ANTHONY W DIXON

107 Sherwood Ave.
Troy, AL 36081
(252)-347-5700
awdixon13@gmail.com

EDUCATIONAL BACKGROUND

Doctor of Philosophy: Parks, Recreation and Tourism Management
Clemson University, Clemson, South Carolina, May 2009
Emphasis Areas: Sport, Tourism and Economic Development

M**aster of Business Administration**
East Carolina University, Greenville, North Carolina, May 2002
Emphasis Areas: Strategic Management and Marketing

Bachelor of Science: Finance
University of North Carolina at Wilmington
Wilmington, North Carolina, December 1999

PROFESSIONAL EXPERIENCE

Director: School of Hospitality, Sport and Tourism Management, Troy University: Troy, Alabama. (January 2016 – Present)

- Direct both online and face-to-face programs in School
- Create marketing materials for the Bachelor, Master, and Doctoral programs
- Managing the administrative affairs of the school
- Supervising departmental faculty and staff
- Providing leadership through coordinating departmental planning and curriculum evaluation and reform
- Mentoring and evaluating faculty
- Recommending personnel actions including tenure, promotion, and continuance
- Developing departmental resources through student and faculty recruitment and retention
- Providing an appropriate atmosphere for grant and contract activity
- Preparing and managing the departmental budget
- Representing the department on the campus and in the community
- Finalizing the schedule of classes of undergraduate and graduate classes
- Finalizing the assignment of undergraduate and graduate teaching duties
- Manage undergraduate and graduate student issues
- Ensure Global Campus Coordinator, Undergraduate Program Coordinator, and Graduate Program Coordinator effectively collaborate with each other
- Ensure Global Campus Coordinator, Undergraduate Program Coordinator, and Graduate Program Coordinator effectively perform assigned job responsibilities

Professor: Hospitality, Sport and Tourism Management, School of Hospitality, Sport and Tourism Management, Troy University: Troy, Alabama. (August 2018 – present)

- Teach PhD, Master, and undergraduate courses
- Mentor PhD students and chair and/or serve on dissertation committees
- Advise students about course selection, career aspirations, and internship opportunities
- Conduct scholarly research and other creative activities
- Direct graduate student research
- Serve on various committees in the department, college, and university
- Provide service to community and university
- Develop collaborative relationships with other academic units and various organizations outside the university

Interim Director: School of Hospitality, Sport and Tourism Management, Troy University: Troy, Alabama. (January 2013 – December 2015)

- Spearhead the creation of the School of Hospitality, Sport and Tourism Management
- Lead the process to obtain approval of a Doctorate of Philosophy in Sport Management
- Direct and assist in the development of the curriculum for Bachelor of Science in Hospitality, Sport and Tourism Management
- Direct both online and face-to-face programs in School
- Create marketing materials for the Bachelor, Master, and Doctoral programs
- Managing the administrative affairs of the school
- Supervising departmental faculty and staff
- Providing leadership through coordinating departmental planning and curriculum evaluation and reform
- Mentoring and evaluating faculty
- Recommending personnel actions including tenure, promotion, and continuance
- Developing departmental resources through student and faculty recruitment and retention
- Providing an appropriate atmosphere for grant and contract activity
- Preparing and managing the departmental budget
- Representing the department on the campus and in the community
- Finalizing the schedule of classes of undergraduate and graduate classes
- Finalizing the assignment of undergraduate and graduate teaching duties
- Manage undergraduate and graduate student issues
- Ensure Global Campus Coordinator, Undergraduate Program Coordinator, and Graduate Program Coordinator effectively collaborate with each other
- Ensure Global Campus Coordinator, Undergraduate Program Coordinator, and Graduate Program Coordinator effectively perform assigned job responsibilities

Associate Professor: Hospitality, Sport and Tourism Management, School of Hospitality, Sport and Tourism Management, Troy University: Troy, Alabama. (August 2014 – July 2018)

- Teach graduate courses in sport finance, research methods, and entrepreneurship
- Teach undergraduate courses in sport finance, research methods, event management, and internship
- Advise students about course selection, career aspirations, and internship opportunities
- Conduct scholarly research and other creative activities
- Direct graduate student research
- Serve on various committees in the department, college, and university
- Provide service to community and university
- Develop collaborative relationships with other academic units and various organizations outside the university

Assistant Professor: Sport & Fitness Management, Department of Kinesiology and Health Promotion, Troy University: Troy, Alabama. (August 2010 – July 2014)

- Teach graduate courses in sport finance, research methods, and entrepreneurship
- Teach undergraduate courses in sport finance, research methods, event management, legal aspects of sport and fitness management, and introduction to sport management
- Organize and direct Research Boot Camp for department faculty members to assist with production of scholarly research
- Advise students about course selection, career aspirations, and internship opportunities
- Develop new courses for undergraduate core curriculum (research methods)
- Redesign courses in graduate core curriculum (research methods and statistics)
- Conduct scholarly research and other creative activities
- Direct graduate student research
- Serve on various committees in the department, college, and university
- Provide service to community and university
- Develop collaborative relationships with other academic units and various organizations outside the university

Consultant: Center for International Business and Economic Development: Sorrell College of Business, Troy University. (August 2011 – Present)

- Collaborate with members of the Center to identify potential research projects
- Meet with economic development officials throughout Alabama about potential of tourism
- Develop and present research proposals to government and economic development officials
- Develop scenarios of utilization of tourism attractions, sport facilities, and events
- Perform and interpret economic impact analysis of various sport and tourism attractions

Assistant Professor: Sport Management & Marketing, School of Kinesiology
Marshall University: Huntington, West Virginia. (August 2009 – July 2010)

- Sport Management Research Lab Coordinator
- Responsible for transforming Sport Management Research Lab into Marshall University Research Institute for Sport Studies
- Teach undergraduate and graduate courses in sport management, sport finance, and sport tourism
- Develop new courses for undergraduate and graduate core curriculum
- Advise students about course selection, career aspirations, and internship opportunities
- Develop collaborative relationships with other academic units, various organizations, and the Athletic Department
- Serve on various committees in the department, college, and university
- Serve on graduate students' comprehensive exam committee

Consultant: Cabell County Conventions and Visitors Bureau: Huntington, West Virginia (Fall 2009 – Spring 2010)

- Collaborate with county officials to determine tourism development options
- Analyze various sport tourism products
- Determine information requirements to accomplish goals of sporting events
- Assist in development of tourism and sport tourism products

Graduate Intern: Mountain Lakes Conventions and Visitors Bureau: Oconee County, South Carolina. (Spring 2009)

- Establish and maintain cooperative relationships with private and public organizations
- Assist with promotion of various types of events
- Conduct research about visitors and potential visitors to Oconee County
- Gather and analyze data
- Create database to track CVBs performance
- Communicate with public officials

Graduate Assistant: Department of Parks, Recreation and Tourism Management: Clemson University, Clemson, South Carolina. (Spring 2005 – Spring 2009)

- Establish and maintain cooperative relationships with county and city organizations
- Gather research material for various research projects
- Conduct statistical analysis for numerous research projects
- Assist with economic impact analysis of various research projects
- Assist the Director and Assistant Director of Leisure Skills department with planning and organizing course schedules
- Develop curriculum for leisure skills courses
- Provide guidelines to leisure skills instructors related to course evaluation
- Assist with writing *Leisure Skills Policy and Procedure Manual*
- Assist with development of leisure skills instructor evaluation
- Manage personnel

Consultant: Williamsburg County, South Carolina. (Fall 2007).

- Collaborate with county officials to determine tourism development options
- Provide feasibility analysis of equestrian center for county
- Develop scenarios for utilization of equestrian center
- Interview regional equestrian centers
- Interview national, regional, and state equestrian associations

Consultant: Myrtle Beach Planning and Development Department: Myrtle Beach, South Carolina. (Summer 2007)

- Determine information requirements to accomplish goals of department
- Assist in development of questionnaire for summer beach visitors
- Design sampling strategy
- Train city interns on proper research procedures
- Train city interns related to the utilization of handheld computers to collect data

Consultant: Rock Hill Department of Parks, Recreation and Tourism: Rock Hill, South Carolina. (Summer 2006)

- Determine information requirements to accomplish goals of department
- Develop survey instrument
- Develop scenarios of yearly utilization of sport facilities
- Perform and interpret economic impact analysis of different scenarios
- Presentation of findings at city council meeting

TEACHINGEXPERIENCE

Instructor of Record
SFM 8803: Research Methods, Troy University
SFM 8814: Sport Finance, Troy University
SFM 8825: Specialized Study, Troy University
SFM 8860: Dissertation, Troy University
SFM 6616: Sport Finance (Graduate), Troy University
SFM 6617: Research Methods I (Graduate), Troy University
SFM 6691: Research Methods II (Graduate), Troy University
SFM 6674: Entrepreneurship (Graduate), Troy University
SFM 6680: Practicum in Sport and Fitness Management (Graduate), Troy University
HSTM 4499: Seminar in HSTM (capstone), Troy University
HSTM 4490: Internship in Concentration, Troy University
HSTM 4485: Practicum, Troy University
HSTM 4480: Event Operations and Planning, Troy University
HSTM 4470: Revenue Generation in HSTM, Troy University
HSTM 4451: Sport Finance, Troy University
HSTM 4450: Event Management (Service Learning), Troy University
HSTM 4445: Research Methods, Troy University
HSTM 4419: Tourism Enterprises, Troy University
HSTM 4415: Tourism Impacts, Troy University

HSTM 3377: Domestic and International Tourism, Troy University
HSTM 2257: Global HSTM, Troy University
KHP 3355: Introduction to Sport and Fitness Management, Troy University
KHP 4445: Evaluation Procedures in Sport and Fitness Management, Troy University
KHP 4450: Event Management (Service Learning), Troy University
KHP 4451: Sport Finance and Business, Troy University
KHP 4453: Legal Aspects in Sport and Physical Activity, Troy University
ESS 674: Sport Finance, Marshall University
ESS 671: Research Methods in Sport Studies, Marshall University
ESS 475: Seminar in Sport Management & Marketing, Marshall University (Capstone course)
ESS 381: Sport Finance, Marshall University
ESS 270: Sport Tourism, Marshall University
PLS 340: Event Management, Marshall University
PRTM 391: Sport Tourism, Clemson University
PRTM 254: Introduction to Sport Management, Clemson University

SCHOLARSHIP AND CREATIVE ACTIVITY

PEER-REVIEWED PUBLICATIONS

Vogt, S., **Dixon, A.**, & Koo, G. Factors affecting student-athletes' choice of major. *Journal of Global Sport Management*. (Submitted)

Stoll, J., Dixon, A., Andrew, D., Chelladurai, P., & Goldsmith, A. (2020). Sport tourism entity desired outcomes. *Journal of Sport & Tourism, 24*(1), 1-19.

Holladay, P., **Dixon, A.**, Nguyen, M., Nguyen, B., Xu, S., & Price-Howard, K. (2020). Stakeholder perceptions of Da Nang, Vietnam as a tourism gateway city. *Journal of Tourism Insights*. (Accepted)

Martinez, J., **Dixon, A.**, & Koo, G. (2020). Assessing fan motivation in college sport: Implications for the fan experience. *Journal of Contemporary Athletics, 14*(2).

Koo. G., **Dixon, A.**, Shoffner, S, Rainy, T., & Sung, J. (2019). Effects of benefits derived from campus recreation on emotional attachment towards the university. *Journal of Global Sport Management, 7,* 19-33.

Holladay, P., **Dixon, A.**, Nguyen, M., Nguyen, B., Xu, S., & Price-Howard, K. (2018). Stakeholder perceptions of tourism assets and sustainable tourism development in Da Nang, Vietnam. *Enlightening Tourism: A Path Making Journal, 8*(2), 74-98.

Martinez, M., **Dixon, A**, & Montgomery, R. (2018). Examining consumer response to sport sponsorship: A case study among fans of a Group of 5 Division I program. *Global Sport Business Journal, 6,* 1-12.

Cheung, S., Mak, J., & **Dixon, A.** (2016). Elite active sport tourists: Economic impacts and perceptions of destination image. *Event Management, 20,* 99-108.

Koo, G., Diacin, M., Khojasteh, J., & **Dixon, A.** (2016). Effects of internship satisfaction on pursuit of employment in sport management. *Sport Management Education Journal, 10,* 29-42.

Dixon, A., Martinez, M., & Martin, C. (2015). Employing social media as a marketing strategy in college sport: an examination of perceived effectiveness in accomplishing organizational objectives. *International Review on Public and Nonprofit Marketing, 12,* 97-113.

Dixon, **A.**, Henry, M., & Martinez, M. (2013). Assessing the economic impact of sport tourists' expenditures related to a university's baseball season attendance. *Journal of Issues in Intercollegiate Athletics, 6,* 96-113.

Dixon, **A.**, Oh, C., & Draper, J. (2012). Access to the beach: Comparing the economic values of coastal residents and tourists. *Journal of Travel Research, 54*(6), 742-753.

Dixon, A., Backman, S., Norman, W., & Backman, K. (2012). Expenditure based segmentation of sport tourists. *Journal of Sport & Tourism, 17*(1), 5-21.

Dixon, A., Oh, C., Backman, S., Norman, W., Backman, K., & Henry, M. (2012). Valuing the private consumption benefits of the college football game experience. *Journal of Issues in Intercollegiate Athletics, 5,* 172-191.

Cheung, S. Y., Mak, J. Y., & **Dixon, A.** (2012). Active sport tourist in the 2009 East Asian Games. *Research Quarterly for Exercise and Sport, 83,* A-24.

Oh, C., Draper, J., & **Dixon, A.** (2010). Comparing resident and tourist preferences for public beach access and related amenities. *Ocean & Coastal Management, 53,* 245-251.

Oh, C., Draper, J., & **Dixon, A.** (2009). Assessing tourists' multi-attribute preferences for public beach access. *Coastal Management, 37(2),* 119-135.

Anderson, D. & **Dixon, A.** (2008). Winning isn't everything: Goal orientation and gender differences in university leisure-skills classes. *Recreational Sport Journal, 33,* 1-12.

Dixon, A., Oh, C., & Draper, J. (2008) Management and policy implications of coastal tourism forecasts. *Tourism Analysis, 13,* 579-590.

Oh, C., **Dixon, A.**, Mjelde, J., & Draper, J. (2008). Valuing visitors' economic benefits of public beach access points. *Ocean & Coastal Management, 51(12),* 847-853.

Dixon, A., Hegreness, R., Arthur-Banning, S., & Wells, M. (2007). Maximizing the economic potential of youth sport tournaments. *The Journal of Youth Sport, 2,* 24-28.

Arsal I. & **Dixon, A.** (2007). Conference report: Travel and Tourism Research Association 38th Annual Conference, Las Vegas, Nevada. *Event Management, 11*, 157-158.

MANUSCRIPTS IN PROGRESS

Dixon, A., & Koo. G. Comparing the private consumption benefits derived from the college football game experience by level of involvement. (Second revisions – planned submission 2020)

Dixon, A., Holladay, P., & Nguyen, M. Residents' willingness to pay for public beach access: Da Nang, Vietnam. (First draft – planned submission November 2020)

Dixon, A., Koo, G., & Sung, J. The importance, utilization and perceived effectiveness of social media to accomplish organizational objectives at academic sport management degree programs. (Final revisions stage – planned submission January 2021)

Holladay, P.J., **Dixon, A.**, Nguyen, M.C. & Powell, R.B. Resident perceptions of social-ecological resilience and tourism in Da Nang, Vietnam. (First draft – planned submission January 2021)

Dixon, A. Estimating the value derived by sport tourists from trip experiences. (First draft – planned submission March 2021)

GRANTS/CONTRACTS

Dixon, A. (2015). A regional tourism community assets assessment and resource audit for Da Nang, Vietnam. *Faculty Development Research Grant, Troy University*. Awarded: $3,000.

Holladay, P. & **Dixon, A.** (2015). Comparative case study and consumer spending analysis of proposed Oglethorpe Center. *Urban Redevelopment Agency, Brunswick, Georgia*. Not funded: $25,000.

Dixon, A. (2015). Economic impact of proposed recreational complex in Fairhope, Alabama. *City of Fairhope, Alabama*. Awarded: $12,000

Dixon, A. (2014). Economic impact of proposed college football game in Phenix City, Alabama. *Phenix City Department of Economic Development*. Awarded: $3,000.

Dixon, A. (2014). Comparing the private consumption benefits derived from the college football game experience by level of involvement. *Faculty Development Grant*. Awarded: $250.

Dixon, A. (2013). Athletic Training and Sport & Fitness Management Costa Rican international service learning experience. *Chancellor's Initiative Grant*. Awarded: $2,178.

Dixon, A. (2013). Economic significance of active sport tourist: Non-resident hunters in Alabama. *Faculty Development Grant*. Awarded: $750.

Mixon, P., & **Dixon, A.** (2012). Financial feasibility of proposed sport and entertainment complex in Foley, Alabama. *City of Foley, Alabama*. Awarded: $20,000.

Dixon, A. (2012). Assessing fan motivation in college sport: Implications for strategic marketing. *Troy University Faculty Development Funds*. Awarded: $375.

Dixon, A. (2012). Instructional improvement in economic impact analysis: Attending IMPLAN training seminar. *Troy University Faculty Development Funds*. Awarded: $2,000.

Blankenship, W., & **Dixon, A.** (2011). Economic impact of Bass Fishing Hall of Fame. *Marshall County, Alabama*. Not funded: $20,000.

Dixon, A., & Blankenship, W. (2011). Economic impact of the Garret Coliseum and State fairgrounds. *Montgomery County, Alabama*. Not funded: $25,000.

Dixon, A. (2011). Economic benefits derived from the college football game experience. *Troy University Faculty Development Funds*. Awarded: $725.

Draper, J., & **Dixon, A.** (2010). Economic impact of the 2011 Houston Marathon. *Houston Marathon Committee*. Not funded: $20,000.

Dixon, A. (2010). INCO Faculty Development Funds. *Marshall Foundation, Marshall University*. Awarded: $500.

Yin, C., Mak, J., & **Dixon, A.** (2009). Economic benefits of the 2009 East Asian Games in Hong Kong. *Dr. Stephen Hui Research Center*. Awarded: $3,795.

Dixon, A. (2009). Faculty Development Funds. *College of Education and Human Services, Marshall University*. Awarded: $820.

Brookover, R., **Dixon, A**., & Wright, B. (2009). Estimating the economic impact of the 2009 Artisphere: The international arts festival of Greenville. *Metropolitan Arts Council*. Not funded: $30,000.

Dixon, A., & Backman, S. (2007). Economic benefits of the Clemson University football season. *Clemson University Athletic Department*. Not funded: $10,000.

Dixon, A. & Brookover, R. (2007). Evaluating the effectiveness of Internet surveys in estimating the economic impact of golf tournament attendees. *The Heritage Classic Foundation*. Not funded: $5,000.

Oh, C., Draper, J., & **Dixon, A.** (2007). South Carolina coastal resident needs assessment and economic analysis at local beaches. *Office of Ocean and Coastal Resource Management, South Carolina Department of Health and Environmental Control*. Awarded: $37,000.

Oh, C., **Dixon, A.**, & Slocum, S. (2007). Assessing visitor characteristics and economic benefits of Table Rock State Park. *South Carolina Park Service*. Awarded: $5,000.

Oh, C., **Dixon, A.**, & Draper, J. (2006). South Carolina beach visitors' preferences. *Office of Ocean and Coastal Resource Management, South Carolina Department of Health and Environmental Control*. Awarded: $67,450.

Dixon, A., Norman, W., & Henry, M. (2006). The economic impact of a proposed cycling center. *Rock Hill, South Carolina, Department of Parks, Recreation and Tourism.* Awarded: $10,000.

Norman, W., **Dixon, A.**, & Henry, M. (2005). The economic impact of a proposed velodrome. *Rock Hill, South Carolina, Department of Parks, Recreation and Tourism*. Awarded: $5,000.

Backman, S., Backman, K., Brookover, R., Henry, M., Norman, W., & **Dixon, A.** (2005). Economic impacts of the MCI Heritage Classic golf tournament. *The Heritage Classic Foundation*. Awarded: $48,000.

INVITED PRESENTATIONS

Dixon, A. Tourism as a community development option. *Community Development Institute*: Montgomery, Alabama, April 2015.

Dixon, A. Educators in the Industry: Hospitality and Tourism. *Gulf Power Company*: Panama City, Florida, May 2014.

Dixon, A. Economic impact of sport tourism. *South Carolina Recreation and Park Association's 63rd Annual State Conference*, Greenville, SC, September 7 – 9, 2008.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Park, K., Kim, M., **Dixon, A.**, Koo, G., & Park, J. Sustainable development: The financial savings and carbon dioxide reduction by changing to LED lights in sport stadiums. *Applied Sport Management Association Conference*. Waco, Texas: February 27 – 29, 2020.

Hou, Z., Koo, W., **Dixon, A.**, Mathner, R., & Park, K. Mediating role of cohesion in relationship between athlete leadership and athlete satisfaction. North American Society of Sport Management. New Orleans, Louisiana: June 1-3, 2019).

Dixon, A., Holladay, P., Nguyen, M., & Nguyen, B. Do residents derive value from additional public beach access. *Travel and Tourism Research Association Asia Pacific Conference*. Ho Chi Minh City, Vietnam: December 1 – 3, 2018.

Martin, C., Mathner, R., & **Dixon, A.** Alumni tracking: Innovations and improvements. *Commission on Sport Management Accreditation: National Webinar Series*. April 2018.

Dixon, A., Koo, G., Stoll, J., & Mirehie, M. Private consumption benefits based on level of involvement: College basketball game experience. *Sporting Entertainment & Venues Tomorrow*. Columbia, South Carolina: March 7 – 9, 2018.

Dixon, A., Holladay, P., Nguyen, M., & Nguyen, B. Estimating residents' willingness to pay for public beach access. *World Research Summit for Tourism and Hospitality*. Orlando, Florida: December 8 – 11, 2017.

Sung, J., Koo, G., & **Dixon, A.** Dual commitments and job performance: Outsourced marketing partners with NCAA intercollegiate athletics departments. *North American Society of Sport Management*. Denver, Colorado: May 30 – June 3, 2017.

Koo, W., **Dixon, A.**, Shoffner, S., & Rainey, T. Effects of participating in campus recreation on emotional attachment in higher education. National Recreation and Park Association Congress. New Orleans: Louisiana: September 2017.

Holladay, P., **Dixon, A.**, & Nguyen, M. Development of resort and beach tourism in Da Nang, Vietnam. *Resort and Commercial Recreation Association National Conference*. Palm Coast, Florida: November 5-8, 2016.

Sung, J., Koo, G. Y., & **Dixon, A.** A conceptual framework of dual commitments and job performance: Outsourcing in intercollegiate athletics. *Academy of Business Research Conference*. Biloxi, Mississippi: October, 19-21, 2016.

Vogt, S., Koo, G. Y., & **Dixon, A.** Factors affecting student-athletes' choice of major. *Applied Sport Management Conference*. Baton Rouge, Louisiana: February 25-27, 2016.

Holladay, P., **Dixon, A.**, Nguyen, M., & Xu, S. Stakeholder perceptions of riverine and montane ecotourism development in Da Nang, Vietnam. *The International Ecotourism Society: Ecotourism and Sustainable Tourism Conference*. Tampa, FL: January 25-27, 2016.

Dixon, A., Dixon, H., & Holladay, P. Estimating the value derived by sport tourists from their trip experience. *World Research Summit for Tourism and Hospitality*. Orlando, FL: December 15-18, 2015.

Holladay, P., Bradley, M., **Dixon, A.**, Dixon, H., Keller, C., Madison, L., Ponder, L., & Skibins, J. De place dem whey we fa gadda fa mek we scrong: cultural preservation, resilience and the Gullah-Geechee. *International Symposium on Society and Research Management*. Charleston, SC: June 13-18, 2015.

Dixon, A. Assessing sport tourists' expenditures and resultant economic impact related to college sport event attendance. *Southeast Travel and Tourism Research Association*. Charlotte, NC: March 30 – April 1, 2015.

Martinez, M., **Dixon, A.**, Stinson, J., & Miller, J. Internal brand equity: Implications for revenue generation in athletics. *Sport Marketing Association*. Philadelphia, PA: October 21-25, 2014.

Dixon, H., & **Dixon, A.** Catalyzing life experiences as Intervening Conditions Between Leisure Being Constrained and Initiation of Coping Process to Overcome Constraints to Leisure. *World Leisure Congress*. Mobile, AL: September 7-12, 2014.

Dixon, A., Koo, G., Dixon, H., & Sung, J. Comparing the private consumption benefits derived from the college football game experience by level of involvement. *North American Society of Sport Management*. Pittsburgh, Pennsylvania: May 27-31, 2014.

Dixon, A., Dixon, H., & Cockrell, R. Economic significance of active sport tourist: Non-resident hunters in Alabama. *Southeast Travel and Tourism Research Association*. Lexington, Kentucky: March 24-26, 2014.

Dixon, A., Backman, S., Backman, K., & Dixon, H. Segmenting sport tourists: A novel approach. *2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge*. Orlando, Florida: December 15-17, 2013.

Montgomery, R., **Dixon, A.**, & Martinez, J. M. Evaluating sport sponsorship effectiveness at a mid-major Division I institution. *Sporting Entertainment & Venues Tomorrow*, Columbia, South Carolina: November 20-22, 2013.

Dixon, A., Martinez, M., Barrett, M., & Martin, C. Social media marketing in intercollegiate athletics: Usage and effectiveness. *Sport Marketing Association*. Albuquerque, New Mexico: October 23-26, 2013.

Mathner, R., & **Dixon, A.** Sport event management: Planning, organizing, leading, and evaluating student-led events. *North American Society of Sport Management*. Austin, Texas: June 1-4, 2013.

Dixon, A., Martinez, J., & Barrett, M. Assessing fan motivation in college sport: Implications for strategic marketing. *Sport Marketing Association.* Orlando, Florida: October 23-27, 2012.

Martinez, J. M., Stinson, J., & **Dixon, A.** Internal marketing in intercollegiate athletic departments: Maximizing effectiveness across job type. *North American Society of Sport Management*. Seattle, Washington: May 22-26, 2012.

Barrett, M., & **Dixon, A.** Effectiveness of social media marketing strategies in intercollegiate athletics departments. *Southern Sport Management Conference*, Troy, Alabama: April 11-13, 2012.

Cockrell, R. & **Dixon, A.** Economic impact of non-resident hunters visiting commercial hunting outfitters in Alabama. *Southern Sport Management Conference*, Troy, Alabama: April 11-13, 2012.

Cheung, S. Y., Mak, J. Y., & **Dixon, A.** Active sport tourist in the 2009 East Asian Games. *American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD): National Convention & Exposition*, Boston, Massachusetts: March 13-17, 2012.

Dixon, A., & Oh, C. Economic benefits derived from the college football game experience. *Sporting Entertainment & Venues Tomorrow*, Columbia, South Carolina: November 16-18, 2011.

Dixon, A., & Henry, M. Estimating the economic significance of college football as a tourism attraction. *Southeast Travel and Tourism Research Association*, Destin, Florida: March 23-25, 2011.

Dixon, A. Valuing the private consumption benefits derived from the college football game experience. *North American Society of Sport Management*, Tampa, Florida: June 1-5, 2010.

Dixon, A. Estimating the economic significance of college baseball games as a tourist attraction. *Southeast Travel and Tourism Research Association*, Nashville, Tennessee: March 22-24, 2010.

Dixon, A., Schenewark, J., Henry, M., & Maxey, B. Estimating the economic impact of college baseball games on local economy. *Southern Sport Management Conference*, Troy, Alabama: April 14-16, 2010.

Oh, C., Draper, J., & **Dixon, A.** Comparison of resident and tourist preferences for public beach access. *The Coastal Society 22nd Annual Conference*, Wilmington, NC: June 19 -21, 2010.

Anderson, D. & **Dixon, A**. Goal orientation and gender differences in leisure skills courses. *National Recreation and Park Association Annual Conference*, Indianapolis, IN: September 25 – 29, 2007.

Dixon, A., Backman, S., Norman, W., Backman, K., & Brookover, R. Expenditure-based segmentation of sport tourists. *Travel and Tourism Research Association Annual Conference,* Las Vegas, NV: June 19 -21, 2007.

Oh, C., **Dixon, A**., Draper, J., & Mjelde, J. Estimating tourists' economic values of public beach access. *Travel and Tourism Research Association Annual Conference,* Las Vegas, NV: June 19 -21, 2007.

Oh, C., Draper, J., **Dixon, A. W**., & von Kolnitz, E. (2007). Understanding visitors' preferences for public beach access using a stated preference choice approach. *International Symposium on Society and Natural Resources,* Park City, UT: June, June 17-21, 2007.

Oh, C., Draper, J., & **Dixon, A. W**. (2007). Assessing visitor preferences for beach access. *Northeastern Recreation Research Symposium,* Bolton Landing, NY: April 15 - 17, 2007.

Dixon, A., Draper, J., Norman, W., Backman, S., Backman, K., & Brookover, R. Segmenting sport tourist by days attended: Implications for event management and marketing. *Southeast Travel and Tourism Research Association,* Biloxi, MS: March 19-21, 2007.

Dixon, A. & Wooten, M. The sport and museum connection: Assessing spectator satisfaction at a golf tournament using museum research. *Southeast Travel and Tourism Research Association,* Sarasota, FL: April 3-7, 2006.

Dixon, A. & Arsal, I. Using PDAs to evaluate services. *North Carolina and South Carolina Recreation and Park Association Joint Conference,* Asheville, NC: November 12-16, 2005.

NON-PEER REVIEWED PRESENTATIONS

Dixon, A. Why major in Hospitality, Sport and Tourism Management. *Global Open House: Troy University – Phenix City Site*, Phenix City, Alabama, February 2014.

Dixon, A. How to market and promote Troy University's Bachelor of Science in Hospitality, Sport and Tourism Management degree. *Atlanta District Conference: Troy University – Atlanta Site*, Atlanta, Georgia, September 2013.

Dixon, A. Why major in Hospitality, Sport and Tourism Management. *HSTM Marketing Blitz: Troy University – Fort Walton Beach Site*, Fort Walton Beach, Florida, July 2013.

Dixon, A. Why major in Hospitality, Sport and Tourism Management. *HSTM Marketing Blitz: Troy University – Brunswick Site*, Brunswick, Georgia, June 2013.

Dixon, A. How to market and promote Troy University's Bachelor of Science in Hospitality, Sport and Tourism Management degree. *Troy University – Phenix City Campus: Recruiter Meeting*, May 2013.

Dixon, A., Backman, S., Norman, W., & Backman, K. Segmentation of golf tournament attendees. *2007 College of Health, Education and Human Development Faculty Forum,* Clemson University, April 2007.

Arsal, I., **Dixon, A.**, & Backman, S. Destination competitiveness: SWOT analysis of Myrtle Beach. *2007 College of Health, Education and Human Development Faculty Forum*, Clemson University, April 2007.

Oh, C., Draper, J., & **Dixon, A.** Understanding visitors' preferences for public beach access using a stated preference choice approach. *2007 College of Health, Education and Human Development Faculty Forum,* Clemson University, April 2007.

Dixon, A. Economic impact studies of tourism in South Carolina: On-going projects. *Promoting Graduate Research of South Carolina Universities: The Governor's New Initiative*, Columbia, SC, April, 25, 2006.

Dixon, A. & Arsal, I. Present and Future Research Objectives of Clemson University's Department of Parks, Recreation and Tourism Management. *College of Health, Education and Human Development*, Clemson, SC, September 21, 2005.

TECHNICAL REPORTS

Holladay, P. & **Dixon, A.** (2019) *Hickman AG Pavilion feasibility and market analysis*. Report prepared for Hickman County Economic & Community Development Association, Tennessee.

Ammons, T. & **Dixon, A.** (2019). *Feasibility and economic impact potential of Coulter Building museum*. Report prepared for Troy University (2019).

Dixon, A. (2015). *Economic impact of proposed recreational complex in Fairhope, Alabama*. Report prepared for City of Fairhope, Alabama.

Dixon, A. (2014). *Economic impact of heritage and cultural tourism in Eufaula, Alabama*. Report prepared for Eufaula, Alabama.

Dixon, A. (2014). *Economic impact of proposed college football game in Phenix City, Alabama*. Report prepared for Phenix City, Alabama.

Dixon, A., & Mixon, P. (2012). *Economic development analysis of proposed tourist development and multisport complex*. Report prepared for City of Foley, Alabama.

Dixon, A. (2011). *Economic impact of 2011 Alabama high school super-regional softball tournament on local economy*. Report prepared for Troy Parks and Recreation Department, Troy, Alabama.

Yin, C., Mak, J., & **Dixon, A.** (2010). *Economic benefits of the 2009 East Asian Games in Hong Kong*. Report prepared for Dr. Stephen Hui Research Center, Hong Kong.

Brookover, R. & **Dixon, A.** (2008). *Strategic/Product Development Plan for Tourism and Recreation in Fountain Inn, South Carolina*. Report prepared for Greenville County Planning Department and City of Fountain Inn, South Carolina.

Dixon, A. & Oh, C. (2008). *A strategic tourism plan for the Salkehatchie Region, South Carolina: Estimating the economic impact of tourism development*. Report prepared for Salkehatchie Leadership Institute, Allendale, South Carolina.

Dixon, A. (2008). *Assessing visitor characteristics and economic analysis of Clemson University baseball games*. Report prepared for Clemson University Athletic Department, Clemson, South Carolina.

Draper, J., **Dixon, A.**, & Oh, C. (2008). *South Carolina coastal residents needs assessment and economic analysis at local beaches*. Report prepared for South Carolina Department of Health and Environmental Control, Charleston, South Carolina.

Slocum, S., **Dixon, A.**, & Oh, C. (2007). *Assessing visitor characteristics and economic benefits of Table Rock State Park in South Carolina*. Report prepared for South Carolina State Park Service, Columbia, South Carolina.

Oh, C., **Dixon, A.**, & Draper, J. (2006). *Visitor needs assessment and economic analysis at South Carolina beaches*. Report prepared for South Carolina Department of Health and Environmental Control, Charleston, South Carolina.

Norman, W., **Dixon, A.**, & Henry, M. (2006). *The economic impacts of a proposed cycling center in Rock Hill, South Carolina*. Report prepared for Rock Hill Department of Parks, Recreation and Tourism, Rock Hill, South Carolina.

Oh, C & **Dixon, A.** (2006). *A strategic tourism development and marketing plan for Kershaw County, South Carolina: Estimating the economic impact of tourism development*. Report prepared for Economic Development Office, Kershaw County, South Carolina.

Backman, S., Backman, K., Brookover, R., Henry, M., Norman, W., & **Dixon, A.** (2006). *Economic impacts of the MCI Heritage Classic golf tournament*. Report prepared for The Heritage Foundation, Hilton Head Island, South Carolina.

Norman, W., **Dixon, A.**, & Henry, M. (2005). *Economic impact of a proposed velodrome*. Report prepared for Rock Hill Department of Parks, Recreation and Tourism, Rock Hill, South Carolina.

RESEARCH EXPERIENCE

Co-Principal Investigator: *Feasibility and economic impact potential of Coulter Building museum*. Troy University (2019).

Co-Principal Investigator: *Social benefits of the National Junior College World Series: A case study.* Troy University (2018).

Co-Principal Investigator: *Does awareness of corporate social responsibility initiatives effect behavioral loyalty?* Troy University (2017).

Co-Principal Investigator: *Residents' attitudes toward tourism development in Da Nang, Vietnam*. Duy Tan University and Troy University: Da Nang, Vietnam. (Fall 2015).

Co-Principal Investigator: *A regional tourism community assets assessment and resource audit for Da Nang, Vietnam*. Duy Tan University and Troy University: Da Nang, Vietnam. (Summer 2015).

Principal Investigator: *Estimating the economic impact of a proposed aquarium attraction in Foley, Alabama*. City of Foley Economic Development Department. Summer 2015.

Principal Investigator: *Economic impact of B.B. Comer Bridge on City of Scottsboro/Jackson County, Alabama*. Comer Bridge Foundation and N. Skunk River Greenbelt Association: Scottsboro, Alabama. Summer 2015.

Principal Investigator: *Economic impact of proposed recreational complex in Fairhope, Alabama*. *City of Fairhope, Alabama*. Spring 2015.

Principal Investigator: *Economic impact of heritage and cultural tourism in Eufaula, Alabama*. Fall 2014.

Principal Investigator: *Economic impact of proposed college football game in Phenix City, Alabama*. Troy University: Troy, Alabama, Summer 2014.

Principal Investigator: *Financial feasibility of sport and entertainment complex in Foley, Alabama*. Troy University: Troy, Alabama, Summer 2012.

Principal Investigator: *Economic impact of Troy University's Athletic Department on State of Alabama*. Troy University: Troy, Alabama, Spring 2012.

Principal Investigator: *Economic impact of Alabama High School Super-Regional Softball Tournament*. Troy Parks and Recreation Department: Troy, Alabama, Spring 2011.

Co-Project Coordinator: *Economic benefits of the 2009 East Asian Games in Hong Kong.* Dr. Stephen Hui Research Center, Spring 2010.

Data Analyst: *Recreational needs assessment for Irmo-Chapin, South Carolina*. Cities of Irmo and Chapin, South Carolina, Summer 2009.

Data Analyst: *Strategic development plan for tourism and recreation in Greer, South Carolina.* City of Greer, South Carolina, Spring 2009.

Project Coordinator: *Assessing visitor characteristics and economic analysis of Clemson University basketball games*. Clemson University Athletic Department. (Spring 2009).

Project Coordinator: *Economic analysis of Clemson University home football games*. Clemson University Athletic Department. (Fall 2008).

Project Coordinator: *Strategic/product development plan for tourism and recreation in Fountain Inn, South Carolina.* Greenville County Planning Department and City of Fountain Inn, South Carolina. (Summer 2008).

Project Coordinator: *A strategic tourism plan for the Salkehatchie Region, South Carolina: Estimating the economic impact of tourism development*. Salkehatchie Leadership Institute. (Spring 2008).

Project Coordinator: *Assessing visitor characteristics and economic analysis of Clemson University baseball games*. Clemson University Athletic Department. (Spring 2008).

Co-Project Coordinator: *South Carolina coastal residents' needs assessment and economic analysis at local beaches.* South Carolina Department of Health and Environmental Control, Ocean and Coastal Resource Management. (Fall 2007).

Economic Analysis Coordinator: *Assessing visitor characteristics and economic benefits of Table Rock State Park in South Carolina*. South Carolina Park Service. (Spring 2007).

Project Coordinator: *An examination of student experiences in Leisure Skills courses at Clemson University*. Department of Leisure Skills. (Spring 2006 – present).

Co-Project Coordinator: *Visitor needs assessment and economic analysis at South Carolina beaches*. South Carolina Department of Health and Environmental Control, Ocean and Coastal Resource Management. (Spring 2006).

Project Coordinator: *The economic impacts of a proposed cycling center in Rock Hill, South Carolina*. Rock Hill Department of Parks, Recreation and Tourism. (Spring 2006).

Project Coordinator: *Preferences of Tournament Attendees at the Verizon Heritage Golf Tournament*. The Heritage Foundation. (Spring 2006).

Project Coordinator: *A strategic tourism development and marketing plan for Kershaw County, South Carolina: Estimating the economic impact of tourism development*. Economic Development Office of Kershaw County. (Fall 2005).

Project Coordinator: *Economic impact of a proposed velodrome*. Rock Hill, South Carolina Department of Parks, Recreation and Tourism. (Summer 2005).

Project Coordinator: *Visitors of 54th annual Sun Fun Festival*. Myrtle Beach Chamber of Commerce. (Summer 2005).

Project Coordinator: *A profile of visitors using the Myrtle Beach Airport*. Myrtle Beach Airport. (Summer 2005).

Lead Research Assistant: *Economic impact of the MCI Heritage Classic golf tournament: Study of spectators*. The Heritage Foundation. (Spring 2005).

Lead Research Assistant*:* *Economic impact of the MCI Heritage Classic golf tournament: Study of sponsors*. The Heritage Foundation. (Spring 2005).

GRADUATE-ADVISED RESEARCH

Master's Major Research Project

Raj Gabhane (Fall 2019 – May 2020). *The influence of athlete brand image and attitudes toward brand on purchase intentions.* Troy University.

Nathan Johnson (Fall 2019 – May 2020). *Evaluating NFL career performance based on draft selection*. Troy University.

Andrii Rutnytskyi (Fall 2019 – May 2020). *Communicating brand identity on social media: A case study of use of Instagram and Twitter for collegiate athletic branding based on Troy football social media.* Troy University.

Harrison Tancer (Fall 2019 – May 2020). *Donor motivations and identification*. Troy University.

Guy Fluckum (Fall 2019 – May 2020). *Changes in students' satisfaction and perceived benefits following the construction of a new recreation facility*. Troy University.

Brian Abernethy (Fall 2019 – May 2020). *Factors influencing travel destination attractiveness among mountain bike tourists*. Troy University.

Igor Almeida (Fall 2018 – May 2019). *Psychological stressors and perceived athlete performance in collegiate sport teams.* Troy University.

Joshua Hickson (Fall 2018 – May 2019). *Motivations of individuals who attend eSporting events and how their participation influences consumption behaviors*. Troy University.

Ryan Lee (Fall 2018 – May 2019). *The perceived organizational support of NCAA Division I compliance officers and its corresponding relationship to commitment and job satisfaction*. Troy University.

Shilei Qiao (Fall 2018 – May 2019). *Examining the relationship between attendance motivations and future sports consumption behavior among international students*. Troy University.

Tanner Stewart (Fall 2018 – May 2019). *The perceived importance of internship of hospitality, sport and tourism management students*. Troy University.

Jonathan Swalley (Fall 2018 – May 2019). *Spectators' likelihood to return to sporting event based off service quality*. Troy University.

Zeyuan Tian (Fall 2018 – May 2019). *College students' eSport participation motivations and consumption behaviors*. Troy University.

Ziqi Hou (Fall 2017 – May 2018). *Examining the relationship between athlete leadership, team cohesion, and athlete satisfaction among collegiate sport teams*. Troy University.

Grace Bolin (Fall 2017 – May 2018). *Barriers to environmental sustainability in college athletics*. Troy University.

Brian Berg (Fall 2017 – May 2018). *The impact of sport-specific strength training on non-contact injuries in American football*. Troy University.

Tykia Harris (Fall 2017 – May 2018). *Self-efficacy and motivation of student-athletes*. Troy University.

Kacie MacKey (Fall 2017 – May 2018). *Motivations of individuals who participate in fantasy football and the influence of participation on consumption behaviors*. Troy University.

Russell Schaffer (Fall 2017 – May 2018). *Evaluating engagement in collegiate social media: An examination of the factors that increase engagement with consumers*. Troy University.

Yunqi Tang (Fall 2017 – May 2018). *The relationship between perceived coach style and athletics motivation among Chinese collegiate athletes*. Troy University.

Taylor Blue (Fall 2016 – May 2017). *The impact of social media within athletics communications departments.* Troy University.

Connor Bravard (Fall 2016 – May 2017). *Investigating the factors that influence repurchase intentions of season ticket holders*. Troy University.

Allison Forbes (Fall 2016 – May 2017). *Perceptions of NCAA Division I men's basketball athletes of female head coaches*. Troy University.

Patrick Johnston (Fall 2016 – May 2017). *Assessing college choice factors of student athletes*. Troy University.

Mallory McQueen (Fall 2016 – May 2017). *Evaluating students' constraints to collegiate sport events*. Troy University.

Reynaldo Radlin (Fall 2016 – May 2017). *Leadership in sport: Athlete coaching style preferences*. Troy University.

Thomas Servino (Fall 2016 – May 2017). *Exploring the relationship between perceived cohesion and sport commitment*. Troy University.

Neal Greenho (Fall 2015 – May 2016). *Relationship between student athletes' stress and sport commitment.* Troy University.

Ashely Caldwell (Fall 2015 – May 2016). *An analysis of the prevalence and severity of all-star cheerleading injuries*. Troy University.

Martin Morante (Fall 2015 – May 2016). *Evaluating consumers' attitude towards sponsors and sponsor goodwill of a one-time sporting event*. Troy University.

Samantha Morgan (Fall 2015 – May 2016). *Examining the impact of psychosocial pressures and body image on eating attitudes and behaviors of Division I female student-athletes*. Troy University.

Tucker Rainey (Fall 2015 – May 2016). *The impact of campus recreation participation on student well-being and attachment.* Troy University.

Sara Vogt (Fall 2014 – May 2015). *Factors effecting the choice of major by student-athletes*. Troy University.

Branko Weber (Fall 2014 – May 2015). *The importance, utilization and perceived effectiveness of social media to accomplish organizational objectives at academic sport management programs*. Troy University.

Geren Woodbridge (Fall 2014 – May 2015). *The relationship between imagery use and self-confidence and self-efficacy in collegiate track and field athletes*. Troy University.

TR Rolen (Fall 2014 – May 2015). *How to maximize fundraising strategies through donor relations within a division I athletes department to increase donor growth and retention.* Troy University.

Joquan Robinson (Fall 2014 – May 2015). *Investigation of the relationship between athlete identity and career efficacy*. Troy University.

Jeremy Mersch (Fall 2014 – May 2015). *Evaluating the economic impact of sport tourists' expenditures associated with a university's football season attendance*. Troy University.

Jarrod Fleming (Fall 2014 – May 2015). *Examination of college student-athlete academic and athletic self-efficacy*. Troy University.

Timur Kamilov (Fall 2014 – May 2015). *Exploration of intercollegiate athletes' attitudes toward homosexual males and females*. Troy University.

Musa Abdul-Aleem (Fall 2014 – May 2015). *An exploratory study of motivation and its effect on training habits*. Troy University.

Cara Smith (Fall 2014 – May 2015). *Perfectionism and athlete burnout in collegiate majorettes*. Troy University.

Kyle Wilborn (Fall 2014 – May 2015). *Elite athlete burnout: Self Determination Theory*. Troy University.

Rustin Sauvigne (Fall 2013 – May 2014). *Assessing spectator-based brand equity in football at Division I-A university*. Troy University.

Jessica Lynch (Fall 2013 – May 2014). *The relationship between team identification and sport consumption*. Troy University.

Kyle Fuller (Fall 2013 – May 2014). *College choice factors for student-athletes at Division I-A university*. Troy University.

Jennifer Gardner (Fall 2013 – May 2014). *An exploratory study of Division I compliance officers*. Troy University.

Haley Hutchins (Fall 2013 – May 2014). *Examination of satisfaction with and importance of venue factors at intercollegiate basketball arena*. Troy University.

Austin Moser (Fall 2013 – May 2014). *Constraints to intercollegiate football game attendance*. Troy University

Riley Montgomery (Fall 2012 – Spring 2013). *Measuring the effectiveness of sponsorship in football at Troy University*. Troy University.

Taylor Edwards (Fall 2012 – Spring 2013). *Economic impact study of NCAA men's College Cup*. Troy University.

Jonathan Gardner (Fall 2012 – Spring 2013). *Effects of current student recreation facilities on students' decision to attend Troy University*. Troy University.

Brandon Williams (Fall 2012 – Spring 2013). *The motivation factors of adults using leisure time to participate in parks and recreational/leisure activities*. Troy University.

Bart Barnes (Fall 2012 – Spring 2013). *Visitor expenditure profile for AISA football championship*. Troy University.

Chris Wasson (Fall 2012 – Spring 2013). *Effectiveness of social media promotional activities in Major League Soccer*. Troy University.

Brynna Waters (Fall 2012 – Spring 2013). *Effectiveness of social media as communication strategy at Division I FBS automatics qualifying schools*. Troy University.

Rustin Cockrell (Fall 2011 – Spring 2012). *Estimating the economic impact of non-resident hunters using commercial outfitters in Alabama*. Troy University.

Matthew Barrett (Fall 2011 – Spring 2012). *Effectiveness of social media marketing strategies in intercollegiate athletic departments*. Troy University.

Stephanie Vieira (Fall 2011 – Spring 2012). *Aspects influencing college choice among international student-athletes*. Troy University.

Clifford McRoberts (Fall 2011 – Spring 2012). *Differences in fan attendance motivation for attendees of collegiate athletic events*. Troy University.

Elizabeth Brown (Fall 2011 – Spring 2012). *An ethnographic look at the lives of college football players at a small Division-I Football Bowl Series University*. Troy University.

Edward Bailey (Fall 2011 – Spring 2012). *Analysis of subsequent behaviors and performances of college football programs following major infractions*. Troy University.

Chris Dennis (Fall 2011 – Spring 2012). *Factors influencing the college choice of student-athletes*. Troy University.

Steven Adams (Fall 2011 – Spring 2012). *Determining the factors that influence fan attendance at collegiate athletic events*. Troy University.

Andrew Dickinson (Fall 2010 – Spring 2011). *Primary motives for college athletic donors*. Troy University.

Chad Jenkins (Fall 2010 – Spring 2011). *Assessing gender differences in motivating factors to attend college basketball games*. Troy University.

Derick Thomas (Fall 2010 – Spring 2011). *Comparing motivational factors for attendance to NCAA basketball games between season ticketholders and single game ticketholders*. Troy University.

Evan Hawkins (Fall 2010 – Spring 2011). *Sponsor motives for sport sponsorship participation at Troy University*. Troy University.

Mike Conley (Fall 2010 – Spring 2011). *Motivational factors for intercollegiate athlete's participation: Emphasis on track and field*. Troy University.

GRADUATE STUDENT COMMITTEE MEMBERSHIP

Doctoral Committee Chair, Troy University:

- Jennifer Stoll, Sport Management (July 2018)
  - Cognate: Sport Tourism
- Danielle D'Acry, Sport Management (Fall 2015 – present)

Doctoral Committee Member, Troy University:

- Robert Itri, Sport Management (January 2019 – Present)
- Sara Vogt, Sport Management (July 2019)
- Sara Schoffner, Sport Management (July 2017)
- Doyeoup Kim, Sport Management (July 2019)

Master's Thesis, Troy University

- Brian Abernathy, Sport Management, Summer 2020
- Ziqi Hou, M.S. Sport Management, Spring 2018

Master's (Non-Thesis), Marshall University, Spring 2010

- Andrew Donovan, M.S. Athletics Administration
- Jane DeWitt, M.S. Athletics Administration

SERVICE

Professional Service

Editorial Board, Event Management
Editorial Board, Journal of Applied Sport Management
Reviewer, Journal of Sport Management
Reviewer, Journal of Leisure Research
Reviewer, Tourism Management
Reviewer, Leisure Sciences
Reviewer, Journal of Convention & Event Tourism
Reviewer, North American Society of Sport Management Conference
Reviewer, American Alliance for Health, Physical Education, Recreation and Dance Conference, 2011 - 2013
Reviewer, Southern Sport Management Conference (2011 – 2014)
Southern Sport Management Conference, Executive Committee Member (2010 – 2014).
Southern Sport Management Conference, Student Presentation Judge (2009 – 2012).

University Service

Member, Graduate Academic Council, Troy University, Fall 2017 – present.
Member, Consortia Relationship Review Committee, Troy University, Spring 2015 – present.
Member, Study Abroad Strategic Plan Initiative, Spring 2016 – present.
Mentor, Leadership Scholar Program. Troy University. Fall 2014 – present.
Alternate, University Review Committee, College of Health and Human Services. Spring 2020.
Appointed member, International Liaison, College Health and Human Services, Troy University, Spring 2017 – July 2020.
Faculty Leader, HSTM Study Abroad to Switzerland, Germany, and Austria. Fall 2019.
Faculty Leader, HSTM Study Abroad to Scotland and Ireland. Spring 2019.
Faculty co-Leader, HSTM Study Abroad to Ireland. Spring 2018.

Department Representative, Duy Tan University (Vietnam): Hospitality, Sport and Tourism Management program development committee, Summer 2016 – Summer 2020.
Department Representative, Vietnam National University – International School: Hospitality, Sport and Tourism Management program development committee, Spring 2016 – Summer 2020.
Department Representative, Dong A University (Vietnam): Hospitality, Sport and Tourism Management program development committee, Summer 2016 – Fall 2016.
Faculty Sponsor, Korean Visiting Scholar – Dr. Junmo Sung, Fall 2016 – July 2018.
Facilitator, Articulation agreement with Faulkner State Community College. Spring 2015. Agreement approved Fall 2015.
Faculty Sponsor, Chinese Visiting Scholar – Dr. Zhang Jianli. Spring 2015 – Fall 2015.
Faculty Sponsor, Chinese Visiting Scholar – Dr. Tao Zhu. Spring 2015 – Fall 2015.
Faculty Sponsor, Chinese Visiting Scholar – Dr. Ma Yuanjun. Fall 2014.
Facilitator, Hospitality Program Development with Saigon Technical University, Vietnam. Fall 2014 – Fall 2015.
Co-Facilitator, Carmike Launch Team, Spring 2015.
Member, Carmike Cinemas Professional Development Program. Fall 2014 – Summer 2015.
University representative, Hunan Normal University Delegation visit. Troy University, Spring 2015.
Appointed member, Certification Program Development Committee. Troy University Fall 2014.
University representative, Study-aboard program development with Hospitality and Tourism Management Program – Costa Rica. Troy University, Summer 2014, Summer 2015.
University representative, Study-aboard program development with Hospitality and Tourism Management Program-Guatemala. Troy University, Summer 2013, Summer 2015.
Faculty leader, Sport Management Study Aboard in Costa Rica. Troy University, Spring 2013.
Appointed member, Economic Impact of Troy University. Troy University, Spring 2012.
Faculty advisor, Lambda Chi Alpha. Troy University, 2011 – 2013.
Elected committee member, Marshall University Distinguished Artist and Scholar Award Committee. Marshall University, 2009.

College Service

Appointed member, International Liaison, College Health and Human Services, Troy University, Spring 2017 – present.
Member, Graduate Academic Council, Troy University, Fall 2017 – present.
Appointed member, College Health and Human Services Executive Committee. Troy University, Fall 2014 – present.
Alternate, University Review Committee, College of Health and Human Services. Spring 2020.
Appointed member, College Health and Human Services Review Committee. Troy University, Fall 2014 – Spring 2015; Fall 2016 – Spring 2017, Fall 2019 – Spring 2020.
College representative, Hunan Normal University Delegation visit. Troy University, Spring 2015.
Appointed member, Ph.D. in Sport Management Proposal Taskforce. Troy University, Spring 2013- 2014.
Appointed Chair, Hospitality and Tourism Management Graduate Curriculum Development Taskforce. Troy University, Fall 2012 – Spring 2013.

Appointed Chair, School of Hospitality, Sport and Tourism Management Proposal Taskforce. Troy University, Spring 2012 – Summer 2013.
Appointed Chair, Bachelor of Science in Hospitality, Sport and Tourism Management Proposal Taskforce. Troy University, Spring 2012.
Appointed Chair, Hospitality, Sport and Tourism Management Curriculum Development Taskforce. Troy University, Spring 2012.
College representative, Study-abroad and faculty research collaboration program development with UNIBE in Costa Rica. College of Health and Human Services, Troy University, Spring-Summer 2012.
Secretary, Planning and Review Committee, College of Education and Human Services. Marshall University, 2009.

Departmental Service

Director, School of Hospitality, Sport and Tourism Management. Troy University, January 2016 – present.
Search Committee Chair, Tourism Management Tenure-Track position search Troy Campus. Troy University, Fall 2019 – present.
Director, HSTM Summit, School of Hospitality, Sport and Tourism Management, Troy University, 2016 – present.
Director, HSTM Annual Banquet, School of Hospitality, Sport and Tourism Management, Troy University, 2017 – present.
Member, Doctoral Admissions Committee, Spring 2015 – present.
Member, Ph.D. Curriculum Committee, Fall 2014 – present.
Committee member, HSTM (and old SFM) Undergraduate Curriculum Committee. Troy University, 2010 – present.
Committee member, Sport Management (and old SFM) Graduate Curriculum Committee. Troy University, 2010 – present.
Appointed Member, HSTM Transition Team (move to College of Business). August 2019 – July 2020.
Faculty Leader, HSTM Study Abroad to Switzerland, Germany, and Austria. Fall 2019.
Faculty Leader, HSTM Study Abroad to Scotland and Ireland. Spring 2019.
Faculty co-Leader, HSTM Study Abroad to Ireland. Spring 2018.
Search Committee Chair, Hospitality Management Tenure-Track position search Troy Campus. Troy University, Spring – Summer 2017.
Interim Director, School of Hospitality, Sport and Tourism Management. Troy University, January 2013 – December 2015.
Department Representative, Duy Tan University (Vietnam): Hospitality, Sport and Tourism Management program development committee, Summer 2016 – Summer 2020.
Department Representative, Vietnam National University – International School: Hospitality, Sport and Tourism Management program development committee, Spring 2016 – Summer 2020.
Department Representative, Dong A University (Vietnam): Hospitality, Sport and Tourism Management program development committee, Summer 2016 – Fall 2016.
Facilitator, Duy Tan University delegation visit. Troy University, Summer 2015.

Faculty Sponsor, Chinese Visiting Scholar – Dr. Zhang Jianli. Spring 2015 – Fall 2015.
Faculty Sponsor, Chinese Visiting Scholar – Dr. Tao Zhu. Spring 2015 – Fall 2015.
Faculty Sponsor, Chinese Visiting Scholar – Dr. Ma Yuanjun. Fall 2014.
Facilitator, Articulation agreement with Faulkner State Community College. Agreement approved Fall 2015.
Facilitator, Hospitality Program Development with Saigon Technical University, Vietnam. Fall 2014 – present.
Department representative, Hunan Normal University Delegation visit. Troy University, Spring 2015.
Search Committee Chair, Hospitality Management Tenure-Track position search Troy Campus. Troy University, Summer 2017.
Search committee Chair, Sport Management Tenure-Track position search Troy Campus. Troy University, Spring 2015.
Search committee Chair, Tourism Management Tenure-Track position search Troy Campus. Troy University, Spring 2015.
Search committee Chair, Hospitality Management Tenure-Track position search Troy Campus. Troy University, Spring 2014.
Search committee Chair, Tourism Management Tenure-Track position search Troy Campus. Troy University, Spring 2014 – Spring 2015.
Search committee Chair, Hospitality Management Tenure-Track position search eTroy. Troy University, Spring 2013.
Search committee Chair, Tourism Management Tenure-Track position search Troy Campus. Troy University, Spring 2013.
Search committee Chair, Tourism Management Tenure-Track position search eTroy. Troy University, Spring 2013.
Search committee member, Kinesiology and Health Promotion Chair position search Troy Campus, Spring 2013.
Search committee Chair, Sport and Fitness Management Tenure-Track position search Troy Campus. Troy University, Fall 2012.
Appointed member, Ph.D. in Sport and Fitness Management Proposal Taskforce. Troy University, Fall 2011.
Search committee member, Sport and Fitness Management Tenure-Track position search San Antonio, TX. Troy University, Spring 2012.
Department representative, Study-abroad and faculty research collaboration program development with UNIBE in Costa Rica. College of Health and Human Services, Troy University, Spring-Summer 2012.
Director, Scholarly Research Boot Camp. Troy University, 2011.
Faculty advisor, Phi Epsilon Kappa. Troy University, 2011 – 2013.
Department representative, Honors Convocation. Troy University, 2012.
Department representative, IMPACT Sessions. Troy University, 2011 – present.
Department representative, Troy University Preview Day, 2011 – present.
Department representative, Troy University Graduation Ceremony. Troy University, 2010 – present.
Co-Director, Department of Kinesiology and Health Promotion Awards Banquet. Troy University, 2011.

Attendee, Homecoming and Alumni Activities. Troy University, 2010 – present.
Appointed member, Strategic Leadership Committee, School of Kinesiology. Marshall University, 2009.

Community Service

Den Leader, Cub Scouts: Boy Scouts of America, Troy, Alabama, August 2016 – present (leading two separate dens).
Adult Leader/Committee Member, Boy Scouts of America, Troop 41, Troy Alabama, August 2016 - present.
Co-Director, HSTM Fun Fest. School of Hospitality, Sport and Tourism Management, Troy University, 2017 – present.
Director, HSTM Charity Golf Tournament. School of Hospitality, Sport and Tourism Management, Troy University, 2016 – present.
Director, Children's Health Field Day. School of Hospitality, Sport and Tourism Management, Troy University, 2016.
Co-Director, HSTM Charity Golf Tournament. School of Hospitality, Sport and Tourism Management, Troy University, 2014 – 2015.
Co-Director, Children's Health Field Day. School of Hospitality, Sport and Tourism Management, Troy University, 2014 – 2015.
Co-Director, Troy KHP Miracle League Charity Golf Tournament. Department of Kinesiology and Health Promotion, Troy University, 2011 – 2013.
Co-Director, Children's Health Field Day. Department of Kinesiology and Health Promotion, Troy University, 2011 – 2013.
Committee member, Miracle League Playground Project. Troy, Alabama, Fall 2012 –2013.
Head Coach, Softball youth league, Troy Parks and Recreation Department. Troy, Alabama, Spring 2015, 2016, 2017, 2018, 2019.
Head Coach, Soccer youth league, Troy Parks and Recreation Department. Troy, Alabama, Fall 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019.
Head Coach, Baseball youth league, Troy Parks and Recreation Department. Troy, Alabama, Spring 2018, 2019.
Head Coach, Tee ball youth league, Troy Parks and Recreation Department. Troy, Alabama, Spring 2014, 2015, 2017.
Principal Investigator, Economic impact of 2011 Alabama Super-Regional Softball Tournament. Troy Parks and Recreation Department, Troy Alabama, Spring 2011.
Assistant Coach, Tee ball youth league, Troy Parks and Recreation Department. Troy, Alabama, 2012.
Assistant Coach, Soccer youth league, Troy Parks and Recreation Department. Troy, Alabama, 2011.
Member, Camp New You Program Evaluation Committee. School of Kinesiology, Marshall University, 2009.

PROFESSIONAL DEVELOPMENT

World Research Summit for Tourism and Hospitality. Fall 2015 and Fall 2013.
World Leisure Congress. Fall 2014.

North American Society of Sport Management. Summer 2010 and 2014.
Sport Marketing Association Conference. Fa11 2012 - 2014.
Blackboard Teaching Online Proficiency (TOP 2012) Course. Fall 2012.
IMPLAN Training Seminar, Minneapolis, Minnesota. Summer 2012
Southern Sport Management Association Annual Conference. Spring 2009 – 2013.
Scholarly Research Boot Camp. Troy University, Fall 2011
Sport Entertainment and Venues Tomorrow Annual Conference. Fall 2011.
National Park and Recreation Association Annual Conference. Fall 2011.
State of Alabama Ethics Training. Troy University, 2011 – 2015.
Southeast Travel and Tourism Research Association Annual Conference. Spring 2006, 2007, 2010 – 2011, 2014 – 2015, 2017.
Research Boot Camp. Marshall University, Spring 2010.
Faculty Teaching Seminar. Marshall University, Fall 2009.
First Annual Conference on Teaching and Learning. Marshall University, Fall 2009.
North American Society of Sport Management Annual Conference. Spring 2007.
Travel and Tourism Research Association Annual Conference. Spring 2007.
South Carolina Recreation and Park Association Annual Conference. Fall 2008.
North Carolina and South Carolina Recreation and Park Association Joint Conference. Fall 2005.

AWARDS

2014 Chancellor's Fellow Program, Troy University.
Certificate of Excellence, College of Health, Education and Human Development, Clemson University (April 2008).
Graduate Student Award of Excellence, Department of Parks, Recreation and Tourism Management, Clemson University (April 2008).
Graduate Student Travel Award ($750), Department of Parks, Recreation and Tourism Management, Clemson University (September 2007).
Professional Enrichment Grant ($200), Clemson University's Graduate Student Government (July 2007).
Graduate Student Travel Award ($250), Department of Parks, Recreation and Tourism Management, Clemson University (June 2007).
Best Student Presentation ($1000), Southeast Travel and Tourism Society Annual Conference, Sarasota, Florida (March 2006).
Graduate Assistantship, Department of Parks, Recreation and Tourism Management, Clemson University, Clemson, South Carolina (January 2005- May 2009).

ORGANIZATION MEMBERSHIPS

Sport Marketing Association
Travel and Tourism Research Association
North American Society of Sport Management
Southeast Travel and Tourism Research Association