

## Publications

- 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.

## Presentations

- Dixon, A.**, Backman, S., Backman, K., & Dixon, H. Segmenting sport tourists: A novel approach. 2<sup>nd</sup> 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.
- 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.

