

Noni Zaharia
Assistant Professor
Richard A. Chaifetz School of Business
Saint Louis University
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Education

Ph.D., University of Northern Colorado, U.S.A., 2015

Major: Sport Administration
Minor: Applied Statistics and Research Methods
Dissertation: “Purchase Behaviors in a Cross-National Analysis of Sponsorship Effectiveness” (article-format dissertation)
Advisor: Dr. David Stotlar

M.B.A., Athens University of Economics & Business, Greece, 2010

Major: Business Administration
Thesis: “Sport Sponsorship activities at IFM – Sports North America”

B.S., Romanian – American University, Romania, 2005

Major: Management and Marketing
Thesis: “The General Management of Football Club Rapid Bucharest”

Academic Experience

2019 – Present	Saint Louis University, St. Louis, MO Assistant Professor Richard A. Chaifetz School of Business
2018 – 2019	Flagler College, St. Augustine, FL Assistant Professor (non-tenure track) School of Business
2017 – 2021	Grand Canyon University, Phoenix, AZ Online Adjunct Instructor Colangelo College of Business
2016 – 2018	Saint Joseph's University, Philadelphia, PA Visiting Instructor Department of Marketing Erivan K. Haub School of Business

2015 – 2016	Florida State University, Tallahassee, FL Postdoctoral Fellow Department of Sport Management
2012 – 2015	University of Northern Colorado, Greeley, CO Research and Teaching Assistant School of Sport and Exercise Science

Teaching and Research Interests

- Consumer Behavior
- Organizational Behavior
- Sport Marketing
- Sport Sponsorship
- Sport Finance
- Analytics and Research Methods
- Sport Events and Facilities
- Sport Administration

Published Manuscripts

1. Zaharia, N., & Moore, S. (2020). How to win games in the National Basketball Association: An exploratory analysis. *Modern Applied Science*.
2. Zaharia, N. (2019). Using golf analytics to determine the optimal age range for golfers on the PGA Tour. *Modern Applied Science*, 13(3), 42-45.
3. Zaharia, N., Brandon-Lai, S., & James, J. (2017). Show me the money: On predicting actual purchases in cross-national sponsorship. *International Journal of Marketing Studies*, 9(4), 38-53.
4. Zaharia, N. (2017). University-industry knowledge transfer: Channels of sport research interaction. *International Journal of Business and Management*, 12(9), 1-16.
5. Zaharia, N., Biscaia, R., Gray, D., & Stotlar, D. (2016). No more “good” intentions: Purchase behaviors in sponsorship. *Journal of Sport Management*, 30(2), 162-175.
6. Zaharia, N., & Kaburakis, A. (2016). Bridging the gap: U.S. sport managers on barriers to industry-academia research collaboration. *Journal of Sport Management*, 30(3), 248-264.

7. **Zaharia, N.**, Mayer, K. C., Hungenberg, E., Gray, D., & Stotlar, D. (2016). Is sport sponsorship global? Evidence from the United States, the United Kingdom, and India. *International Journal of Marketing Studies*, 8(3), 43-57.
8. **Zaharia, N.**, Kaburakis, A., & Pierce, D. (2016). U.S. sport management programs in business schools: Trends and key issues. *Sport Management Education Journal*, 10(1), 13-28.
9. Ekmekci, R., Berber, S., **Zaharia, N.**, & Turco, D. M. (2013). Spectator consumer behaviors at the 2012 London Paralympic Games. *Choregia: Sport Management International Journal*, 9(2), 77-97.

Manuscripts in Preparation

1. Lupinek, J., Biscaia, R., & **Zaharia, N.** (survey underway). To purchase or not to purchase? That is the (sponsorship) question.
2. **Zaharia, N.** (writing the paper). A well-behaved behavioral model: A new theory of behavioral change.
3. **Zaharia, N.** (structuring the research method). Behavior in sport marketing: A meta-analysis.

Awards and Honors

2015	NASSM Student Research Competition Finalist
2014	NASSM Doctoral Research Grant Award Winner
2014	Sport Marketing Association (SMA) Best Student Research Paper Winner
2014	University of Northern Colorado, Student Research Grant Award Winner
2014 – 2015	Co-Director, Sport Marketing Research Institute, University of Northern Colorado, Greeley, U.S.A.
2014 – 2015	Selected by a university-wide committee to present an academic research on sponsorship at the 2014 and the 2015 UNC Student Research Celebration
2009	MBA fellowship granted by the National Bank of Greece (awarded for academic achievement and demonstrated leadership abilities), Athens University of Economics & Business, Greece

Conference Activity

Refereed Oral Presentations

1. **Zaharia, N.** (2020). On sport business programs housed in business schools. *Alliance for Sport Business Conference*, Tampa, FL. (cancelled due to Covid-19)
2. Lupinek, J., Biscaia, R., & **Zaharia, N.** (2019). Good beer is hard to not purchase (in the NFL). *The North American Society for Sport Management Conference*, New Orleans, LA.
3. **Zaharia, N.** & McNiff, J. (2019). Let's work together: Scholarly collaborations between academia and the U.S. sport industry. *Commission on Sport Management Accreditation (COSMA) Conference*, Atlanta, GA.
4. Lupinek, J., & **Zaharia, N.** (2018). To purchase or not to purchase? That is the (sponsorship) question. *The North American Society for Sport Management Conference*, Halifax, Canada.
5. **Zaharia, N.** (2017). Sponsorship's impact on sales and the Hofstede theory. *American Marketing Association Winter 2017 Conference*, Orlando, FL.
6. **Zaharia, N.**, Brandon-Lai, S., & James, J. D. (2016). The good, the bad and the ugly in global sponsorship. *Sport Marketing Association Conference*, Indianapolis, IN.
7. **Zaharia, N.**, & Gray, D. (2016). Show me the money: Purchase behaviors in sponsorship. *The North American Society for Sport Management Conference*, Orlando, FL.
8. **Zaharia, N.**, & Kaburakis, A. (2016). Alliance for Sport Business: State of the field and survey summary. *Alliance for Sport Business Conference*, Oklahoma City, OK.
9. **Zaharia, N.**, Stotlar, D., Gray, D., & Biscaia, R. (2015). No more “good” intentions: Purchase behaviors in sponsorship. *The North American Society for Sport Management Conference*, Ottawa, Canada. [Student Research Competition Finalist]
10. **Zaharia, N.**, Kaburakis, A., & Pierce, D. A. (2015). U.S. sport management programs in business schools: State of the field. *The North American Society for Sport Management Conference*, Ottawa, Canada.
11. Kaburakis, A., & **Zaharia, N.** (2015). Sport business programs: Trends and key issues. *Alliance for Sport Business Conference*, Athens, OH.
12. **Zaharia, N.** (2015). Is sport sponsorship global? Evidence from the United States, the United Kingdom, and India. *American Marketing Association Winter 2015 Conference*, San

Antonio, TX.

13. **Zaharia, N.**, Stotlar, D., & Gray, D. (2014). The sponsorship secret nobody tells: Purchase intentions versus actual purchases. *Sport Marketing Association Conference*, Philadelphia, PA. [Selected as Best Student Paper of the conference]
14. **Zaharia, N.**, & Stotlar, D. (2014). U.S. sport managers on channels to industry-academia research interaction. *Sport Marketing Association Conference*, Philadelphia, PA.
15. **Zaharia, N.**, & Kaburakis, A. (2014). Bridging the gap: U.S. sport managers on barriers to industry-academia research collaboration. *Sport Entertainment & Venues Tomorrow*, Columbia, SC.
16. **Zaharia, N.**, Mayer, K. C., Hungenberg, E., Gray, D., & Stotlar, D. (2014). Analyzing sponsorship effectiveness in sport: A cross-national study. *The North American Society for Sport Management Conference*, Pittsburg, PA.
17. Berber, S., Turco, D. M., Rasku, R., & **Zaharia, N.** (2014). Spectator consumer behaviors at the 2012 EURO Cup Poland-Ukraine. *Fifth International Conference on Sport and Society*, Rio de Janeiro, Brazil.
18. Rasku, R., Puranaho, K., **Zaharia, N.**, & Turco, D. M. (2014). Football fans in the emerging E.U.: A profile of spectators to the 2012 UEFA EURO Cup Poland-Ukraine. *Interdisciplinary Tourism Research Conference*, Istanbul, Turkey.
19. Kaburakis, A., & **Zaharia, N.** (2014). U.S. sport management programs in business schools. *Alliance for Sport Business Conference*, Tampa, FL.
20. Ekmekci, R., Berber, S., **Zaharia, N.**, & Turco, D. M. (2013). Spectator consumer behaviors at the 2012 London Paralympic Games. *Sport Marketing Association Conference*, Albuquerque, NM.
21. Mayer, K. C., Davies, M., & **Zaharia, N.** (2013). Women's sports non-attendance: An investigation of intercollegiate soccer and volleyball. *College Sport Research Institute's Scholarly Conference on College Sport*, Chapel Hill, NC.
22. **Zaharia, N.** (2011). Effectively positioning sport management programs in business schools. *Alliance for Sport Business Conference*, Saint Louis, MO.

Refereed Poster Presentations

23. **Zaharia, N.** (2015). Sport management research: Scholars and practitioners. *Student Research Celebration at University of Northern Colorado*, Greeley, CO.

24. Zaharia, N. (2014). Reliability of sport sponsorship outcomes across nations. *Student Research Celebration at University of Northern Colorado*, Greeley, CO.
25. Mayer, K. C., Davies, M., & Zaharia, N. (2013). Football non-attendance: An investigation of students at the FCS level. *Sport Marketing Association Conference*, Albuquerque, NM.
26. Zaharia, N., Mayer, K. C., & Hungenberg, B. (2013). Toward a global sport sponsorship model: Implementing the actual purchase. *Student Research Day at University of Northern Colorado*, Greeley, CO.
27. Mayer, K. C., Davies, M., & Zaharia, N. (2013). Football non-attendance: An investigation of students at the FCS level. *Student Research Day at University of Northern Colorado*, Greeley, CO.

Grant Activities

1. Zaharia, N. (2018). Faculty travel grant. *Flagler College – School of Business*. **\$800**. November 2018 (**Funded**).
2. Zaharia, N. (2017). Faculty travel grant. *Saint Joseph's University – Haub School of Business*. **\$1,450**. February 2017 (**Funded**).
3. Zaharia, N. (2016). Faculty travel grant. *Florida State University – Sport Management Department*. **\$2,350**. February 2016 (**Funded**).
4. Zaharia, N. (2015). Sport Administration graduate student travel grant. *University of Northern Colorado – Sport Administration Department*. **\$510**. June 2015 (**Funded**).
5. Zaharia, N. (2014). Is sport sponsorship global? Evidence from the United States, the United Kingdom, and India. *University of Northern Colorado's Natural and Health Sciences Student Research Grant*. **\$400**. November 2014 (**Funded**).
6. Zaharia, N. (2014). Sport Administration graduate student travel grant. *University of Northern Colorado – Sport Administration Department*. **\$522**. October 2014 (**Funded**).
7. Zaharia, N. (2014). Implementing purchase behaviors in a cross-national analysis of sponsorship effectiveness. *The 2014 NASSM Doctoral Research Grant*. **\$1,100**. May 2014 (**Funded**).
8. Zaharia, N. (2014). Sport Administration graduate student travel grant. *University of Northern Colorado – Sport Administration Department*. **\$210**. May 2014 (**Funded**).

9. Zaharia, N. (2014). Implementing purchase behaviors in a cross-national analysis of sponsorship effectiveness. *University of Northern Colorado's Natural and Health Sciences Student Research Grant. \$400.* February 2014 (**Not funded**).
10. Zaharia, N. (2014). Sport Administration graduate student travel grant. *University of Northern Colorado – Sport Administration Department. \$500.* February 2014 (**Funded**).
11. Zaharia, N. (2013). Sport Administration graduate student travel grant. *University of Northern Colorado – Sport Administration Department. \$600.* October 2013 (**Funded**).
12. Zaharia, N. (2013). Toward a global sport sponsorship model: Implementing the actual purchase. *The 2013 NASSM Doctoral Research Grant. \$2,057.* May 2013 (**Not funded**).
13. Zaharia, N. (2013). Sport Administration graduate student travel grant. *University of Northern Colorado – Sport Administration Department. \$429.* April 2013 (**Funded**).

Teaching Activity and Courses Taught

Saint Louis University

Sports Analytics (Undergraduate)
 Intro to Sports Management (Undergraduate)
 Intercollegiate Athletics Management (Undergraduate)
 Capstone Projects (Undergraduate)
 Introduction to Business Statistics (Undergraduate)
 Applied Business Statistics (Graduate)

Flagler College

Sport Finance (Undergraduate)
 Sports Analytics (Undergraduate)
 Sport Administration (Undergraduate)
 Recreation and Fitness Management (Undergraduate)
 Sport Events and Facilities (Undergraduate)
 Consumer Behavior (Undergraduate)

Saint Joseph's University

Sport Marketing (Undergraduate; student evals: 4.9/5)
 Sports, Selling and Sales (Undergraduate; student evals: 4.9)
 Sports Analytics (Undergraduate; student evals: 4.7/5)

Grand Canyon University

Sports Marketing (Undergraduate; Online Course)
 Introduction to Sports Management (Undergraduate; Online Course)
 Sports Business Analytics (Graduate; Online Course)

Florida State University

Sport Marketing (Undergraduate, Graduate; student evals: 4.8/5)
 Sport Sponsorship & Sales (Undergraduate, Graduate; student evals: 4.9/5)
 Globalization, Development, & Sport (Doctoral Seminar; teaching assistant)
 Applied Research-Sport Management (Doctoral Seminar; teaching assistant)

University of Northern Colorado

Sport Event Development and Management (Graduate; teaching assistant)
 Financial Management of Sport Organizations (Graduate; teaching assistant)
 Sport Marketing (Graduate; teaching assistant)
 Fitness Management (Graduate; teaching assistant)
 College Teaching (Graduate; teaching assistant)
 Activities for Stress Management (Undergraduate; student evals: 4.7/5)
 Soccer (Undergraduate; student evals: 4.9/5)
 Walking & Jogging (Undergraduate; student evals: 4.6/5)

Industry Experience

2012	UEFA European Championship, Ukraine, Media Operations Volunteer
2009 – 2012	Soccer – Agency, Germany, Destination Manager
2010 – 2011	IFM – Sports, Saint Louis, U.S.A., Sports Researcher
2006 – 2009	Football Club Botosani, Romania, Marketing Director
2006	Football Club Botosani, Romania, Marketing Assistant

Professional Membership

2015 – Present	American Marketing Association (AMA)
2013 – Present	North American Society for Sport Management (NASSM)
2013 – Present	Sport Marketing Association (SMA)
2011 – Present	Alliance for Sport Business (ASB)

Service

2020 – Present	Saint Louis University Faculty Senate member, St. Louis, MO
2020 – Present	Saint Louis University Internship Coordinator, Department of Management, St. Louis, MO
2020 – Present	Saint Louis University Presidential Scholars Weekend events, Department of Management, St. Louis, MO
2019	Main Event Organizer for the Flagler College Heart Walk, St. Augustine,

FL

- 2019 Event Head Coordinator for a Flagler College class at the Daytona International Speedway, Daytona, FL
- 2018 Event Coordinator for the President's Golf Classic tournament, St. Augustine, FL
- 2017 Event Organizer for the 2017 Alliance for Sport Business Conference, Philadelphia, PA
- 2017 – Present Sport in Society Guest Reviewer
- 2016 – Present Sport Management Review (top-tier academic journal) Guest Reviewer
- 2015 – Present Journal of Sport Management (top-tier academic journal) Guest Reviewer
- 2014 – 2015 Co-Director, Sport Marketing Research Institute, University of Northern Colorado, Greeley, U.S.A.
- 2012 – 2015 Graduate Research Assistant, Sport Marketing Research Institute, University of Northern Colorado, Greeley, U.S.A.
- 2011 – Present Research Development Coordinator, Alliance for Sport Business, U.S.A.

Software Skills

SPSS
AMOS
STATA
Blackboard Learn
Canvas
Tableau
R
Python