack of African American baseball consumption. *Journal of Sport and Social Issues*, 39(4), 287-307.

Reese, J. D., Brown, B., & **Bennett, G.** (2015). Required donations: An empirical test of Prospect Theory & framing of per-seat contributions in intercollegiate athletics. *Global Sport Business Journal*, 3(1), 43-62.

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.

Kang, C., Lee, J., & **Bennett, G.** (2014). Comparative analysis of sport consumer

motivation affecting sport consumption behavior between American and Asian international students. *International Journal of Sport Management*, 15, 286-310.

Reese, J. D., & **Bennett, G.** (2013). Fan satisfaction with the season ticket sales process. *Journal of Contemporary Athletics*, 7(2), 1-15.

Petrick, J.F., **Bennett, G.** & Tsuji, Y. (2013). Measuring Event Attendees Evaluations of a Sporting Event to Determine Loyalty. *Event Management*, 17(2), 97-110.

Hutchinson, M., & **Bennett, G.** (2012). Core values brand building in sport: Stakeholder attitudes towards intercollegiate athletics and university brand congruency. *Sport Management Review*, 15(4), 434-447.

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

Bennett, G., Ballouli, K., & Sosa, J. (2011). Sometimes good, sometimes not so good: Student satisfaction with exchange programs. *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(1), 84-92.

Tsuji, Y., **Bennett, G.**, & Dees, W. (2011). Exploring the effects of sportscape at a professional tennis tournament. *International Journal of Sport Management*, 12(1), 33-49.

Dees, W., Hall, T., Tsuji, Y., & **Bennett, G.** (2010). Examining the effects of fan loyalty and goodwill on consumer perceptions of brands at an action sports event. *Journal of Sponsorship*, 4(1), 38-50.

Dees, W., **Bennett, G.**, Ferreria, M. (2010). Personality fit in NASCAR: An evaluation of driver-sponsor congruence and its impact on sponsorship effectiveness outcomes. *Sport Marketing Quarterly*, 18(2), 25-35.

Wakefield, K., & **Bennett, G.** (2010). Affective intensity and sponsorship identification. *Journal of Advertising*, 9(3), 99-111.

Bennett, G., Ferreira, Lee, J. & Polite, F. (2009). The role of involvement in sports and sport spectatorship in sponsor's brand use: The case of Mountain Dew and action sports sponsorship. *Sport Marketing Quarterly*, 18(1), 14-24.

Tsuji, Y., **Bennett, G.**, & Leigh, J. (2009). Investigating factors affecting brand awareness of virtual advertising. *Journal of Sport Management*, 23(4), 511-544.

- Dees, W., & **Bennett, G.** (2008). The effect of fan involvement on consumers' response to sponsorship at a professional tennis tournament. *International Journal of Sport Management*, 9(3), 328-342.
- Dees, W., **Bennett, G.**, & Villegas, J. (2008). Measuring the effectiveness of commercial sponsorships in intercollegiate athletics. *Sport Marketing Quarterly* 17(2), 79-89.
- Ferreira, M., Hall, T., & **Bennett, G.** (2008). Exploring brand positioning in the context of sponsorship: A correspondence analysis of the Dew Action Sport Tour. *Journal of Sport Management*, 22(6), 734-761.
- Gwinner, K., & **Bennett, G.** (2008). The impact of brand cohesiveness and sport identification on brand fit in a sponsorship context. *Journal of Sport Management*, 22(4), 410-426.
- Tsuji, Y., **Bennett, G.**, & Dees, W. (2008). Factors affecting repeat attendance intentions: The case of a state sports event. *International Journal of Sport Management*, 9(1), 1-14.
- Tsuji, Y., **Bennett, G.**, & Zhang, J. (2007). Consumer satisfaction with an action sports event. *Sport Marketing Quarterly*, 16(4), 199-208.
- Dees, W., **Bennett, G.**, & Tsuji, Y. (2007). Attitudes toward sponsorship at a state sports festival. *Event Management*, 10(2), 89-101.
- Bennett, G.**, Ferreira, M., Tsuji, Y., Siders, R., & Cianfrone, B. (2006). Analyzing the effects of advertising type and antecedents on attitude toward advertising in sport. *International Journal of Sports Marketing and Sponsorship*. 8(1), 62-81.
- Cianfrone, B., **Bennett, G.**, Siders, R., & Tsuji, Y. (2006). Virtual advertising and brand awareness. *International Journal of Sport Management and Marketing*, 1(4), 289-310.
- Bennett, G.**, Cunningham, G., & Dees, W. (2006). Measuring the marketing communication activations of a professional tennis tournament. *Sport Marketing Quarterly*, 15 (2), 91-101.
- Bennett, G.**, Sagas, M., & Dees, W. (2006). Media preferences of action sports consumers: Differences between Generation X and Y. *Sport Marketing Quarterly*, 15 (1), 40-49.
- Zhang, J. J., Lam, E. T. C., Connaughton, D. P., **Bennett, G.**, & Smith, D. W. (2005) Development of a scale measuring spectator satisfaction toward support programs of minor league hockey games. *International Journal of Sport Management*, 6 (1), 47-70.

Bennett, G., Sagas, M., Fleming, D., & Von Roenn, S. (2005). On being a living contradiction: The struggles of an elite college coach with the dominant culture of sport. *Journal of Values and Ethics in Education*, 26 (3), 289-300.

Bennett, G., & Lachowetz, T. (2004). Marketing to lifestyles: Action sports and Generation Y. *Sport Marketing Quarterly*, 13 (4), 239-243.

Tillman, M., Hass, C., Brunt, D., & Bennett, G. (2004). Jumping and landing techniques in elite women's volleyball. *Journal of Sports Science and Medicine*, 3(1): 30-36.

Zhang, J. J., Lam, E. T. C., Connaughton, D. P., **Bennett, G.**, Pease, D. G., Pham, U. L., Killion, L. E., Ocker, L. B., & Duley, A. R. (2004). Variables affecting spectator enjoyment of minor league hockey games. *International Journal of Sport Management*, 5 (2), 157-182.

Von Roenn, S., Zhang, J., & Bennett, G. (2004). Dimensions of ethical misconduct in contemporary sports and their association with the backgrounds of stakeholders. *International Sports Journal*, 37-54.

Bennett, G., & Henson, R. (2003). Status of the action sports segment among college students. *International Sports Journal*, 7(1), 124-138.

Bennett, G., Henson, R., & Zhang, J. (2003). Generation Y perceptions of the action sports industry segment. *Journal of Sport Management*, 17 (2), 95-115.

Zhang, J. J., Lam, E. T. C., **Bennett, G.**, & Connaughton, D. P. (2003). Confirmatory factor analysis of the spectator decision making inventory. *Measurement in Physical Education and Exercise Science* 7 (2), 57-70.

Bennett, G., Henson, R., & Drane, D. (2003). Student experiences with service learning in a sport management class. *Journal of Experiential Education* 26 (2), 61-69.

Bennett, G., Phillips, J., Drane, D., & Sagas, M. (2003). The coaching carousel: Turnover effects on professional sport. *International Journal of Sport Management*, 4 (3), 192-204.

McGuire, J., Drummond, J.L., & **Bennett, G.** (2003). Adolescent smoking and physical activity: Practices and perceptions. *Community Education Journal*.

Bennett, G., Henson, R., & Zhang, J. (2002). Action sport sponsorship recognition. *Sport Marketing Quarterly*, 11 (3), 185-196.

Bennett, G. (2002). Web-based instruction in sport management. *Sport Management Review*, 5 (1), 45-68.

- Hardin, B., & **Bennett, G.** (2002). Instructional attributes of a successful baseball coach. *Applied Research Annual in Coaching and Athletics*, 17, 43-62.
- Bennett, G.** & Hardin, B. (2002). Management behaviors of an elite intercollegiate baseball coach. *International Journal of Sport Management*, 3 (3), 199-214.
- Bennett, G.**, & Cyree, K. (2002). Team payroll and performance in baseball: Are championships purchased? *International Journal of Sport Management*, 3 (1), 74-84.
- Bennett, G.**, & Pharr, T. (2002). Controlling the running game. *Strategies*, 15 (5), 7-10.
- Drummond, J.L., McGuire, J.G., & **Bennett, G.** (2002) Student perceptions of exercise role modelling by secondary health educators. *Health Education Journal*, 61(1), 78-86.
- Bennett, G.**, & Green, R. (2001). Promoting service learning via online instruction. *College Student Journal*, 35 (4), 491-497.
- Connaughton, D., Spengler, J., & **Bennett, G.** (2001). Crisis planning and management for physical activity programs. *Journal of Physical Education, Recreation, and Dance*, 72 (7), 27-29.
- Bennett, G.**, Henson, R., & Connaughton, D. (2001). Student perceptions of an online course in sport management. *International Journal of Sport Management*, 2 (3), 205-215.
- Bennett, G.**, & Green, F. (2001). Student learning in the online environment: No significant difference? *Quest*, 53, 1-13.
- Beck, J., **Bennett, G.**, Maneval, M., & Hayes, H. (2001). Faculty perceptions of the academic performance of student-athletes. *Applied Research in Coaching and Athletics Annual*, 16, 125-143.
- Bennett, G.** (2000) Sport education as an alternative for the basic instruction program. *Chronicle of Physical Education in Higher Education* 11 (3), 3, 9-11.
- Bennett, G.**, & Phillips, J. (2000). Web-based instruction in physical education. *Chronicle of Physical Education in Higher Education* 11 (3), 6, 13-15.
- Bennett, G.** (2000) Students' participation styles in two university weight training classes. *Journal of Teaching in Physical Education*, 19 (2), 182-205.
- Bennett, G.** & Yeager, C. (March/April, 2000). The stride is key in hitting. *Strategies*, 13 (4), 5-7.
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Bennett, G. & Maneval, M (2000). An axiom in baseball. *Applied Research Annual in Coaching and Athletics*, 15, 78-84.

Bennett, G. & Hastie, P. (1999) Student perceptions of two university weight training classes. *Journal of Sport Pedagogy*, 5 (2), 13-32.

Bennett, G. & Maneval, M. (May, 1999). Accreditation: A solution for the basic instruction program? *Chronicle of Physical Education in Higher Education*, 10 (2), 5, 15-16.

Bennett, G. & Maack, M. (1999). The importance of first-pitch strikes. *Applied Research in Coaching and Athletics Annual*, 14, 196-203.

Bennett, G. & Maneval, M. (1998). Leadership styles of elite Dixie Youth baseball coaches. *Perceptual and Motor Skills*, 87, 754.

Bennett, G. & Hastie, P. (Jan, 1997). The implementation of the sport education curriculum model into a collegiate physical activity course. *Journal of Physical Education, Recreation and Dance*, 68, 1, 39-44.

PUBLICATIONS

Books

Bennett, G., Ballouli, K., & Sutton, W. (2015). *International Sport Business*. Seven Sports: College Station, TX. ISBN 978-0-692-57218-4

Cox, J., & Bennett, G. (2004). *Rock solid: The history of Southern Mississippi football*. Jackson, MS: University Press of Mississippi.

PUBLICATIONS

NON-REFEREED

Bennett, G. (May/June, 1998). A combination catching drill. *Scholastic Coach*, 67, 10, 34.

NATIONAL/INTERNATIONAL PRESENTATIONS (N = 116)

* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

1. Yu, Bo, & **Bennett, G.** (March 21, 2018). Victim or Victor? The Effect of Athlete Doping Scandals on Sponsors. Academy of Business Research annual conference, New Orleans, LA.
2. Pederson, J., **Bennett, G.**, & Brown, B. (November 2, 2017). It's Not What You Tweet but How You Tweet It. Sport Marketing Association annual conference, Boston, MA.
3. Murray, T., **Bennett, G.**, & Brison, N. (June 2, 2017). A Dent in the NFL Shield? Investigating the Kaepernick Effect. North American Society for Sport Management annual conference
4. Murry, T., **Bennett, G.**, & Brison, N. (February 13, 2017). Sitting to take a stand? Critical

- discourse analysis of the Mike Evans protest. National Association of African American Studies 2017 conference, Dallas, TX.
5. *Wakefield, L.*, Bennett, G. (2016, November). Fear of missing out on ephemeral social media. Sport Marketing Association 2016 Conference, Indianapolis, IN.
 6. *Wakefield, L.*, Bennett, G. (2016, February). Promotions in Snapchat: Marketing orientation in ephemeral social media. American Marketing Association 2016 Winter Educators Conference, Las Vegas, NV.
 7. *Wakefield, L.*, Bennett, G. (2015, October). Ephemeral social media or damage control: "Y'know, you can't please all the people all the time...and last night, all those people were at my show." Sport Marketing Association 2015 Conference, Atlanta, GA.
 8. *Wakefield, L.*, Bennett, G. (2015, October). Ephemeral social media in relational marketing. Sport Marketing Association 2015 Conference, Atlanta, GA.
 9. *Wakefield, L.*, Bennett, G., *Pederson, J.* (2015, August). Sport sponsorship 2.0: Virtual fan communities offer valuable sponsorships. American Marketing Association 2015 Conference, Chicago, IL.
 10. *Pederson, J.*, Bennett, G., & *Wakefield, L.* (March 6, 2015). Follow the Tweeter: Analyzing sport teams' brand communication on Twitter. Paper presented at the IACS 8th Summit on Communication and Sport.
 11. *Pederson, J.*, *Lobpries, J.*, Bennett, G., & *Wakefield, L.* (March 6, 2015). #WCWS: Examining Twitter conversations surrounding a major college sporting event. Paper presented at the IACS 8th Summit on Communication and Sport.
 12. *Brown, B.*, Bennett, G., & *Pederson, J.* (June, 2014). Advertising Baseball to African Americans: Examining Perceived Match-Up Effects with the Theory of Reasoned Action. Paper presented at the annual conference for the North American Society for Sport Management.
 13. *Brown, B.*, Simmons, J., & Bennett, G. (October 24, 2014). Advertising baseball to African-Americans utilizing relevant heuristic cues. Presented at the Sport Marketing Association Annual Conference. Philadelphia, PA.
 14. *Hodge, C.*, *Brown, B.*, Walker, M., & Bennett, G. (June, 2014). Branding on Tour: Examining the Evolution, Maintenance, and Life-Cycle of Personal Branding and Endorsements. Paper presented at the annual conference for the North American Society for Sport Management.
 15. *Lobpries, J.*, & Bennett, G. (October 22, 2014). Brand identity creation for female athletes. Presented at the Sport Marketing Association Annual Conference. Philadelphia, PA
 16. *Lobpries, J.*, *Hodge, C.*, *Cohen, A.*, & Bennett, G. (June, 2014). Moving Beyond Passion: Investigating the Motivations of Professional Female Athletes as League Employees. Paper presented at the annual conference for the North American Society for Sport Management.
 17. *Wakefield, L.*, Bennett, G., & *Reese, J.* (June, 2014). Effects of Construal Level Theory on Price Sensitivity and Perceived Value of Branded Products. Paper presented at the annual conference for the North American Society for Sport Management.
 18. *Wakefield, L.*, *Pederson, J.*, & Bennett, G. (October 22, 2014). Getting a full head of "esteem" in sponsorship. Presented at the Sport Marketing Association Annual Conference.
 19. *Reese, J. D.*, & **Bennett, G.** (November 17, 2011). Sponsorship Effectiveness in
-

- Ultimate Fighting Championship. Presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.
20. Brown, B. & **Bennett, G.** (October 28, 2011). University and team identification amongst African Americans in baseball. Presented at the Sport Marketing Association annual conference, Houston, TX.
 21. Reese, J., & **Bennett, G.** (October 27, 2011). Brand attributes, attitudes and involvement: Action sports sponsors and events. Presented at the Sport Marketing Association annual conference, Houston, TX.
 22. Ballouli, K., **Bennett, G.**, & Hutchinson, M. (October 27, 2011). There's more to a sports brand than meets the eye: The strategic use of music in sports. Presented at the Sport Marketing Association annual conference, Houston, TX.
 23. Kang, C., & **Bennett, G.** (October 26, 2011). The relationship between spectator motives and media consumption behavior in college football events. Presented at the Sport Marketing Association annual conference, Houston, TX.
 24. Reese, J., Brown, B., & **Bennett, G.** (October 26, 2011). Required donations: Prospect theory & per-seat contribution frames. Presented at the Sport Marketing Association annual conference, Houston, TX.
 25. Ballouli, K., **Bennett, G.**, & Hutchinson, M. (October 26, 2011). Brand building with team music. The impact of musical fit on shopping outcomes. Presented at the Sport Marketing Association annual conference, Houston, TX.
 26. Hutchinson, M., & **Bennett, G.** (June 3, 2011). Core values based branding: Institutional stakeholders attitudes towards the Texas A & M University brand. Paper presented at the North American Society of Sport Management annual conference, London, ON.
 27. Brown, B. & **Bennett, G.** (March 26, 2011). The path to fandom. Presented at the Association of Marketing Theory and Practice annual conference, Panama City Beach, FL.
 28. Reese, J.D., & **Bennett, G.** (March 26, 2011). Required donations: Prospect theory & framing of per-seat contributions in intercollegiate athletics. Presented at the Association of Marketing Theory and Practice annual conference, Panama City Beach, FL.
 29. Reese, J.D., & **Bennett, G.** (October 29, 2010). Brand personality of mixed martial arts. Presented at the Sport Marketing Association annual conference, New Orleans, LA.
 30. Reese, J., Ballouli, K., & **Bennett, G.** (October 28, 2010). Measuring the influence of social media on television viewership. Presented at the Sport Marketing Association annual conference, New Orleans, LA.
 31. Bouchet, A., Ballouli, K., & **Bennett, G.** (October 28, 2010). Implementing a ticket sales force in college athletics: A decade of challenges. Presented at the Sport Marketing Association annual conference, New Orleans, LA.
 32. Kang, C., Lee, J., & **Bennett, G.** (October 27, 2010). Exploring motivations and potential barriers for Asian International students to attend intercollegiate sporting events. Presented at the Sport Marketing Association annual conference, New Orleans, LA.
 33. Ballouli, K., Hutchinson, M., & **Bennett, G.** (2010, March). The economic impact of a statewide event on a small-sized community: The case of the Florida Sunshine State Games. Paper presented at the American Alliance for Health, Physical Education,

- Recreation, and Dance Conference, Indianapolis, IN.
34. Reese, J. & **Bennett, G.** (2010, June). Perceptions of Season Tickets: A Minor League Baseball Franchise Setting. Paper presented at the North American Society of Sport Management Annual conference, Tampa, FL.
 35. Tsuji, Y., **Bennett, G.**, & Leigh, J. (October 29, 2009). Effects of animation on perceptual antecedents of attitude toward virtual advertising. Paper presented at the Sport Marketing Association Conference, Cleveland, OH.
 36. Hutchinson, M., & **Bennett, G.** (October 29, 2009). The utilization of core values as an avenue for promotion in sport: Faith-based activations as the moral face of sport organizations. Paper presented at the Sport Marketing Association Conference, Cleveland, OH.
 37. Hutchinson, M., Ballouli, K., & **Bennett, G.** (October 29, 2009). Assessing the satisfaction of a fan loyalty program: A case study of the 12th Man Team Rewards Program. Paper presented at the Sport Marketing Association Conference, Cleveland, OH.
 38. Ballouli, K. & **Bennett, G.** (October 29, 2009). *Fusing sports in America: The case of the American Sports Brand Fusion Arts Exchange*. Paper presented at the Sport Marketing Association annual conference, Cleveland, OH.
 39. Ballouli, K., & **Bennett, G.** (May 30, 2009). An examination of influences on the consumption of fantasy sports. Paper presented at the North American Society of Sport Management Annual conference, Columbia, SC.
 40. Hodge, K., **Bennett, G.**, & Ballouli, K. (May 30, 2009). Branding in youth sports: The case of the CST baseball academy. Paper presented at the North American Society of Sport Management annual conference, Columbia, SC.
 41. Hutchinson, M., Bouchet, A., & **Bennett, G.** (May 30, 2009). Sponsoring firms assess perceptions of sport property sponsorships and execution. Paper presented at the North American Society of Sport Management annual conference, Columbia, SC.
 42. Ballouli, K., Hodge, K., **Bennett, G.**, & Batista, P. (March 6, 2009). Risk management in youth sports: A case study of the Twelve Baseball Academy. Paper presented at the 22nd Annual Sport, Physical Activity, Recreation and Law conference.
 43. **Bennett, G.**, Irwin, R., Kahler, J., & Sutton, W. (January 29, 2009). Industry panel presentation on academics and practitioners. National Sports Forum, Phoenix, AZ.
 44. Ballouli, K., **Bennett, G.**, & Hutchinson, M. (November 5, 2008). Service quality and consumer satisfaction with a state sports festival. Paper presented at the Sport Entertainment and Venues annual conference, Columbia, SC.
 45. Hutchinson, M., **Bennett, G.**, & Ballouli, K. (November 5, 2008). The impact of increasing gas prices on attendance at the Florida Sunshine State Games. Paper presented at the Sport Entertainment and Venues annual conference, Columbia, SC.
 46. Hutchinson, M. & **Bennett, G.** (November 5, 2008). The effectiveness of marketing to the Christian segment through Faith Nights. Paper presented at the Sport Entertainment and Venues annual conference, Columbia, SC.
 47. **Bennett, G.**, Irwin, R., Kahler, J., & Sutton, W. (January 29, 2009). Industry panel presentation on academics and practitioners. National Sports Forum, Memphis, TN.
 48. **Bennett, G.** (November 2, 2007). Brand use among involved consumers: The case of the Mountain Dew action sports sponsorship. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
 49. Dees, W. & **Bennett, G.** (November 2, 2007). Personality fit in NASCAR: Does driver-
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- sponsor congruence increase sponsorship effectiveness outcomes? Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
50. Tsuji, Y. & **Bennett, G.** (November 2, 2007). Factors affecting brand awareness of virtual advertising in sports. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
 51. Ballouli, K., **Bennett, G.**, & Bouchet, A. (November 3, 2007). Does the host site matter? A comparison of the market demographics for an annual state sports festival. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
 52. Bouchet, A., **Bennett, G.**, & Ballouli, K. (November 3, 2007). Consumer attitudes toward state sports festival: The case of the Sunshine State Games. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
 53. Ferreira, M., Greenwell, C., & **Bennett, G.** (June 1, 2007). Maximizing rivalries using discrete choice experiments: An exploration of how marketers can leverage and assess the monetary value of key games. Paper presented at the North American Society for Sport Management annual convention, Miami, FL.
 54. Tsuji, Y., **Bennett, G.**, & Dees, W. (May 31, 2007). Investigating the effect of involvement on perceived goodwill at an action sports event. Paper presented at the North American Society for Sport Management annual convention, Miami, FL.
 55. Tsuji, Y., Petrick, J., & **Bennett, G.** (May 31, 2007). Measuring spectators' evaluations of a sporting event to determine loyalty. Paper presented at the North American Society for Sport Management annual convention, Miami, FL.
 56. **Bennett, G.**, Ferreira, M., Tsuji, Y., Siders, R., & Cianfrone, B. (November 3, 2006). Perceptual antecedents of attitude toward advertising in sport: A comparison of television commercials and virtual advertising. Paper presented at the Sport Marketing Association annual conference, Denver, CO.
 57. Hall, T., Ferreira, M., & **Bennett, G.** (November 3, 2006). Exploring brand positioning in the context of sponsorship: A correspondence analysis approach. Paper presented at the Sport Marketing Association annual conference, Denver, CO.
 58. Tsuji, Y., **Bennett, G.**, & Dees, W. (November 3, 2006). Factors affecting repeat attendance intentions: The case of a state sports event. Paper presented at the Sport Marketing Association annual conference, Denver, CO.
 59. Dees, W., **Bennett, G.**, & Tsuji, Y. (November 3, 2006). Brand Image and product fit: An examination of the effects on consumer purchase intentions during an action sports series. Paper presented at the Sport Marketing Association annual conference, Denver, CO.
 60. Tsuji, Y., **Bennett, G.**, & Petrick, J. F. (September 1, 2006). Investigating factors affecting behavioral intention at an action sports event. Asian Association for Sport Management Conference. Tokyo, Japan
 61. **Bennett, G.**, & Ferreira, M. (June 3, 2006). Brand sponsorship and consumption among targeted markets: Mountain Dew and action sports. Paper presented at the North American Society for Sport Management annual convention, Kansas City, MO.
 62. Dees, W., & **Bennett, G.** (June 1, 2006). Sponsorship effectiveness and action sports: Testing an empirical model. Paper presented at the North American Society for Sport Management annual convention, Kansas City, MO.
 63. Gwinner, K. & **Bennett, G.** (June 1, 2006). The role of event-sponsor fit and event involvement in understanding sponsorship outcomes. Paper presented at the North American Society for Sport Management annual convention, Kansas City, MO.

64. *Dees, W., & Bennett, G.* (November 12, 2005). Examining the interactive effects of consumer attitudes. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
65. *Bennett, G., Delpi, L., Gladden, J., Howard, D., & Stotlar, D.* (November 11, 2005). Institutional best practices. Panel presentation at the Sport Marketing Association annual conference, Phoenix, AZ.
66. *Bennett, G., Dees, W., & Tsuji, Y.* (November 11, 2005). Examining the interactive effects between sportscape and sport event satisfaction. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
67. *Roberts, J., Bennett, G., & Ferreira, M.* (November 11, 2005). Team rewards program: A case study of a college target promotion. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
68. *Wakefield, K., & Bennett, G.* (November 11, 2005). Affective intensity and sponsorship identification. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
69. *Tsuji, Y., Bennett, G., & Leigh, J.* (November 10, 2005). Consumer identification of animated vs. non-animated virtual advertisements. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ. [Paper won best research poster award at conference]
70. *Dees, W., Bennett, G., Cunningham, G., & Sagas, M.* (November 20, 2004). Measuring the marketing communication activations of the Tennis Masters Cup. Paper presented at the Sport Marketing Association annual conference, Memphis, TN.
71. *Elles, M., Bennett, G., Tsuji, Y.* (November 19, 2004). Athlete sponsorships: Comparisons of action and mainstream athletes. Paper presented at the Sport Marketing Association annual conference, Memphis, TN.
72. *Drane, D., Letter, G., & Bennett, G.* (November 19, 2004). Decision factors in relocating a minor league baseball club: A case study. Paper presented at the Sport Marketing Association annual conference, Memphis, TN.
73. *Bennett, G., Sutton, W., DeGaris, L., & Irwin, R.* (November 18, 2004). Connecting with the industry: Academic consulting in the sport industry. Symposia to be presented at the Sport Marketing Association annual conference, Memphis, TN.
74. *Bennett, G., Dees, W., & Tsuji, Y.* (June 3, 2004). Exploring the action sports phenomenon: Trendy fad or established segment? Paper presented at the North American Society for Sport Management annual convention, Atlanta, GA.
75. *Massengale, J., Estes, S., & Bennett, G.* (January 9, 2004). Quality internship experiences in physical activity occupations. Program presented at the 2004 National Association of Physical Education in Higher Education annual convention, Sand Key, FL.
76. *Bennett, G., Dees, W., Cunningham, G., & Sagas, M.* (November 13, 2003). Media usage among action sports consumers. Paper presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
77. *Lachowetz, T., & Bennett, G.* (November 13, 2003). Marketing to lifestyles: The Gravity Games, LLC. Paper presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
78. *Dees, W., Bennett, G., Villegas, J., Siders, R., Pennington-Gray, L.* (November 14, 2003). Measuring the effectiveness of commercial sponsorships in intercollegiate sports. Paper presented at the Inaugural Sport Marketing Association conference,

- Gainesville, FL.
79. *Tsuji, Y.*, & **Bennett, G.** (November 14, 2003). Assessing the effectiveness of virtual advertising: Princeton Video Image, Inc (PVI). Paper presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
 80. Villegas, J., & **Bennett, G.** (November 14, 2003). Exploring the current application of integrated marketing communication tools by beer companies in televised baseball games. Paper presented at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
 81. *Tsuji, Y.*, **Bennett, G.**, & Zhang, J. (November 14, 2003). Consumer satisfaction with the quality of a large-scale action sports event. Presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
 82. **Bennett, G.**, *Cianfrone, B.*, & *Tsuji, Y.* (May 30, 2003). Virtual advertising recall & recognition rates. Paper presented at the North America Society of Sport Management Conference, Ithaca, NY.
 83. **Bennett, G.**, *Tsuji, Y.*, & *Cianfrone, B.* (May 29, 2003). Attitudes towards virtual advertising. Paper presented at the North America Society of Sport Management Conference, Ithaca, NY.
 84. *Von Roenn, S.*, Zhang, J., & **Bennett, G.** (March, 2003). Dimensions of ethical misconduct in contemporary sports and their association with the backgrounds of stakeholders. Sports, Character, and Responsible Citizenship annual conference, South Bend, IN.
 85. Zhang, J. J., Lam, E. T. C., Connaughton, D. P., & **Bennett, G.** (2002). A confirmatory factor analysis of the Spectator Decision Making Inventory (SDMI). Paper presented at the International Conference on Sport and Entertainment Business, Columbia, SC.
 86. Zhang, J. J., Lam, E. T. C., Smith, D. W., Connaughton, D. P., & **Bennett, G.** (April 15, 2002). Development of a scale measuring spectator satisfaction toward support programs of minor league hockey games. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, San Diego, CA.
 87. Ellis, M., Zhang, J. J., Braunstein, J., Connaughton, D. P., & **Bennett, G.** (April 15, 2002). Expectations of potential consumers on critical game product variables for a new NFL expansion team. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, San Diego, CA.
 88. **Bennett, G.**, & Fleming, D. (April 14, 2002). A living contradiction: The struggles of an elite college coach with the dominant culture of sport. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, San Diego, CA.
 89. **Bennett, G.** (October 3, 2001). Web-based instruction in sport management: A case study. Paper presented at the International Conference on Sport and Entertainment Business. Columbia, SC.
 90. **Bennett, G.**, Henson, R., & Zhang, J. (October 3, 2001). Action sport sponsorship recognition. Paper presented at the International Conference on Sport and Entertainment Business. Columbia, SC.
 91. **Bennett, G.**, & Henson, R. (October 3, 2001). Generation Y perceptions of action sports. Paper presented at the International Conference on Sport and Entertainment Business. Columbia, SC.
 92. **Bennett, G.**, Henson, R., & *Drane, D.* (October 25, 2001). Student experiences with service learning in sport management. Paper presented at the 30th Anniversary National
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- Society for Experiential Education conference, Orlando, FL.
93. **Bennett, G.**, & Cyree, K. (May 31, 2001). Team payroll and performance in major league baseball: Are championships purchased? Presented at the North American Society for Sport Management annual convention, Virginia Beach, VA.
 94. **Bennett, G.**, & Henson, R. (May 31, 2001). Student attitudes toward extreme sports. Presented at the North American Society for Sport Management annual convention, Virginia Beach, VA.
 95. Drummond, J., **Bennett, G.**, & McGuire, J. (March, 2001). Role modeling of physical activity by secondary health educators. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Cincinnati, OH.
 96. Forbus, B., Estes, S., Finkenberg, M., & **Bennett, G.** (January 6, 2001). The Big picture: A technology issues forum. Panel presentation at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
 97. **Bennett, G.**, Estes, S., Finkenberg, M., Forbus, M., & Stanbrough, M. (January 5, 2001). Web-based instruction issues. Panel presentation at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
 98. **Bennett, G.**, & Maneval, M. (January 5, 2001). Accreditation: A solution for the basic instruction program? Presented at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
 99. **Bennett, G.** (January 4, 2001). Student perceptions of an online course in sport management. Presented at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
 100. **Bennett, G.**, *Balog, S.*, & *Ferrara, G.* (November 30, 2000). Constructivist theory in sport management. Paper presented at the Florida State University Sport Management annual conference, Tallahassee, Florida.
 101. **Bennett, G.**, *Drane, D.*, & *Letter, G.* (June 3, 2000). Online instruction and sport management. Presented at North American Society for Sport Management annual convention, Colorado Springs, CO.
 102. Phillips, J., *Drane, D.*, & **Bennett, G.** (May 31, 2000). The coaching carousel: Turnover effects on professional sport. Presented at North American Society for Sport Management annual convention, Colorado Springs, CO.
 103. Maneval, M., Jefferson, C., **Bennett, G.**, Phillips, J., & White, G. (March 24, 2000). Educational performance of athletes and non-athletes in two Mississippi rural high schools. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Orlando, FL.
 104. **Bennett, G.** & Maneval, M. (March 24, 2000). Leadership Styles of Elite Dixie Youth Baseball Coaches. Presented at American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Orlando, FL.
 105. **Bennett, G.** (March 24, 2000). Sport Education: Variations in structure, function, and assessment practices. Panel presentation at American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Orlando, FL.
 106. **Bennett, G.** (March 9, 2000). Integrating service learning into an online class. Presented at the Syllabus 2000 conference, Orlando, FL.
 107. **Bennett, G.** (January 5, 2000). Sport Education as an Alternative for the Basic Instruction Program. Paper presented at the National Association of Physical Education in Higher Education annual convention, Austin, TX.
 108. **Bennett, G.**, Maneval, M., & Green, R. (January 5, 2000). Student learning and
-

- online instruction in the 21st Century. Paper presented at the National Association of Physical Education in Higher Education annual convention, Austin, TX.
109. **Bennett, G.**, Kolbo, J., & McGowan, S. (July 29, 1999). Design and development of Internet-based instruction for sports administration. Presented at the NASPE/Southern District AAHPERD Joint National Technology Conference, Chattanooga, TN.
110. **Bennett, G.** (May 22, 1999). David wants to be Goliath: Southern Mississippi's attempt at affiliation. Presented at the 27th Annual Convention of the North American Society of Sports History, State College, PA.
111. Belcher, D., Maneval, M., & **Bennett, G.** (May 25, 1999). Dixie Youth baseball: An historical overview. Presented at the Conference on Youth Sports in the 21st Century, East Lansing, MI.
112. **Bennett, G.** & Drummond, J. (April 23, 1999). Role modeling of leisure-time physical activity by health educators. Presented at the Annual American Alliance for Health, Physical Education, Recreation and Dance, Boston, MA.
113. **Bennett, G.** (October 10, 1998). Implementing a unit of sport education into the BIP curriculum. Presented at the National Conference on Promoting Lifelong Physical Activity, Salt Lake City, UT.
114. Phillips, D, Crow, B., Gillentine, A., & **Bennett, G.** (May 28, 1998). A man called Graicunas: The management, communications, & economics of gender equity in athletic programs. Presented at North American Society for Sport Management annual convention, Buffalo, NY.
115. **Bennett, G.**, Hastie, P., & Davenport, J. (April, 1998). Participation patterns of students in university weight training classes. Presented at American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Reno, NV.
116. Maneval, M., & **Bennett, G.** (April, 1998). A comparison of three methods in the measurement of body fat. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention Reno, NV.
117. **Bennett, G.** (May 29, 1995). Top of the 1st: Baseball from reconstruction through the 1890's at four Southern Intercollegiate Athletic Conference Colleges. Presented at the North American Society of Sport History Convention. Long Beach, CA.

REGIONAL CONFERENCE PRESENTATIONS

* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

- o Texas Graduate Sport Management Student Symposium. College Station, Texas.
- o **Bennett, G.**, & Forbus, W. (February, 2001). Building online learning communities. Presented at Southern District AAHPERD annual convention, Birmingham, Alabama.
- o **Bennett, G.** & Letter, G. (December 3, 1999). The University of Southern Mississippi students' attitudes toward physical education. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
- o **Bennett, G.** & Letter, G. (December 3, 1999). Outcome objectives of students in the basic instruction program at the University of Southern Mississippi. Presented at

the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.

- **Bennett, G.** (December 3, 1999). The stride is key in hitting. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
- **Bennett, G.** (December 4, 1998). The importance of throwing first pitch strikes. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
- **Bennett, G. & Maneval, M.** (December 4, 1998). Validation of a first pitch axiom in baseball. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
- **Bennett, G. & Drummond, J.** (October 28, 1998). Role modeling of physical activity by Mississippi high school health educators. Presented at the Annual Fall Conference of the Mississippi Rural Health Association, Jackson, Mississippi.
- **Bennett, G., Hastie, P., & Davenport, J.** (February, 1998). "Perceptions of College Physical Education. Presented at the Southern District AAHPERD Convention, Biloxi, Mississippi.
- **Bennett, G. & Paul, J.** (March, 1993). The Jeffries-Johnson fight: From Jeffries corner. Presented at the Southern District AAHPERD Convention, Nashville, Tennessee.

EDITORIAL BOARD & JOURNAL REVIEWS

Editorial Boards

International Journal of Sport Management (Editorial Review Board, 2000-2008)

Sport Marketing Quarterly (Editorial Review Board, 2007-2012)

Journal Reviewing (one or more reviews)

Journal of Sport Management, International Journal of Sport Management and Marketing, Journal of Leisure Research, Sex Roles, International Journal of Sport Communication, Sport and Society, & Journal of Contemporary Athletics.

MEDIA MENTIONS

A-B kicks in \$70 million: World Cup campaign is costlier than either the Super Bowl or Olympics. Gregory Cancelada. *ST. LOUIS POST-DISPATCH* (Friday, June 9, 2006).

A-B sponsors da Bulls, da Hawks. Gregory Cancelada. *ST. LOUIS POST-DISPATCH* (Saturday, February 4, 2006).

Summer X Games decide to go long with Los Angeles. Pete Thomas, *LOS ANGELES TIMES* (April 27, 2005).

Ready for action: Local venues are expecting big crowds for the X Games, more proof of extreme sports' appeal. Pete Thomas, *LOS ANGELES TIMES* (August 4, 2004).

More than meets the eye: How kids perceive sports is more than a black-and-white process. Jamar Lester, *Sportingkid Magazine* (August, 2004).

Sons teaching old dads new tricks, extreme bonding: It used to be about playing ball, now it's all about action sports and dads are scrambling to keep up. Douglas Brown, *DENVER POST* (June 28, 2004).

X (Games) Factor. Brady McCollough, *TAMPA TRIBUNE* (August 16, 2003)

COURSES TAUGHT

Texas A&M University

Graduate:

Sport Marketing; Seminar in Event Management; Seminar in Sport Marketing; Trends and Issues in Sport Management

Undergraduate:

Event management; Sociology of Sport; International Sport Business; Pre-Internship, Internship in Sport Management

The University of Florida

Graduate:

Sport Marketing; Sport Ethics; Social Aspects of Sport#; Event Management #; International Sport Business #; Contemporary Sport Industry Trends (PhD) #

Undergraduate:

Moral and Ethical Issues in Sport; Sport Management**; History of Sport and Exercise Sciences; Event Management #

The University of Southern Mississippi

Graduate:

Sport Psychology; Advanced Sport Administration; Research in Sport Administration; Sociology of Sport

Undergraduate:

Introduction to Sport Administration*; Sport Pedagogy; Sport Administration; Sociology of Sport; Sport Psychology; Practicum in Sport Management; Coaching Baseball

*developed as an online course, fall of 1999 **developed as an online course, Spring 2001 # constructed as a new course offering for UF

STATISTICAL DATA ON TEACHING

University of Florida Courses Evaluated:

Term	Note: 5=High, 1=Low	Instructor Overall	Department Overall	College Overall
Fall 2000				
	Moral and Ethical Issues	4.75	4.36	4.32
	*Sport Ethics	4.78	4.36	4.32
	*Sport Marketing	4.79	4.36	4.32
Spring 2001				
	Sport Management-online (n=20)	4.67	4.48	4.45
	Sport Management (n=50)	4.83	4.48	4.45

Summer 2001				
	Sport History	4.67	4.47	4.48
Fall 2001				
	*Sport Ethics (n=51)	4.97	4.4	4.37
	Sport History (n=70)	4.74	4.4	4.37
Spring 2002				
	Sport Management	4.78	4.55	4.45
	Sport History	4.67	4.55	4.45
	*Sport Sociology	4.80	4.55	4.45
Fall 2002				
	Sport History	4.76	4.44	4.39
	*Sport Ethics (n=50)	4.84	4.44	4.39
	Event Management (n=35)	4.77	4.44	4.39
Spring 2003				
	*Sociology of sport (n=50)	4.74		
	Sport Management (n=75)	4.82		
	Sport History (n=80)	4.90		
Summer 2003				
	Event Management (n=20)	5.0	4.45	4.45
Fall 2003				
	Sport Ethics (n=50)	4.85	4.3	4.35
	*International Sport Business (n=30)	4.90	4.3	4.35

Summary of Student Evaluations
Fall 2005 – Fall 2011 (Texas A&M University)

Semester	Course	Mean Student Ratings			
		<i>Instructor was knowledgeable concerning course content</i>	<i>Instructor taught course effectively</i>	<i>Overall Course Mean</i>	<i>Overall Department (HLKN) Mean</i>
Fall 2005	KINE 615 <i>Sport Marketing</i>	4.95	4.32	4.47	4.59
Spring 2006	KINE 319 <i>Sociology of Sport</i>	5.00	4.86	4.70	4.59
Fall 2006	KINE 615 <i>Sport Marketing</i>	4.87	4.83	4.73	4.60
Spring 2007	KINE 337 <i>International Sport Business</i>	4.86	4.76	4.75	4.59
Fall 2007	KINE 482 <i>Seminar in Sport Mgmt Research</i>	4.83	4.75	4.66	4.59
Spring 2008	KINE 615	5.00	5.00	4.87	4.56

	<i>Sport Marketing</i>				
Fall 2008	KINE 615 <i>Sport Marketing</i>	4.92	4.67	4.70	4.69
Spring 2009	KINE 601 <i>Research Methods for Sport Organizations</i>	4.81	4.44	4.62	4.65
Fall 2009	SPMT 615 <i>Sport Marketing</i> SPMT 682 <i>Seminar in...</i> <i>average</i>	4.87 <u>4.75</u> 4.81	4.67 <u>4.57</u> 4.62	4.58 <u>4.61</u> 4.59	4.68
Spring 2010	SPMT 601 <i>Research Methods for Sport Organizations</i>	4.93	4.79	4.68	4.68
Fall 2010	SPMT 615 <i>Sport Marketing</i>	4.58	4.36	4.23	4.65
Spring 2011	SPMT 423 <i>Marketing Aspects of Sport</i>	4.94	4.81	4.76	4.66
Fall 2011	SPMT 615 <i>Sport Marketing</i> SPMT 682 <i>Seminar in...</i> <i>average</i>	4.94 <u>5.00</u> 4.97	4.94 <u>4.92</u> 4.93	4.92 <u>4.83</u> 4.87	4.71
	Means X=	4.88	4.71	4.67	4.63

Gregg Bennett Summary of Teaching Records
Fall 2005 – Fall 2011 (Texas A&M University)

Year	<i>Number of Students Taught</i>	<i>Student Credit Hours Generated</i>	<i>Hours Taught</i>	<i>Annual Contract Hours Required</i>	Additional hours responsible for
2005	133	333	31.52	9	22.52
2006	348	998	66.69	9	57.69
2007	375	843	45.83	9	36.83
2008	499	1209	35.67	9	26.67
2009	423	955	43.51	12	31.51
2010	426	1065	47.42	12	35.42
2011	385	1000	51.41	12	39.41
Means	370	915	46	9-12	30.46

Includes practicum, independent studies, dissertation research hours

STUDENT THESIS / DISSERTATION

1. Lane Wakefield (August, 2016). Why do I want to be your friend? Engaging with brands in ephemeral media. Doctor of Philosophy, Texas A&M University, College Station, Texas. CHAIR. Employed at Stetson School of Business and Economics, Mercer University.
2. Joe Pederson (August, 2016). It's not what you tweet but how you tweet it: An experiment of orientation, interactivity, and valence in Twitter. Doctor of Philosophy, Texas A&M University, College Station, Texas. CHAIR. Employed at Samford University.
3. Jami Lobpries (2014). Exploring the brand identity creation of female athletes: The case of Jennie Finch and Cat Osterman. Doctor of Philosophy, Texas A&M University, College Station, Texas. CHAIR. Employed at University of Tampa.
4. Brandon Brown (2013). Addressing the lack of baseball consumption amongst African Americans. Doctor of Philosophy, Texas A&M University, College Station, Texas. CHAIR. Employed at New York University.
5. Chanho Kang (2013). Dimensions of brand personality: A new measure of brand personality in sport. Doctor of Philosophy, Texas A&M University, College Station, Texas. CHAIR. Employed at University of North Alabama.
6. Jason Reese (2012). Price resistance in ticket packages for professional sports franchises. Doctor of Philosophy, Texas A&M University, College Station, Texas. CHAIR. Employed at Stephen F Austin University, Department of Marketing.
7. Khalid Ballouli (2011). Building sport brands with music: The impact of sport brand music on the shopping behaviors of sport consumers. Doctor of Philosophy, Texas A&M University, College Station, Texas. CHAIR. Tenured and Employed at University of South Carolina.
8. Michael Hutchinson (2010). University branding effects on athletics at major universities. Doctor of Philosophy, Texas A&M University. College Station, Texas. CHAIR. Tenured and Employed at University of Memphis.
9. Yosuke Tsuji (May, 2007). Brand awareness of virtual advertising in sport.

Dissertation for the degree of Doctor of Philosophy, Texas A&M University. College Station, Texas. *CHAIR*. Employed at University of Rykus, Japan.

10. Windy Dees (August 2007). Brand personality in NASCAR. Dissertation for the degree of Doctor of Philosophy, Texas A&M University. College Station, Texas. *CHAIR*. Tenured and Employed at University of Miami.

11. W. Dees (2003). Measuring the effectiveness of commercial sponsorships in intercollegiate athletics. Thesis for the Degree of Masters, University of Florida. Gainesville, FL. *CHAIR*

PROFESSIONAL SERVICE

International/National:

Center for Sports Business and Research (CSB&R) Advisory Board, Penn State University. 2012-3.

Conference Chair & Host, Sport Marketing Association (SMA). Attendance-335, including international, business school, and industry professionals. 2011.

President Elect, Sport Marketing Association (SMA). 2011.

Team USA (Baseball) National 14u scout, 2011

Team USA 14u National Trials Coach (Baseball), 2011

Presidential Selection Committee, Member, Sport Marketing Association (SMA). 2009.

Vice President for Student Affairs, Sport Marketing Association (SMA). 2006-2008.

Conference Committee Chair, Sport Marketing Association (SMA). 2003-5.

Founder, Sport Marketing Association (SMA). 2002.

Conference Chair & Host, Inaugural Sport Marketing Association (SMA). Attendance-226, including international, business school, and industry professionals. 2003.

Co-Coordinator, *North American Society of Sport History Conference*. Auburn, AL. 1997.

University:

Professional Event Manager Certificate Program (PEMC) Advisory Committee, Texas A&M University, 2012-2013.

University Tenure Mediation Committee (UTMC), Texas A&M University, 2008-2010.

College Representative, *International Programs Office grant review committee*, Texas A&M University, 2006-07

Sport Marketing Association, University of Florida chapter. Faculty Advisor. 2002-4.

Student Sport Management Association Faculty Advisor. 2001-4.

On-site Coordinator- *NCAA National Youth Sports All-Girls Clinic*, University of Southern Mississippi, Hattiesburg, Mississippi, 1998.

Director of Human Performance and Recreation Search Committee. The University of Southern Mississippi. 1998.

Advisor/Sponsor. *Sport Professional Student Association*. 1998.

Faculty Advisor/Sponsor. *Fellowship Christian Athletes*. 1998.

Teaching mentor, A & M Graduate Teaching Academy (Tommy Aicher). 2009

College:

Member, Moodle Technology Committee, Member, 2009-2011.

Member, Living Well Director Committee. 2003-4.

Member, TIP committee. 2002-3.

Member, Appointed. Health and Human Sciences Committee and Scholarship Sub-Committee on Application. 2000.

Member, Service Learning Task Force. College of Health and Human Sciences. 1999.

Member, Basic Teaching Series Task Force. College of Health and Human Sciences. 1999.

Member, Committee on Students. College of Health and Human Sciences. 1998.

Department/School:

HLKN Graduate Student Travel Award Committee (Green & Goodson) 2010.

HLKN A1 Faculty Assessment committee (Research), 2010-2011

Sport Management Roles and Expectations committee, 2009

HLKN Tenure and Promotion committee, 2009-2012.

Health Education Faculty Search committee, 2008.

HLKN A1 Faculty Assessment committee (Teaching), 2008-2009.

Sport Management Program MS admissions committee, 2004-2012
Sport Management Pre-Professional Phase Committee, 2004-2007
Sport Management Professional Phase Admissions Committee, 2004-2007
Sport Management Search Committees, 2004, 2005, 2006 (n=2), 2007, 2008, 2009
Faculty Advisor, Sport Marketing Association. TAMU Chapter, 2005-2012.
Chair, Grade Appeals committee. 2002-3.
Member, Faculty evaluation committee. 2001-2.
Member, Grade Appeals committee. 2001-2.
Member, Graduate Faculty Advisory Committee. 1998-2000.
Member, HP & R Awards Committee. 1997-1999.

Community/Consulting:

College Station Little League baseball clinic (March 2, 2009; February 24, 2010)
Founder, Twelve Sports Academy, 2011.
Founder, Twelve Baseball Academy, 2006.
Director of Community Relations, Twelve Baseball Academy, 2006-2012.
Consultant, Twelve Sports Academy, 2011-2012.
Seven Sports Tournament Director, 2007-2012.