

CURRICULUM VITAE
CHRISTOPHER R. ATWATER

EDUCATION

2010	Ph.D.	Education, Urban Services Leadership	Virginia Commonwealth University
2006	M.S.	Recreation, Parks and Sport Leadership	Virginia Commonwealth University
1996	B.A.	History	Skidmore College

TEACHING AND ADMINISTRATIVE EXPERIENCE

Troy University

- Assistant Professor, Sport Management, School of Hospitality, Sport, and Tourism Management, 2019 – Present

Pfeiffer University

- Associate Professor and Director of Sport Management, 2017 – 2019

George Mason University

- Assistant Professor, Sport Management, CEHD-RHT, 2012 – 2017
- Assistant Professor (0.75 FTE), Sport Management, CEHD-RHT, 2011 – 2012
- Adjunct Professor, Sport Management, CEHD-RHT, Spring, 2011

COURSES TAUGHT AT TROY UNIVERSITY

HSTM 3350	Leadership Principles in Hospitality, Sport, and Tourism Management
HSTM 3365	Research Methods in Hospitality, Sport, and Tourism Management
HSTM 4431	Analytics in Hospitality, Sport, and Tourism Management
HSTM 4440	Governance and Policy in Sport
HSTM 4450	Event Management in Hospitality, Sport, and Tourism Management
HSTM 4451	Sport Finance
SFM 6604	Statistical Analysis and Interpretation
SFM 6673	Ethics in Sport

COURSES TAUGHT AT PFEIFFER UNIVERSITY

SMGT 101	Principles of Sport Management
SMGT 208	Sport Marketing
SMGT 241	Event and Tournament Management
SMGT 300	Sociology of Sport
SMGT 302	Sport Finance
SMGT 344	Global Perspectives in Sport
SMGT 361	Sport Analytics
SMGT 405	Internship in Sport Management
MSL 710	Effective Leadership

COURSES TAUGHT AT GEORGE MASON UNIVERSITY

SPMT 201	Introduction to Sport Management
SPMT 302	Philosophical and Ethical Dimensions of Sport
SPMT 304	Sport, Culture and Society
SPMT 440	Global Perspectives in Sport
SRST 450	Research Methods
SPMT 455	Governance and Policy in Sport Organizations
SPMT 480	The European Model of Sport
SPMT 425	Sport Analytics (undergraduate level)
SRST 598	Sport Analytics (graduate level)
SRST 623	Research Design and Statistical Reasoning
SRST 798	Master's Project
SRST 799	Master's Thesis

PROGRAM DEVELOPMENT

Conceived of and developed all elements of the Master's of Global Sport Management program at Pfeiffer University including:

- Program Description
- Vision and Mission Statements
- Goals and Objectives
- Learning Outcomes
- Curriculum
- Need and Demand Assessment
- Competitive Analysis
- Budget
- Class Syllabi
- SACSCOC Prospectus

The GSM Program was approved by the Division of Undergraduate Business, Division of Graduate Business, Graduate Council, Graduate Curriculum Committee, Full Faculty Assembly, and the Board of Trustees at Pfeiffer University. The GSM program was granted SACSCOC accreditation in the spring of 2019.

BOOK CHAPTERS

Atwater, C. (2020). Climbing and Mountaineering. In J. Nauright and S.S. Zipp (eds.), *The Routledge Handbook of Global Sport*. London: Routledge, <https://doi.org/10.4324/9781315714264>

JOURNAL ARTICLES

Atwater, C. (2020). A Passion for People: The Unconventional and Innovative Business Success of Bill Veeck. *Sport in Society*, DOI: [10.1080/17430437.2020.1746518](https://doi.org/10.1080/17430437.2020.1746518)

Baker, R.E., Baker, P.H., Atwater, C., & Esherick, C. (2018). U.S. sport diplomacy in Latin America and the Caribbean: A programme evaluation. *Journal of Sport for Development*, 6(10), 71-85.

Atwater, C., Borup, J., Baker, R. E., & West, R. E. (2017). Student Perceptions of Video Communication in an Online Sport and Recreation Studies Graduate Course. *Sport Management Education Journal*, 11(1): 3-12

Baker, R.E., Baker, P.H., Atwater, C., & Andrews, H. (2015). Sport for Development and Peace: A Program Evaluation of a Sport Diplomacy Initiative. *International Journal of Sport Management and Marketing*, 16(1/2), 52-70.

ORAL PRESENTATIONS

Atwater, C., Park, K. (2020). *Using R to Analyze and Visualize NCAA Division-I Athletics Expenses and Efficiencies*. College Sport Research Institute Conference, Columbia, SC. <https://www.csri.org/new-page> (Conference Cancelled)

Esherrick, C., Turner, B.A., Baker, R.E., & Atwater, C. (2017). *Basketball, The National Basketball Association and an Analysis of US Sport Diplomacy*. Presented at the international conference of the World Association for Sport Management, Kaunas, Lithuania.

Atwater, C. (2017). *Student Perceptions of Video Communication in an Online Sport and Recreation Studies Graduate Course*. Presented at the annual international conference of the North American Society for Sport Management, Denver, CO.

Atwater, C. (2013). *Understanding Specific Factors Associated with Faculty Ratings of the Academic Competency of Student-Athletes at a NCAA Division-I Institution*. Presented at the annual Sport and Society Conference, Chicago, IL.

POSTER PRESENTATIONS

Atwater, C., Baker, R.E. (2018). *European Football Marketing and Brand Recognition in America*. Presented at the European Association of Sport Management Conference, Malmo, Sweden.

Atwater, C. (2017). *Factors Associated with Performance in the Annual National Association of Collegiate Directors of Athletics (NACDA) Learfield Director's Cup*. Presented at the Great Lakes Analytics in Sports Conference, Stevens Point, WI.

TEACHING AND LEARNING FAIR DISPLAYS

Atwater, C. (2017). *TimeToast in Sport Management Classes*. Presented at the annual international conference of the North American Society for Sport Management, Denver, CO.

Atwater, C. (2013). *Interview Project – Sport Industry Professional*. Presented at the annual international conference of the North American Society for Sport Management, Austin, TX.

PROFESSIONAL AFFILIATIONS

- 2015-2017 George Mason University – Faculty Affiliate – Department of State Sport Diplomacy Grant
- The Center for Sport Management provided comprehensive programmatic, logistical, and administrative support for cultural exchange programs conducted for the U.S. Department of State through the Bureau of Educational Cultural Affairs' Sports Visitor Program
 - Primary role was to lecture for visiting groups and conduct research for reporting and publishing purposes

PROFESSIONAL DEVELOPMENT

- 2014 Office of Technology Integration (OTI) – Completed all coursework, earned associated badges and became online teaching certified

ORGANIZATIONAL MEMBERSHIPS

- North American Society for Sport Management

COMMUNITY SERVICE

- 2019 – Sport Management Club – Faculty Advisor
2018 Graduate Curriculum Committee – Member
2018 Graduate Council – Member
2017 International Journal of Sport Management – Guest Reviewer
2016 – 2017 Faculty Evaluation Committee – Chair
2015 North American Society for Sport Management Conference – Abstract Reviewer
2013 – 2015 Curriculum Committee – Member and Chair
2014 – 2016 Professional Development Committee – Member
2014 Volunteer Facilitator – Freshman Orientation
2013 – 2017 Faculty Advisor – Alpha Sigma Phi Fraternity

MENTORING ACTIVITIES

2012	Dissertation	Charles Parrish	Committee Member
2013	Dissertation	Jill Singleton	Committee Member
2014	Master's Thesis	James Hanneschlager*	Committee Chair
2014	Master's Thesis	David Flores	Committee Member
2015	Master's Thesis	Stephen Czarda	Committee Co-Chair
2015	Master's Thesis	Kristen Zimmerman*	Committee Chair
2015	Master's Thesis	Hyerim Lee	Committee Chair
2015	Master's Thesis	Will Jackson	Committee Member
2015	Master's Project	Candace White	Committee Chair
2016	Master's Thesis	Leah Kartun*	Committee Chair
2017	Master's Thesis	Emily Cooksen*	Committee Chair
2017	Master's Thesis	Jon Simkins	Committee Member
2018	Master's Thesis	Joshua Bryant	Committee Member
2018	Master's Thesis	Kyle Ronkartz	Committee Member

* Outstanding Graduate Student Award, CEHD-RHT, Sport and Recreation Studies

ACCOLADES

2016 George Mason University Teaching Excellence Award Nominee
2015, 2016 Career Connections Faculty Award Nominee
2014 Ranked 9th out of 1.4 million professors on RateMyProfessors.com