



Dr. Brenda G. Pitts

Professor

2016 Recipient of the Diversity Award - NASSM

2014 Distinguished Sport Management Educator Award

2014 Nominee - Stotlar Award, Sport Marketing Association

2014 Research Fellow - Sport Marketing

2012 Diversity Award - NASSM Diversity Committee

2004 Dr. Garth Paton Distinguished Service Award

2000 Dr. Earle F. Zeigler Scholar

2001 Research Fellow NASSM

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If you wish to see the recent professional dossier submitted for review for the 2016 Diversity Award or for the 2014 Distinguished Sport Management Educator Award, just let me know! It is loaded with information.

Brief Bio of:

Dr. Brenda G. Pitts

2016 Diversity in Sport Management Award

2014 Distinguished Sport Management Educator Award

Professor, Sport Management Masters Program, Georgia State University

Dr. Brenda Pitts is an award-winning scholar and professor, having won awards in research, teaching, and service, and is nationally and internationally known in Sport Management, particularly in Sport Marketing. She is the 2014 Distinguished Sport Management Educator of the North American Society for Sport Management, a Nominee for the 2014 Stotlar Award (Distinguished Educator) of the Sport Marketing Association, and was named a 2014 Research Fellow of the Sport Marketing Association. She was recently featured in the book Women as Leaders in Sport: Impact and Influence (Hums, Bower, & Grappendorf, 2007) as one of the pioneers of the field of Sport Management in the United States. She is the Dr. Earle F. Zeigler Scholar of 2000, recipient of the Diversity Award of NASSM 2012, and one of the first Research Fellows of the North American Society for Sport Management in 2001. Dr. Pitts is currently Professor of Sport Marketing and Sport Management and Director of the Sport Business Research Center at Georgia State University in Atlanta, Georgia; and works as a Sport Marketing consultant in Atlanta, one of which is the world famous Georgia Dome. Dr. Pitts is the Co-Chair for the Inaugural Conference of the World Association for Sport Management, Madrid, Spain, September, 2014.

Prior to Georgia State University, Dr. Pitts spent 6 years at Florida State University (FSU) and 12 years at the University of Louisville (UofL). At FSU, Dr. Pitts led the restructuring and building of the Sport Management programs at the undergraduate, masters, and doctoral levels. During the 6 years she was there, full-time sport management faculty increased from 2 to 7, student enrollment quadrupled in each program, and the masters and doctoral programs were awarded NASPE-NASSM program approval status. At that time, the doctoral program was 1 of only 2 approved programs in the country. At UofL, Dr. Pitts started their first sport management program. Along with colleague Dr. Larry Fielding (now at Indiana University), during the 12 years she was there, they developed an undergraduate, masters, and doctoral program; faculty number grew from 1 to 4 full-time; and the undergraduate and masters programs were awarded NASPE-NASSM program approval.

In research, Dr. Pitts is distinguished as the Dr. Earle F. Zeigler Scholar of 2000, recipient of the Diversity Award of NASSM 2012, and one of the first Research Fellows of the North American Society for Sport Management in 2001. She is author/coauthor of several sport marketing books, one of which has been

translated into Japanese, Mandarin Chinese, and Portuguese for use in South America. One of Dr. Pitts' coauthored books is the first-of-its-kind textbook -- *Research Methods in Sport Management* (2008). Dr. Pitts is author of over 250 national and international scholarly publications and presentations, most of which are published in several scholarly journals such as the *Journal of Sport Management*, *Sport Marketing Quarterly*, *Journal of Vacation Marketing*, *International Journal of Sports Marketing and Sponsorship*, *Women in Sport and Physical Activity*, *Sport Management Education Journal*, *The Sport Management and Other Related Topics Journal*, and the *International Journal of Sport Management*. Currently, the focus of her research includes three areas and are:

- (1) sport marketing with emphases in consumer behavior, spectator analysis, sponsorship and brand awareness measurement, and visitor spending;
- (2) analyzing the state of the current research literature and textbooks in the field of sport management;
- (3) the lesbian and gay sport industry with emphases in tracking the growth and development of gay and lesbian sports and sport business in North America, sport marketing research involving the Gay Games, and consumer analysis for marketing and promotional competitive strategy development.

In education and service for the profession, Dr. Pitts is the 2014 Distinguished Sport Management Educator of NASSM. Dr. Pitts' service work was recognized in 2004 with the awarding of the Dr. Garth Paton Distinguished Service Award from the North American Society for Sport Management in recognition of meritorious service to the professional and NASSM. Some of Dr. Pitts' numerous service accomplishments have included:

- Scientific Chair for the World Association for Sport Management Inaugural Conference, October 2014;
- Founding Team Member for the inaugural World Association for Sport Management (April, 2011);
- Member and Co-Chair of the original committee from 1986-1993 that wrote the first Sport Management Curriculum Standards (first published in 1993) and created the Sport Management Program Review Council;
- Council Member of the first Sport Management Program Review Council (1993-1996) and is a continuing reading member;
- Program Chair of 2 NASSM conferences (manages call for papers, review process, and conference program development: 1992; 1994);
- Co-Director of the 1990 NASSM Conference in Louisville, Kentucky;
- Director of the 2004 NASSM conference in Atlanta, Georgia, June 2-5;
- President, President-Elect, Past-President, Council Member, of NASSM during 1990-1995;
- Founding Member and Vice President of Academic Affairs of the new Sport Marketing Association (selected for this position by the President): November, 2002 – 2005. Some of the duties include Program Director (editorial management of submitted papers) for the conferences for 2003, 2004, and 2005; and Editor-In-Chief for 3 books of selected and refereed papers from the conferences;
- Founder & Co-Director of the first scholarly conference on lesbian and gay sport studies, held with the Gay Games, New York, 1994. Since then, conferences have been held at every Gay Games;

- *Helped establish the Sport Management Council under NASPE so that there could be more research outlets for faculty in sport management; today, the Sport Management Council has 2 to 4 sessions under NASPE at the annual AAHPERD conference.*

In research related service activity, Dr. Pitts is currently Associate Editor of the Global Sport Business Journal. Earlier, she was an Editorial Board Member (1991-1998) and later Co-Editor-in-Chief of The Sport Management Library (1998-2000), a project that produced over 30 textbooks in sport management, many of which are now in their 2nd, 3rd, and 4th editions. She has served on several editorial review boards of journals or has reviewed papers for journals such as the Sport Marketing Quarterly, The Sport and Other Related Topics Journal, and the Sport Management Review (Australia), the European Sport Management Quarterly, Journal of Sport Management, Sport Management Education Journal, Women in Sport and Physical Activity Journal, Research Quarterly, and the International Journal for Sport Management. Further, in relation to grants and contracts, Dr. Pitts has brought in over a million dollars.

Dr. Pitts' research, speaking, consulting, and service have taken her around the world. Some of these include Sweden, Taiwan, South Africa, Hong Kong, Singapore, Malaysia, Spain, France, Australia, Germany, Hungary, England, The Netherlands, Japan, Mexico, Canada, China, Australia, Portugal, Scotland, Guatemala, Cyprus, Czech Republic, Thailand, Mongolia, New Zealand, and Brazil.

Dr. Pitts hosted a Visiting Scholar from the Shanghai University of Sport, Shanghai, China, Dr. Yi 'Mandy' Zhang. Dr. Zhang studied under Dr. Pitts from December 2012 through May 2014.

Dr. Pitts was an Invited Visiting Scholar to Johan Cruyff University, Holland, April, 2013.

As an avid athlete, and on the more fun side of life, she is always playing and enjoying all kinds of sports, more recently soccer, golf, boating, jogging, tennis and softball. Her favorite is jet skiing with her Welsh Corgi doggie, Jazz. Recently, Dr. Pitts won a couple of golf tournaments, but has made the wise decision to keep her day job. Her earlier prolific career in basketball brought her such rewards as being a professional basketball player in the first Women's Professional Basketball Association (WBL, 1978); the retirement of her high school basketball uniform number; membership in the "A" Club of the University of Alabama; induction into the Huntsville Sports Hall of Fame (Huntsville, Alabama); Induction Nominee of the Alabama Sports Hall of Fame; and induction, as a player in the WBL, the only league inducted into the Women's Basketball Hall of Fame, Knoxville, Tennessee. In fact, Dr. Pitts' sports and research were interrelated from the beginning: her 1984 dissertation was one of 2 studies used in the decision in the USA to officially adopt the women's size basketball for competitive play. During 2010, Dr. Pitts' research was used as the basis of research in Slovenia to consider adopting the women's size basketball there.

VITA

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EDUCATION

B.S. The University of Alabama, K-12 Physical Education, May, 1977.
M.A. The University of Alabama, Health & Physical Education, May, 1979.
Ed.D. The University of Alabama, Health & Physical Education, Minor: Administration of Higher Education, May, 1985.

PROFESSIONAL EMPLOYMENT HISTORY

July 2002 Georgia State University, Sport Management, Full Professor, July, 2002-present.
Awarded Graduate Faculty status Spring, 2005.
Consulting includes: Georgia World Congress Center and Georgia Dome; Professional Bull Riders; Super Cross; Women's Final Four; Atlanta Falcons; Federation of Gay Games; Atlanta 2006 Gay Games Bid Committee; Los Angeles 2006 and 2010 Gay Games Bid Committees.

July, 2002 – July, 2004 -- Program Coordinator, Sport Management, Georgia State University.

8/96 - 7/02: Florida State University, Sport Administration, Full Professor, August 1999 to July 2002; Associate Professor, 8/96-8/99.

Consulting included: Tallahassee Soccer Association; Federation of Gay Games.

7/93 - 1/96: Chairperson, Department of HPES, University of Louisville.

7/84 - 8/96 The University of Louisville: 1984-1991, Assistant Professor; 1991-95, Associate Professor; 1995-96, Full Professor, Sport Administration Studies.

Consulting included: Louisville Women's Soccer Association; NCAA; Ford Fitness Center; Louisville Indoor Soccer Center.

7/81-5/84 The University of Alabama, GTA, Teaching, Research, and Administrative Assistant.

7/80-7/81 Bob Jones High School (Huntsville, Alabama), Biology Teacher, Coach – Basketball, Volleyball, Softball; Girl's Athletic Director.

10/78-11/79 WBL - Women's Professional Basketball League, Professional Basketball Player.

8/77-10/78 Randolph School (Huntsville, Alabama), Physical Education Teacher K-12,
Coach - Basketball, Volleyball; Girl's Athletic Director.

RELATED EMPLOYMENT/EXPERIENCE HISTORY

May, 1992 HONG KONG, SINGAPORE and MALAYSIA: I was invited to teach my Sport Marketing course. The course was a one-week course in Hong Kong and Singapore and two one-week courses in Malaysia.

7/85-7/86 CardioCare, Louisville, Kentucky. Consultant and Advisory Board: to start this business - a health & wellness program consulting agency.

7/85 - 5-96 Louisville Women's Soccer Association, Louisville. Coach, Player, Tournament Director for Fall & Spring Leagues.

7/82-5/84 The University of Alabama - Served on Curriculum Committee to develop a Sport/Fitness Administration undergraduate program.

Summers:

'78, '79 Associate Director, International Women's Sports Exchange Program. Co-authored federal grant for and coordinated a program for the exchange of women athletes to compete and run sports clinics in Guatemala, Portugal and England.

'83 The University of Alabama, Director of Sports & Activities, Bioprep Program - a summer camp for high school students interested in health careers. Developed sports programs and supervised staff of four.

3/79 Flaming Rainbow University, Oklahoma. Consultant: to start a women's athletic program.

3/79 Flaming Rainbow University, Oklahoma. Consultant: to start a Recreational activities program for students.

PROFESSIONAL DEVELOPMENT ACTIVITIES

ONGOING DEVELOPMENT ACTIVITIES

(1) I study the sport business industry constantly which includes, for example, monitoring sport business news, observation of a variety of sports businesses, organizations, and events, and participation in numerous sports, sports events, and businesses as a sports participant, volunteer worker, and consultant.

(2) I attend and actively participate in an average of 3 professional association conferences each year, with a high number of 9 in 1998.

(3) I prepare and present research presentations.

(4) I read current academic and popular press literature consistently.

SPECIAL ACTIVITIES at GEORGIA STATE UNIVERSITY (June, 2002 - PRESENT)

(1) One of my courses, Seminar in Sports Marketing Fan Research, has been featured in two articles in 2 different issues of the GSU Magazine (2008, 2010); and in a recent book. The book is titled *Experiential Learning in Sport Management: Internships and Beyond*, authored by Drs. Susan Foster and John Dollar of Saint Leo University, Saint Leo, FL. and published by Fitness Information Technology, Inc.

(2) For 5 years, I have served as a student paper reviewer for the international travel program and grant. Students who "win" this competition are funded for travel to various countries for important projects around the world.

(3) I participated in a one-day workshop on diversity and research at the university, sponsored and run by the Office of Underrepresented Faculty at GSU; Spring 2011.

(4) I authored and was awarded a technology grant at GSU for 2010-2011 for \$16,905.00.

(5) I participated in a series of two 3-hour workshops on the management of grants and contracts, and the management of grant budgets and university budgeting systems during the Spring 2008 semester.

(6) I received a \$2,000.00 grant to participate in a 2-day workshop (May, 2005) of the university's Writing Across the Curriculum (WAC) program. The purpose of this is to train and encourage faculty to infuse more writing into their courses.

(7) I started at GSU by teaching two summer courses that were new preps for me. This was difficult because I taught a summer course at Florida State University (where I was leaving) for 6 weeks just prior to this – and I drove back and forth every week. The FSU course ended on June 13 and the GSU courses started June 17 – the very next week. At GSU, I took over the Directorship of a Master's program with 90-plus students and an open second faculty position. I also took over about 15 grants/contracts with local sport businesses. I hired a one-year person to teach for 2002-2003. I did everything for the program including serving on the search committee to try to fill that position. I held a very full work load over the year with very little time for research. So, my first year at GSU was more than full with little to no time for development activities. During the summer of 2002, I was the only sport management faculty in residence working with over 80 graduate students.

My second year was similar. During the summer of 2003, I was again the only faculty member in sport management advising and managing the entire program. We had a retired faculty member teach one summer course for help.

During the summer of 2004, I again was the only faculty member in residence, while the other faculty member spent 6-7 weeks away, I was left to manage the entire program with about 70 students.

In addition, since arriving in June 2002, I have had the additional duty of supervising and managing all internships and practica, with only a little help from a recreation faculty member. None of this work is counted on workload assignment.

Needless to say, between June 2002 and up to April 2005, there was little to no time for special development activities while here at GSU.

SPECIAL ACTIVITIES at FLORIDA STATE UNIVERSITY (July, 1996 – June, 2002)

(1) September 8, 2001 -- I received a \$3,000.00 grant from the FSU President's Office. For this, I will develop and teach a special undergraduate course in the Spring 2002 semester. This course will be different from any currently taught. The course is limited to 20 "first-time-on-campus" students.

(2) I participated in a course in Instructional Design (EDG 6925) offered in the FSU College of Education in the Spring 1997 semester. The purposes of the course are to apply instructional design theory to one of my courses and to infuse technology into the course. The course is my graduate sport marketing course. It will be slightly restructured using an instructional design model. I also learned several ways to utilize computer software and technology in different aspects of the course, such as, creating a web site for the course, using the web site for student/faculty interaction, and creating/redesigning course material in Power Point and other software.

SPECIAL ACTIVITIES at the UNIVERSITY of LOUISVILLE (1984-1996)

(1) I received a \$750.00 grant to participate in a course development program (June, 1995). The purpose of this program was to address issues of gender bias in courses; specifically, to assess and correct where women are oppressed. The program involved attending 10 2-hour seminars during the Fall 1995 and Spring 96 terms.

(2) I received a \$500.00 grant to participate in a course development program (10-13-94). The purpose of this program was to prepare me to submit a course for the university's Writing Across the Curriculum program. This involved attending ten 3-hour workshops over the Fall 94 and Spring 95 terms.

(3) During the Fall semester of 1993, I attended every multicultural film and session presented on every Wednesday at noon as a part of the university's diversity in the curriculum program. I wanted to learn more about other populations and cultures in order to be educated and to inform my courses and research.

TEACHING: courses taught at GSU, FSU, UofL and other institutions

COURSES TAUGHT AT Georgia State University, Florida State University, and the University of Louisville: The following is a list of all courses I have taught while at the University of Louisville, 1984-1996, Florida State University, August, 1996-June 2002, and Georgia State University, June 2002 to present. *Those courses in **bold** indicate courses I am currently teaching.* At the University of Louisville, I was hired to develop the initial undergraduate and graduate Sport Administration Programs. During the time I was there, the programs were developed, faculty were added, and student enrollment grew consistently. In addition, the graduate program was approved in 1994; the undergraduate program was submitted for review while I was there, then later was approved. Part of my responsibilities at Florida State University included shaping and advancing the curriculum in relation to the curriculum standards with the goal of going through program review. The Master's and Doctoral programs were approved by the Sport Management Program Review Council of NASPE-NASSM in 2000.

UNDERGRADUATE COURSES (bold indicates current assignment):

- (1) Principles of Sport Administration: A 3 credit hour introductory course. (1984-91)
- (2) Analysis in Sport Administration: A critical thinking & decision making course through case analysis and problem solving. (1984-96)
- (3) Sport Marketing: Principles of marketing applied to the sport business industry. (FSU) (1985-current)
- (4) Internship in Sport Administration: Practical experience in a sport industry setting. (1984-93)
- (5) Readings in Sport Administration.
- (6) Administering Health Promotion Programs at the Workplace: A course in the design, implementation, and management of employee wellness programs.(1984-86)

GRADUATE COURSES (bold indicates current assignment):

- (1) **Sport Marketing:** 1985-current. Advanced theory & aspects of sport marketing.
- (2) **Seminar: Sport Marketing Field Research:** 2003 - current. Georgia State University. Introduction to practical research; students conduct actual sport marketing research for local sport businesses and events.
- (3) **Cultural Aspects of Sport:** Summer, 2002 – current. Georgia State University. Overview of socio-cultural issues in sport and sport management.
- (4) Seminar in Sport Marketing: A 3 credit hour doctoral only course offering in-depth discussion of research, issues, and career development in sport marketing. (FSU;1997-current)
- (5) Fiscal Management and Sport: A 3 credit hour graduate course in sport financial management concepts. (FSU; 1996-98)
- (6) Research Methods: Typical masters and doctoral course in research methods. (FSU; 1996-97)

(7) Lesbian & Gay Sport Studies: A 3 credit hour masters and doctoral course. An overview and in-depth look at the lesbian and gay sports industry and the issues that face lesbian and gay people in “mainstream” sports settings as well as their own sports settings. (1997-2002 at FSU)

(8) Research in Sport Administration: This course is designed to introduce the graduate student to current research in Sport Administration and also requires the student to develop a research interest topic, a research question within that topic, to conduct a review of literature in an attempt to answer the question, and to select a possibly appropriate research design to conduct a study. (1988-96 at Louisville)

(9) Issues in Sport Administration: Overview of a wide range of sociocultural, marketing, and economic issues in the sport business industry today. Teaching this course was shared with two other faculty. (summer, 1999 at FSU)

(10) Supervised Teaching in Sport Administration: Introduction to teaching in sport management; supervision of doctoral students who move through an apprenticeship program to learn how to teach and to be a professor; work with the doctoral student teaching some lectures in courses and teaching full-time undergraduate sport management courses. (1997-2002 at FSU)

(11) Case Study in Sport Administration: Advanced case analysis. (1984-96 at Louisville)

(12) Administering Health Promotion Programs at the Workplace. (1984-86 at Louisville)

(13) Introduction to Sport Administration: An introduction to and principles of sport management course. (1984-96 at the University of Louisville; 2002 at Georgia State University)

(14) Internship in Sport Administration: A 3 credit hour field experience course. (1984-93 at Louisville; Spring, 2002 at FSU; all semesters at GSU)

(15) Readings in Sport Administration.

(16) Thesis in Sport Management.

(17) Dissertation in Sport Management.

(18) Independent Study in Sport Administration: supervision of a graduate student’s independent study or project. (as usual, offered on an as needed basis)

Florida State University International Sport Management Program - Summer 2002

In the summer of 2002, the Sport Management program offered its first International Sport Management Program. This was offered through and as a part of the FSU International Programs Office. The first session ran June 20-July 30, 2002 with one week in Paris, France and 4 weeks in London, England. I was elected by the Sport Management faculty as the Program Leader for this first time. However, when I took the faculty position at Georgia State University, I removed myself from this position and the faculty at FSU took it over. This organizational experience, however, could be used in the future to develop a similar program. The following courses were offered.

International Sport Law -- Dr. Annie Clement

Sport Venues -- Dr. Annie Clement

International Sport Marketing -- Dr. Brenda Pitts

Research in International Sport Management -- Dr. Brenda Pitts

Internship in International Sport Management -- both instructors

THESIS, DISSERTATION & INDEPENDENT STUDY COMMITTEE/SUPERVISION

Dissertations: Major Professor -- Current

None currently.

Dissertations: Committee Member -- Current

(1) Trayce Leak – August 2015 -- Georgia State University. Proposal Passed Committee on August 3, 2015. Draft of title: “Historical Review and Content Analysis of African American Men in Professional Baseball.” Began September 2010.

Dissertations: Major Professor -- Completed

- (1) Brian Pruegger, FSU, Sport Administration. Title: Game-Day Promotions as a Factor That Affects Attendance at Sports Events. Started September 5, 2001; completed February, 2003.
- (2) Chia-Ying "Doris" Lu, Florida State University, Sport Administration. Title: Factors Affecting Spectator Attendance at Baseball Games in Taiwan. Started: Spring, 2000; completed August, 2002.
- (3) Chun-ju "Rachel" Chang, Florida State University, Sport Administration. Title: Content Analysis of Sport Company Web Sites. Started, 1999; completed April, 2002.
- (4) Jay Jisha, Florida State University, Sport Administration. Title: factors affecting a student's decision to attend a selected doctoral program in sport management. Started 1998; completed April, 2002.
- (5) Mike Smucker, Florida State University, Sport Administration. Co-Director. Title: job satisfaction. Started 1998; completed June, 2001.
- (6) Tae Ho Yoh, Florida State University, Sport Administration. Title: Influences on College Students' Brand Preferences for Athletic Shoes: Applying Consumer Socialization. Started 1997; completed December, 2000.
- (7) Andrea Pent, Florida State University. Title: Decision Making in Intercollegiate Athletics: An Exploration of Actual and Ideal Participation Levels Among NCAA Division I Senior Athletic Administrators. Completed August, 1999.
- (8) Angela Johnson, Florida State University. Title: The Effect of Team Cohesion on Performance Outcome in the Cape Cod Baseball League. Completed May, 1998.
- (9) Suzanne Dodd, Florida State University. Title: The Effectiveness of sponsorship Stimuli on Sports Spectators. Completed December, 1997.

Dissertations: Committee Member -- Completed

- (27) LiYan Yin. University of Florida doctoral student in Sport Management. Joined committee as External Scholar in April, 2012. Completed May 2014
- (26) Yi Zhang. Shanghai University of Sport doctoral student in Sport Management. Joined as Major International Advisor in March, 2012. Probable work: on comparison of professional and amateur table tennis positioning in the marketplace in China and North America. Yi Zhang (Mandy) is now a Visiting Scholar under me starting December, 2012 for a year to June 2014.
- (25) Kenny Chen, University of Georgia. Completed May 2013.
- (24) Seyed Morteza Azimzadeh, Ferdowsi University of Mashhad, Mashhad, Iran. Title: Factors Influencing Sport Business Start-Ups. On committee March, 2012. Completed September, 2012.
- (23) Joe Trolan, Florida State University, Sport Administration. Title: undecided. Accepted to be on committee in April, 2006.
- (22) Danya Andrews-Little, Florida State University, Sport Administration. Title: historical look at African American women in sport. Accepted to be on committee in October, 2005.
- (21) Bosmat Makover, Florida State University, Sport Administration. Title: women's professional basketball. Completed May 2003. I was Bosmat's Major Professor until I left Florida State June 2002.
- (20) Patrick Lee, FSU, Sport Administration. Title: African American Athletic Directors in Division I: The Path to Get There. Started September, 2001.
- (19) Jeff Pritsker, Florida State University, Sport Administration. Title: An Analysis of Collegiate Licensing Programs. Started Spring 2001. I was Jeff's Major Professor until I left Florida State June 2002.
- (18) Kadence Otto, Florida State University, Sport Administration. Title: financial analysis of NCAA football. Completed May 2003.
- (17) Euidong Yoo, Florida State University, Sport Administration. Completed May 2003.
- (16) Elfie Farchin, Florida State University, Sport Administration. Completed May 2003.
- (15) Cheryl Miller, Florida State University, Curriculum & Technology. Title: A Study of Technology Assisted Classroom Instruction. Started: January, 1996; completed March 2002.
- (14) Kim Bogle, Florida State University, Sport Administration. Completed May 2002.

- (13) Kim Sutton, Florida State University, Sport Administration. Completed May 2002.
- (12) Michael P. Kehoe, Florida State University, Sport Administration. Title: An Investigation of On-Line Purchasing Behaviors and Perceptions of Security and Trust. Started, 1997; completed Spring, 2002.
- (11) Paul Pederson, Florida State University, Sport Administration. Title: An Investigation of Media Coverage of Girls and Women in Sports. Started, 1998; completed October, 2000.
- (10) Carla Williams, Florida State University, Sport Administration. Title: Factors Affecting Female Professional Basketball Players' Decision to Play Professional Basketball. Started, 1997; completed, October, 2000.
- (9) Khristie Walsdorf, Florida State University, Physical Education. Title: In Search of Post-Olympic Gender Equity: An Examination of Cover Photographic Images in Sports Illustrated for Kids. Started, 1999; completed, June, 2000.
- (8) Ken Wagner, Florida State University, Psychology. Title: An Experimental Analysis of Process Engineering. Started, August, 1998; completed, August 2000.
- (7) Stacy W. Hall, Florida State University, Sport Administration. Title: Factors that Influence Administrators' Decisions in Negotiating Television Contracts and Differences in Attitude Between Intercollegiate Administrators and Television Network Administrators. Completed October, 1999.
- (6) Roger LeBlanc, a sport management doctoral student at the University of Otago in New Zealand. Dissertation committee member (Effective November 22, 1996). Title: The "Pink" Dollar in Sport: Growth and Development of Lesbian and Gay Sport in New Zealand, completed 1998.
- (5) Kevin Ayers, Florida State University. Title: The Economic Impact of the Florida State Football Team on the Tallahassee Metropolitan Area. Completed May, 1997.
- (4) Ron Quinn - Xavier University, Cincinnati, Ohio. Committee member. Title: An Analysis of Sport Administration Faculty Position Qualifications and Projected Job Vacancies at Higher Education Institutions from 1992 to 1995. Completed Spring 1994.
- (3) Warren Whisenant, Florida State University. Title: Leadership Success and Intercollegiate Athletics. Completed December, 1997.
- (2) Ray Schneider, Florida State University. Title: Analysis of the Concept of Athlete Compensation. Completed May, 1998.
- (1) Jeff Briggs, Florida State University. Title: Motivation Factors to Participation in Bowling. Completed December, 1998.

Dissertations: Committee Member -- Completed -- International

- (2) COMPLETED: 2012, September. Morteza Azimzadeh (Iran). Dissertation Title: ***Factors influencing Small and Medium sized sport enterprises (SMEs) start-ups.*** I served as the External International Scholar Advisor on the committee.
- (1) COMPLETED: Linda Van Leeuwen, Sydney University of Technology. Title: Determinants of Customer Satisfaction with the Season Ticket Service of Professional Sport Clubs. I served as an external reviewer committee member. Completed May 2002.

Thesis – Major Advisor

None currently.

Thesis & Independent Study Completed

- (14) Jackie Smith: Completed May, 2014; started July, 2013; Title: **Indicators of Military Veteran Status in Intercollegiate Athletics: A content Analysis.**
- (13) Thesis: A'Naja Bass; September, 2012 start. Completed proposal: April, 2013. Committee Member. Completed May 2013.
- (12) Iuliia Stupak -- Georgia State University. Advisor, Independent Study: "Motivations of European Athletes to Relocate to the USA to Compete in University Sports." Completed July 2011.

- (11) Trayce Leak -- Georgia State University. Advisor, Independent Study: "Historical Review and Content Analysis of African American Men in Professional Baseball." Completed July 2011.
- (10) Pasquale DeMatteo – Georgia State University. Advisor, Directed Readings: "*Knowing When to Blow the Whistle: An Examination of Literature Concerning Improved Training and Recruitment by Basketball Referees.*" Completed July 2011.
- (9) Matthew Blaszkas – Georgia State University. Committee Member. Title: "An Examination of Sport Consumers' Twitter Usage." Completed May 2011.
- (8) Kendra Bayne – Georgia State University. Committee Member. Title: "The Effectiveness of Social Media Marketing: An Experimental Inquiry on College Students' Awareness of, Interest in, and Intention to Participate in a Campus Recreation Special Event." Completed May 2011.
- (7) Nadja Podmenik – Slovenia – External theses consultant and advisor. Differences between Skills Tests with Regular Basketball and Women's Size Basketball. Completed September, 2010.
- (6) Craig Drilling – Georgia State University -- A look at minor league baseball marketing and management.
- (5) Christine Simmons - University of Louisville - thesis, committee member. Title: The Effects of Gender of Coach on the Psychosocial Development of College Female Student-Athletes. Completed May, 1997.
- (4) Judi Christopher - University of Louisville - thesis, major advisor. Title: Employee Wellness Programs in Louisville (1992-1995). Completed Spring 1996.
- (3) Glenn Leiby - University of Louisville - thesis, committee member. Title: Fitness Testing in the Faculty/Staff Wellness Program at the University of Louisville (1989). Completed Spring 1989.
- (2) Debra Graf - University of Louisville - Independent Study, major advisor: Sponsorship Recognition at the Gay Games (1994). Completed Summer 1994.
- (1) Shannon Martin - University of Louisville - Independent Study, major advisor: Research in Sport Law (1994). Completed Summer 1994.

**PROFESSIONAL SERVICE: A. Department; B. University/School; C. Community;
D. Profession; and E. Ongoing**

A. DEPARTMENT SERVICE

--- at Georgia State University (appointed June, 2002):

- () Department Committee on Indirect Funds Policy Development, 2012 - current.
- () Department Representative, Elected, COE Faculty Affairs Committee, 2010-2014.
Co-Chair of 2012-2013.
- () Member, Gender Salary Subcommittee of the Faculty Affairs Committee, 2010-2012.
- () Member, Department Research Committee, 2009-present.
- () Member, Department Marketing Committee, 2007-present.
- () Member, Department Graduate Faculty Committee, 2002-present.
- () **Chair**, COE Faculty Affairs Committee, September, 2008-2009.
- () **Chair**, Department Promotion & Tenure Committee, January, 2008 – 2010.
- () Department Representative, COE Committee on Promotion & Tenure, January, 2008 – 2010.
- () Department Representative, COE International Affairs Committee, September, 2008 - ongoing.
- () **Program Coordinator**, Sport Management Master's program, 2008-2010.
- () Co-Chair, Search Committee, Sport Management. January, 2007.
- () Program Coordinator, Sport Management, 2002-2005; 2007-2008.
- () Department Committee to prepare for University Program Review (APACE), January - ongoing, 2007.
- () Sport Administration Students Club: Dr. Jimmy Callaway and I were selected by the students to serve as their faculty advisers for their club; November, 2005.

() MEMBER of a special 5-member committee to develop documents and guide the department through another program review (January, 2005 – May, 2005). This year, 4 of 5 programs have been targeted for another review by the Provost. This job is very serious because the outcome has a possibility of termination of these programs, which would devastate the department.

() Executive Director and host for the 2004 North American Society for Sport Management annual scholarly conference. After nearly 2 years of planning and work, involving several students and faculty, the conference was held in June 2002, was hugely successful, and brought significant national and international prominence to Georgia State University.

() **Georgia World Congress Center Research Initiative:** In September, 2002, I developed a working partnership with the GWCC general managers and their marketing and research directors to conduct consumer and other marketing research on events staged at the GWCC, the Georgia Dome, and the Olympic Park. This also includes Debbie Robbe, faculty in the Department of Hospitality and Tourism in the GSU business school. *To date, over 30 studies have been conducted.* This project includes students in the program and gives them basic market research skills. Projects have included such events as the Professional Bull Riders, SuperCross, NCAA Women's Final Four Tournament, Atlanta Falcons football, NCAA Men's Division I Regional Basketball Tournament, and the Atlanta Football Classic (an annual game between FAMU (Florida A & M University) and Tennessee State University – two HBCUs.

() Department Chair's Advisory Committee: Full Professor's Group, alternate representative.

() Program Director – June, 2002-July, 2004. Oversee, lead, and manage the sport management program (a masters degree program); brought significant national and international acclaim to the program; increased the average GRE of the program; hired one new faculty member; developed plans for enhancing the current program; begin development of a doctoral program.

() Sport Business Grants/Contracts Coordinator. Oversee and manage the numerous contracts and funds for graduate assistantships with various sport businesses in Atlanta. Now, all faculty share in this responsibility. 2002-present.

() Search Committee, February-March, 2002, to find a faculty member in sport management. Mission was not completed and search held over to the following year.

() Search Committee, August 2002-2003 – to search for a faculty member in sport management.

--- at Florida State University (appointed August, 1996; left June, 2002):

(1) Graduate Coordinator, Started January, 2001.

(2) International Program Director, Sport Administration International Program, March 2001-present. Oversee the development and execution of the department's 1st international program of study to be held summer, 2002 in Paris and London.

(3) Coordinator of Faculty Evaluations, Starting January, 2001.

(4) Supervised the development of the department's folios to submit the master's and doctoral Sport Administration programs to the Sport Management Program Review Council. Folios were submitted September 30, 1999. February, 2000 -- the master's and doctoral programs were approved!

(5) Faculty representative for the department's Conference Planning Committee, 1999-00.

(6) Chair, 2 Search Committees for Assistant Professor in Sport Administration to hire for August, 1999.

(7) Director, Sport Administration Program, 1998-99.

(8) Faculty representative for the department's Conference Planning Committee, 1998-99.

(9) College of Education Budget and Resource Committee, Department Representative, 1997-98; 1998-99; Chairperson, 1999-00.

(10) Chair, 3 Search Committees: Sport Administration positions; January - June, 1998. Two positions were successfully filled. The third was not and was postponed to be conducted 1998-99.

(11) Sport marketing consultant and supervisor for the department's first FSU Alumni football charity game, October 19, 1997.

(12) Sport Administration Doctoral Student Advisor.

(13) I assist in shaping the sport management curriculum in relation to the sport management program curriculum standards. This includes planning for new faculty lines, reassigning faculty course responsibilities, and developing needed courses.

(14) I assisted in planning for the justification to keep a sport management faculty line when one of our faculty members, Dr. Bass, retires.

(15) I developed a doctoral level sport marketing course and it was offered for the first time Spring 1998.

(16) I applied for and received Doctoral Directive Status (February, 1997).

--- at the University of Louisville:

(1) Participated in the development of our sport administration program's folio materials to be submitted for review in the Sport Management Program Review process. Nov., 1993. I was responsible for the graduate program folio. Currently (January, 1996) the graduate program is accredited and the undergraduate program folio is still under review.

(2) Chairperson, Department of HPES. Term of service is July 1, 1993 through June 30, 1996. I stepped down on January 2, 1996.

(3) February, 1993: The Sport Administration faculty successfully achieved full degree status for the undergraduate program. It is now a Bachelor of Science degree in Sport Administration.

(4) Department Personnel Committee; Chair; 1990-91.

(5) Development and coordination of Sport Administration Program since 1984.

(6) Coordination and supervision of Internship Program since 1984.

(7) Advisor for Sport Administration Major and Minor students.

(8) Development and coordination of Master's program in Sport Administration.

(9) Advisor for Sport Administration graduate students.

(10) Chair, Search Committee for an Assistant Professor of Sport Administration, 1989.

(11) Advisor - Sport Administration Students Club.

B. SCHOOL & UNIVERSITY SERVICE

--- While at Georgia State University, June 2002 - current

(1) Elected Co-Chair, COE Faculty Affairs Committee, Fall 2012-2013.

(2) Elected Chair, Appeals Hearing Panel of the Academic Affairs Committee for a Student/Faculty Grievance Hearing; September 6, 2012.

(3) Member, COE Faculty Affairs Committee, 2010-2013.

(4) Member, Gender Salary Subcommittee of the Faculty Affairs Committee, 2010-2012.

(5) CHAIR, COE Faculty Affairs Committee, September, 2008-2009.

(6) Member, Dean's Advisory Committee, 2008-2009.

(7) Member, COE Committee on Promotion and Tenure, January 2008-Dec 2009.

(8) Member, College of Education Faculty Affairs Committee, 2002-present.

(9) Conference Host & Site Director for the 2004 North American Society for Sport Management annual conference. This brought significant national and international attention to Georgia State University.

--- While at Florida State University, August, 1996 – June, 2002

(1) Member, College of Education Promotion & Tenure Committee, Fall, 2001-02.

(2) Chair, College of Education Budget and Resource Committee, for 1999-00; 2000-01.

(3) Department Representative to the College of Education Budget and Resource Committee; 1997-98; 1998-99.

(4) I developed a new course on lesbian and gay people and sport. It offers an overview and in-depth analysis of lesbian and gay people in sport and is designed for students from across the campus and across disciplines. It has been offered twice (Summers 1997 and 98) and has averaged 24 students.

(5) I developed a new course on sport marketing for doctoral students; offered first time Spring '98.

--- While at the University of Louisville, August, 1984 – August, 1996

(1) Department Chairperson, July 1, 1993 start of term. Completed January 2, 1996.

(2) Sub-committee on gender equity of the Executive Council of the School of Education. We wrote the gender equity recommendations for the Executive Council and the Dean to take to the faculty for approval (October, 1994 - November, 1994).

(3) Faculty Advisory Committee for G.L.O.B.A.L. -- Gay, Lesbian, and Bisexual Alliance -- the student organization at the University of Louisville (September, 1994 - 96).

(4) Gender Equity in Athletics at U of L -- appointed to serve on this sub-committee of the Women's Advisory Committee to the President, September, 1994 - 96.

(5) Selected to serve as a faculty leader in meetings with the President for discussions on university governance.

(6) On the request of the Dean, I served as a "guinea pig" for the development of the university's Faculty Activity Report development. December, 1992.

(7) Personnel Committee, School of Education; 1991-93.

(8) Search Committee member, School of Education: search was for an assistant professor for the Department of Administration and Higher Education; 1990-91.

(9) Search Committee member, School of Education: search was for two positions in the Department of Psychology and Counseling; 1990-91.

(10) University Academic Review Council; 1989-90.

(11) Alternate: School of Education Graduate Standards & Admissions Committee, 1989-90.

C. COMMUNITY SERVICE

--- While in Atlanta and state of Georgia (May, 2002 – present)

(1) Consultant for Sport Marketing Research for the Georgia World Congress Center for research involving sports events held at the Georgia Dome. Started October, 2002.

(2) Market Research Presentations. Presented with students to the Georgia Dome executives: April, 2004; December, 2004; April, 2005; December, 2005; April, 2006; December, 2006.

--- While in Tallahassee and state of Florida (1996-2002)

(1) Consultant to the Tallahassee Soccer Association, Summer/Fall 2000 - researched the marketing and promotion of TSA and wrote an analysis and marketing plan.

(2) Tallahassee Tiger Sharks -- With Doctoral student, Jennifer Slattery, the Tiger Sharks allowed us to conduct sponsorship research and purchase intent research and in return we will share our findings with the club.

(3) I helped Team Florida to go to participate in Gay Games VI in Sydney, Australia in October/November, 2002.

(4) I participated in Gay Games V in Amsterdam, August 1-8, 1998 and hope to share this experience with the community. I medaled in tennis and track & field!

(5) I am involved in the organization and management of several soccer teams.

--- While in Louisville (1984-1996)

(1) Assisted & consulted in the organization of “Team Louisville,” a group of athletes who participated in Gay Games IV, June, 1994, New York City. This effort involved 2 years of fund-raising and coordination of the group who went to the Games.

(2) Hosted Donna Lopiano, Executive Director of the Women's Sport Foundation, in October, 1992. She spoke on campus.

(3) Director (and founder) of Seven-Up-Soccer; 1989 to present. This is a women's outdoor soccer league designed for summer competition. I designed the fields and the rules of the game and worked with the Louisville Metro Parks in establishing a place for the league. The league has grown from a few women in 1989 to a full league of 8 teams in 1995.

(4) Director - The 1991 and 1992 National Women's Volleyball Tournament of the North American Gay Volleyball Association; held on University of Louisville Campus in cooperation with the Dept. of HPER and the Office of Intramurals.

(5) Consultant for Ford Co. to design and develop an employee wellness center and program. 1988-90. From this, two of our graduate students, whom I involved with the project, are now the directors of the center.

(6) Co-Chair, Louisville Sports Alliance - the organization that organizes, encourages and funds participation in sport primarily for the lesbian and gay population in Louisville. LSA has helped people participate in local, state, national and international sport events. 1986 - 1992. As of November, 1992 I have given up this position, but will help with the smooth transition of the new co-chairs for a one-year period of time. I will take on a new position as chair for the soccer division of LSA. I was asked to help establish a golf league for LSA. A weekly golf outing was started in 1993.

(7) Advisory Council member for The Fairness Campaign - a community-wide effort to expand longstanding civil rights law to include protection from discrimination based upon sexual orientation in the areas of employment, housing, and public accommodations. 1991, 1992.

(8) Board Member: Jefferson County Public Schools Athletics Advisory Committee; 1989-90.

(9) Serve as consultant to a few local sport/fitness service organizations.

(10) Deliver talks on sport/fitness management to various groups.

(11) Coach/player and tournament director for Louisville Women's Soccer Association.

(12) Coach/player for the Louisville women's soccer team to participate in the Kentucky State Bluegrass Games; 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996.

D. SERVICE to the PROFESSION -- see also section titled “Editorial Responsibilities” (last section in Vita)

--- While at Georgia State University (June, 2002 – today)

(37) Member – Award Committee for the NASSM Distinguished Sport Management Educator: 2014-present.

(36) Scholar External Reviewer for Dr. Dae Hee Kwak, University of Michigan, for promotion to Associate Professor, September, 2015.

(35) Scholar External Reviewer for Dr. John Bae, William Paterson University, New Jersey, USA, September, 2015.

(34) Scholar External Reviewer for Dr. Angela Johnson, Western Carolina University, for promotion to Full Professor, September, 2015.

(33) Scientific Program Co-Chair for the Inaugural Conference of the new World Association for Sport Management, held in Madrid, Spain, October 1-4, 2014.

(32) Scholar External Reviewer for Dr. Heidi Grappendorf, University of Cincinnati, for tenure and promotion to Associate Professor, September, 2014.

(31) Scholar External Reviewer for Dr. Karen Danylchuk, Western University, London, Ontario, Canada, for promotion to Full Professor, September, 2014.

(30) Scholar External Reviewer for Dr. Bob Baker, George Mason University, for promotion to Full Professor, September, 2014.

(29) Scholar External Reviewer for Dr. Lynn Ridinger, Old Dominion University, for promotion to Full Professor, September, 2014.

(28) Scholar External Reviewer for Dr. John Bae, George Mason University, for promotion to Full Professor, September, 2014.

(27) Host Visiting Scholar from Shanghai University, China: currently working toward hosting Mandy Yi Zhang December, 2012 to June, 2014.

(26) External Scholarship Reviewer in the promotion and tenure case from Assistant to Associate Professor of Dr. Chong Hoon Lim, Indiana University, Summer 2012.

(25) External Scholarship Reviewer in the promotion and tenure case from Assistant to Associate Professor of Dr. Windy Dees, University of Miami, October 2012.

(24) External Scholarship Reviewer in the promotion and tenure case from Associate to Full Professor of Dr. Eric Schwarz, St. Leo University, October 2012.

(23) External Scholarship Reviewer in the promotion and tenure case from Assistant to Associate Professor of Dr. Lesley Ferkins, Unitech Institute of Technology, Australia, August 2012.

(22) Founding Team Member of new *World Association for Sport Management*. The new organization is the World Association for Sport Management (WASM) and was formalized in Taipei, Taiwan during meetings held during the 2012 Global Sport Management Summit, April 25-29, 2012.

(21) Member of the World Association for Sport Management Committee for Products & Services: This committee will develop product ideas for WASM, such as the inaugural conference and a journal.

(20) 2011-2012. Chair, Committee for Sport Marketing Journal Publications. July 2011-undetermined. This committee's charge is to discuss possibilities for new research journals for the Sport Marketing Association, the scholarly association for the area of sport marketing.

(19) 2010. External scholarship reviewer in the promotion from Associate to Full Professor case of Dr. Soohwan Lee, Indiana University, Summer, 2010.

(18) 2010. External scholarship reviewer in the promotion of Associate to Full Professor case of Dr. Jerome Quarterman, Howard University, August, 2010.

(17) 2008. External scholarship reviewer in the promotion of Associate to Full Professor case of Dr. Warren Whisenant, University of Miami, March, 2007.

(16) External scholarship reviewer in the promotion from Assistant to Associate Professor case of Dr. Galen Trail, Ohio State University, March, 2007.

(15) External scholarship reviewer in the promotion case of Dr. Paul Pedersen, Indiana University, August, 2007.

(14) External Scholarship Reviewer in the promotion and tenure case of Dr. Robin Hardin, University of Tennessee, July-October, 2006.

(13) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. Sue Inglis, McMaster University, Canada, October, 2004.

(12) Conference Site Director for the 2004 North American Society for Sport Management conference; held at the Omni Hotel at CNN Center, June 1-6, 2004.

(11) Member of the Panel of Reviewers for SMPRC (Sport Management Program Review Council). The responsibility of the reviewer is to review curriculum folios submitted for review for sport management program approval. Terms: July 1997 - June 2000; 2002-2005; 2005-2008.

(10) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. Ming Li, Ohio University, Athens, Ohio; September-October, 2003.

(9) Advisory Board Member: National Gay and Lesbian Athletics Foundation and Outsports.com. February, 2003-present.

(8) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. Richard Irwin, University of Memphis, Memphis, Tennessee, Summer, 2003.

(7) **Vice President of Academic Affairs of the new Sport Marketing Association** (selected for this position by the President): November, 2002 – 2005. My duties included **Conference Program Director** (editorial management of submitted papers) for each conference held in November (2003, 2004, 2005); and **Editor-In-Chief** for a book of selected and refereed papers from the conferences. The books of papers were published in 2004, 2005, and 2006 (see Publications section for citations).

(6) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. Shayne Quick, Sydney Technological University, Sydney, Australia, August-September, 2002; and again, September, 2003.

(5) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. Mary Hums, University of Louisville, Kentucky, September, 2002.

(4) Editorial Review Board member (1997 - 2010), *Sport Marketing Quarterly*.

(3) Editorial Review Board member (2001 - 2008), *Sport Management Review*. This journal is housed in Australia and is sponsored by the Sport Management Association of Australia and New Zealand (SMAANZ).

(2) **Co-Editor-in-Chief of the Sport Management Library II** (September, 1997- 2002).

This responsibility involved the visioning and development of textbooks in sport management. This involved the identification of textbook needs in the field of sport management, identification of authors, directing development of content, and reviewing manuscripts through to the completion and publication of the book. This was an editorial board of 4 members: 2 co-editors-in-chief and 2 board members. This also involved a grant of \$750.00 from the publisher.

This project involved editorship of 5 new books and 4 second editions. The books include: Financing Sport 2nd Edition; Fundamentals of Sport Marketing, 2nd Edition; Sport Facility Management, 2nd Edition; Ethics and Sport Management, 2nd Edition; and the new books include: Successful Sport Sponsorship Plans Workbook; Successful Sport Marketing Plans Workbook; Research Methods in Sport Management; and Economics and Sport.

(1) **Developmental Editor** for four books of the Sport Management Library II. They are Financing Sport, 2nd Edition; Successful Sport Sponsorship Plans; Successful Sport Marketing Plans; and Economics and Sport.

--- **While at Florida State University (August, 1996 – June, 2002):**

(1) Reviewer for research abstracts submitted for blind review (November 1, 2001-January 15, 2002) for possible presentation at the 2002 conference of the North American Society for Sport Management, Canmore, Canada, May 29-June 2, 2002.

(2) Research Fellow Award Committee, North American Society for Sport Management, June 2001-June, 2002. Tasks of this committee include formulating procedures and making decisions on nominees.

(3) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. Donna Pastore, Ohio State University, Ohio, Summer, 2001.

(4) Reviewer for research abstracts submitted for blind review (November 1, 2000-January 15, 2001) for possible presentation at the 2001 conference of the North American Society for Sport Management, Virginia Beach, Virginia, June, 2001.

(5) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. David Shilbury, Deakin University, Canberra, Australia; Summer, 2000.

(6) External Scholarship Reviewer in the promotion from Associate to Full Professor case of Dr. Jacquelyn Cuneen, Bowling Green State University, Bowling Green, Ohio; Summer, 2000.

(7) Editorial Review Board member (January, 1999 – December, 2001), *International Journal for Sport Management*. First volume and issue was published January 2000.

(8) Editorial Review Board member (1997 - current), *Sport Marketing Quarterly*.

(9) Editorial Review Board member (2001 - current), *Sport Management Review*. This journal is housed in Australia and is sponsored by the Sport Management Association of Australia and New Zealand (SMAANZ).

(10) **Co-Editor-in-Chief of the Sport Management Library II** (September, 1997- 2002).

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(11) **Developmental Editor** for four books of the Sport Management Library II. They are Financing Sport, 2nd Edition; Successful Sport Sponsorship Plans; Successful Sport Marketing Plans; and Economics and Sport.

(12) The Federation of Gay Games. I am now an FGG member (November, 1998) and will serve in 3 capacities. (1) I will serve on the Cultural Committee's Archives and Education Task Force. This TF is responsible for the development of and contributions to the Federation's and Gay Games' Archives, housed

in the San Francisco Public Library. (2) I will take on the responsibility of the “Academic” area of the Cultural Committee’s mission. It will be up to me to develop this area. (3) I will continue to organize and direct the Gay Games Conference (I am the founder). The conference will eventually become one of the required events for each Gay Games Organizing Committee and I will be the Executive Director.

(13) Second Gay Games Conference. Held in Amsterdam, July 29-31 with Gay Games V. There were 61 speakers over 3 days (almost 3 times the number in 1994 at the first conference). I assisted in the organizing, presented a paper, and was a speaker for a 3-person keynote panel discussion.

(14) Third Gay Games Conference. The third conference was held with Gay Games VI in Sydney in 2002.

(15) I self-published a book on resources on lesbian and gay people in sport. It is a bibliography including all kinds of resources on lesbian and gay sport studies (see reference listed in my research section). It was the first of its kind. Most of the people who got the book are graduate students, professors, or others who are doing research involving lesbian and gay people in sport or who want to teach about lesbian and gay people in sport in their courses. Therefore, I consider this book to be a service to the field.

(16) Guest reviewer for a sport marketing manuscript submitted to the Women in Sport and Physical Activity Journal, November, 1998.

(17) Reviewer for Jones & Bartlett publishers: reviewed two textbook manuscripts, one was a sport marketing textbook and the other was a case study and sport marketing textbook (January-February, 1998).

(18) Editorial Board Member for the Sport Marketing Quarterly (1997-present).

(19) Reviewer for research abstracts submitted for review for presentation at the 1997 conference of the North American Society for Sport Management, Buffalo, New York, June, 1998.

(20) Guest reviewer for a sport management manuscript submitted to the Journal of Physical Education, Recreation and Dance, March, 1997.

(21) Selected as a member of the Panel of Reviewers for SMPRC (Sport Management Program Review Council). The responsibility of the reviewer is to review curriculum folios submitted for review for sport management program approval. Term: July 1997 - current.

(22) Guest reviewer for a sport management manuscript submitted to the Journal of Physical Education, Recreation and Dance, January, 1997.

(23) Elected to serve as the Chair-Elect for the Sport Management Council of the Florida Sports Association (FSA). FSA is a member of the Florida Alliance for Health, Physical Education, Recreation & Dance (FAHPERD). The term is a 3-year term beginning October 18, 1996 and will progress through a year’s service as Chair-Elect, Chair, and finally Past Chair. This person’s responsibility is to coordinate and manage the sport management research sessions at the annual conference.

--- While at the University of Louisville (1984 – 1996)

(1) Sport Marketing Consultant for the NCAA to conduct sport marketing research for the 1996 Division II Men’s Basketball Championship, Louisville, KY, March 1996.

(2) Site Visit Team: Asked to serve as a member of the site visit team for the Southern Association of Colleges and Universities to evaluate the doctoral program in Sport Management at the United States Sports

Academy. However, I couldn't serve because I had worked internationally as a representative of the USSA and that would have been a possible "conflict of interest."

(3) Reviewer for research abstracts submitted for review for presentation at the 1996 conference of the North American Society for Sport Management, New Brunswick, Canada, June, 1996.

(4) Asked to serve with a group of colleagues in sport management to discuss possibilities of founding a professional association in sport marketing. Possibility includes aligning this organization with the American Marketing Association. (January, 1996).

(5) External Scholarship Reviewer in the promotion case of Dr. Joy DeSensi, Associate Professor, University of Tennessee, October, 1995.

(6) External Scholarship Reviewer in the promotion and tenure case of Dr. Karen Danylchuk, New Brunswick University, New Brunswick, Ontario, Canada, September, 1995.

(7) External Scholarship Reviewer in the promotion and tenure case of Dr. Jerome Quarterman, Assistant Professor, Bowling Green State University, Ohio, Summer, 1995.

(8) Guest reviewer for a sport management manuscript submitted to the Journal of Physical Education, Recreation and Dance, July 28, 1995.

(9) Selected to serve on a 4 member advisory board to develop a set of Sport Management textbooks. This board will manage a significant project: to conceptualize specific topic textbooks for the field of sport management, select authors, and oversee the project to completion. This project started in November, 1991. To date (October, 2003) all 10 books were published and a second sport management library has produced another 8 books. Our tasks included selecting two or more authors for each book, selecting external reviewers for each book, and reviewing all manuscripts through to completion.

(10) External Scholarship Reviewer in the promotion and tenure case of Dr. Donna Kuga, Assistant Professor, Pennsylvania State University, Summer, 1995.

(11) Sport marketing consultant: Asked by the NCAA to conduct sport marketing research for the 1995 Division II Men's Basketball Championship, Louisville, KY, March 1995. The NCAA liked the research and asked me to do the same for the 1996 tournament.

(12) Guest Reviewer: asked to be a guest reviewer for a manuscript submitted to the Journal of Sport Management, January 24, 1995.

(13) Asked to serve on a committee who will write an education packet of materials on homophobia in sport. The committee was established by the Women's Sports Foundation. August 30, 1994 - completion of project. The book was published February, 1996.

(14) Extramural Reviewer in the promotion and tenure case of Dr. Jacquelyn Cuneen, Assistant Professor in Sport Management, Bowling Green State University, Ohio. Summer, 1994.

(15) Sport Management Program Review Council (SMPRC) member. Appointed by the North American Society for Sport Management, June, 1993, to serve a three-year term. The SMPRC is responsible for sport management program accreditation. This is the very first SMPRC.

(16) North American Society for Sport Management: I served NASSM as an officer for a 5-year period of time. I served as an Executive Council Member-at-Large for 2 years (June, 1989-91), President-Elect for one year (June, 1991-92), President for one year (June, 1992-93) and Past-President for one year (June, 1993-94). I also served as the conference director and hosted the conference in Louisville in 1990.

(17) Founder and Director - First Conference for the Lesbian Woman and Gay Man in Sport, Sport Management, and Sport Art Forms; held in conjunction with the Gay Games IV, Summer, 1994, New York City. Plans are in progress for a conference in conjunction with Gay Games V to be held in Amsterdam in 1998.

(18) Invited to serve as a Reviewer for JOPERD, the Journal for Physical Education, Recreation, and Dance. February, 1993.

(19) Extramural Reviewer in the promotion and tenure case of Dr. Franklin B. Ashley, Assistant Professor in Sport Management, Texas A & M University, Texas. Summer, 1993.

(20) Invited to speak in South Africa at their annual Sport Management Conference, August, 1993.

(21) Invited to go to Hong Kong and Bangkok to teach Sport Public Relations in November, 1993.

(22) Program Chair for the 1994 North American Society for Sport Management Conference. Duties include: managing the Call for Papers, the review process, and coordinating & scheduling the program for the conference.

(23) International Faculty of the United States Sports Academy, Mobile, Alabama. Selected February, 1992. First assignment: teach Sport Marketing in Hong Kong, Singapore, and Malaysia; May 1992.

(24) Author, "Conference Guidelines for the North American Society for Sport Management Conference Directors." Approved by the NASSM Executive Council, June 1992.

(25) Promotion & Tenure evaluation of Dr. Linda Koehler, Assistant Professor of Sport Management at the University of the Pacific. Fall, 1992.

(26) Chair, Curriculum and Accreditation Committee, North American Society for Sport Management, 1989 - 1993. My responsibilities included selecting NASSM members to serve on the newly developed NASPE-NASSM Sport Management Curriculum Standards and Program Review Task Force and to serve as a liaison for NASSM to the Task Force. I reported the activities of the Task Force to the NASSM Executive Council and to NASSM members, gather feedback from members as the standards were developed, and to represent NASSM's interests during the development of the standards and review process.

(27) Co-Chair: NASPE-NASSM Sport Management Curriculum Standards and Program Review Task Force. 1989-1993. Our task was to develop new curriculum standards and a program review process for sport management academic programs. The first standards were published in May, 1993.

(28) Program Chair for the 1992 conference of the North American Society for Sport Management. Duties include managing the "Call for Papers;" selection of members to review submissions; managing the review process; organizing the program for the conference in cooperation with the site director.

(29) Co-Editor, 1992 NAGWS Applied Research Papers (an annual research publication).

(30) National Association for Girls & Women in Sport Pathfinder Awards project for 1991; Secretary.

(31) Journal of Sport Management "Sport Management Digest" section contributor. Wrote ten abstracts seven of which were published in the Journal of Sport Management, Vol. 4 (1), January, 1990.

(32) Reviewer for research for the 1990 North American Society for Sport Management Conference.

(33) Reviewer for research presentations for the 1990 Research Consortium of the American Alliance for Health, Physical Education, Recreation and Dance.

(34) Contribution to the Journal of Sport Management: Reviewed and wrote abstracts of articles and publications and these were published in the Journal of Sport Management, January, 1990 issue.

(35) Vice-President, Kentucky Sports Equity Project, Inc. 1989-90.

(36) Conference Director: 1990 North American Society for Sport Management Conference; Galt House; Louisville, KY; May 31-June 3, 1990.

(37) Conference Co-Director: 1990 Kentucky Women's Sport Equity Project Conference: "Girls and Women in Sport Leadership"; Holiday Inn, Louisville, KY; April 27-28, 1990.

(38) Conference Director: 1989 Kentucky Women's Sport Equity Project Conference; "Leadership Update: Sports for Girls and Women;" University of Louisville, Shelby Campus, April 13-15, 1989.

(39) Finance Committee Member, North American Society for Sport Management, 1988-89.

(40) 1988 Conference Planning Committee - Kentucky Women In Sports Leadership Conference.

(41) Research Chair - Kentucky Association for Health, Physical Education & Recreation, 1987-88.

(42) Steering Committee Member - Kentucky Women's Sports Equity Project, 1987-present.

(43) Co-Chair, Research Session - International Conference on Sport and Physical Education, Scotland, 1986.

E. ONGOING SERVICE TO THE PROFESSION, 1984 - current

- (1) Honor requests for my research.
- (2) Deliver research presentations for professional conferences.
- (3) Publish in professional publications.
- (4) Member of professional organizations.
- (5) Regularly attend professional conferences.

HONORS and AWARDS

(41) 2015 Selected as a Finalist August 4; Nominee, July 15 – *Diversity Award of the North American Society for Sport Management*. The process is: I must submit a dossier focused on my work regarding diversity in sport management by September 15. The Executive Board of NASSM will make the final selection around November, 2015. The award is presented at the annual conference in June 2016

(40) 2014 Research Fellow Sport Marketing Association. October 2014. Recognizes accomplished high level of research in sport marketing and publication in the Sport Marketing Quarterly.

(39) **Nominee:** 2014 Sport Marketing Association “Stotlar Award” for distinguished education in Sport Marketing. Nominated June 2014. Purpose: “As a long-standing member of the SMA, Dr. David Stotlar has had a profound impact on the discipline through outstanding mentorship of doctoral students and professional development of burgeoning scholars. As such, the purpose of the Stotlar Award is to honor and recognize a sport marketing educator who reflects the mission of the SMA through the promotion and advancement of doctoral students in the discipline.”

(38) *2014 Distinguished Sport Management Educator Award of the North American Society for Sport Management.* The purpose of the North American Society for Sport Management Distinguished Sport Management Educator award is to recognize exceptional contributions to teaching and learning. The award signifies (a) distinction in classroom, and/or field, and/or on-line teaching; (b) excellence in pedagogical innovations in teaching methods, and/or course design, and/or curricular design, and/or assessment; (c) sustained commitment to the improvement and quality of teaching and learning in the sport management disciplines; and (d) sustained commitment to one's own professional learning.

(37) **Invited Visiting Scholar:** April, 2013. I was an Invited Visiting Scholar at two universities in the Netherlands; delivered 11 lectures/presentations.

(36) 2012 Recipient of the **Diversity Award** for “recognition of your teaching, scholarship, and service to diversity in sport” from the Diversity Committee of the North American Society for Sport Management and was presented the award while at the conference May 23-27, 2012.

(35) Founding Team Member: I am a Founding Team Member of the newly formed World Association for Sport Management; April, 2012.

(34) One of my courses, Seminar in Sports Marketing Fan Research, has been featured in articles in 2 different issues of the GSU Magazine (2008, 2010), and was featured in a recent book. The book is titled *Experiential Learning in Sport Management: Internships and Beyond*, authored by Drs. Susan Foster and John Dollar of Saint Leo University, Saint Leo, FL and published by Fitness Information Technology, Inc.

(33) Two students, Terumi Kaibara and Heather Ould, for whom I was the advisor were featured in full length interviews in a book. The book is “*Introduction to Sport Management: Theory and Practice*” by Drs. Mark Nagel and Richard Southall (2010, Kendall Hunt Publishing). Terumi lives and works in Japan, and Heather works in Atlanta for a sports marketing company.

(32) Nominee. Georgia State University Instructional Innovation Award. Spring, 2009.

(31) I was recently featured in the book *Women as Leaders in Sport: Impact and Influence* (Hums, Bower, & Grappendorf, 2007) as one of the pioneers of the field of Sport Management in the United States.

(30) Candidate Nominee. Alabama Sports Hall of Fame. September, 2006.

(29) Nominee, Sport Management Council Outstanding Sport Management Professional Award. October, 2006; was nominated for the 2007 award.

(28) Recipient of the 2004 North American Society for Sport Management (NASSM) Distinguished Service Award. Named for one of the founding members of NASSM, this award is one of the organization's most prestigious honors.

(27) Research Fellow Award, North American Society for Sport Management, First group of inductees, June, 2001. This award is bestowed upon those who achieve a significant level of research and scholarship.

(26) Recipient of the 2000 Dr. Earle F. Zeigler Scholar by the North American Society for Sport Management. This is the highest honor and award in the field. It recognizes leadership, service, and research accomplishments. As a part of this award, I delivered the Zeigler Address at the 2000 conference, Colorado Springs, Colorado, June, 2000.

(25) Women's Basketball Hall of Fame. The WBL (Women's Professional Basketball League) was the first league in 1978. I was one of the professional players. The WBL as a league was inducted into the WBHOF and is the only league that will receive that honor.

(24) I was the invited speaker to deliver the Commencement Address at Eastern Kentucky University for the College of Health, Physical Education and Recreation. December, 1998.

(23) It is an honor to be listed among the leaders of the field of Sport Management in North America in a sport management text by Johann Gauws of Rand Afrikaans University, Johannesburg. See: Gauws, J. (1997). Sport Management Theory and Practice. Knowledge Resources Publishers, Republic of South Africa, page 243.

(22) My textbook "Fundamentals of Sport Marketing," co-authored with David Stotlar of the University of Northern Colorado, received a "Special Mention" honor in a 1996 book award presentation at the European Society for Sport Management conference, October, 1996, Montpellier, France.

(21) I was an invited author for a special theme issue on sports tourism for the *Journal of Vacation Marketing*; July, 1997. Invited papers went through the regular blind review process. My manuscript was published in the January 1999 issue.

(20) The textbook "Ethics in Sport Management" by Joy DeSensi and Danny Rosenberg received the top book of 1996 award in a 1996 book award presentation at the European Society for Sport Management conference, October, 1996, Montpellier, France. This book is one of the books in the Sport Management Library project in which I am involved as part of the Advisory Council. Our responsibilities, since 1991 include, conceptualization of the project and books, the formulation of the author guidelines, selection of authors, and editorial tasks of each manuscript. We are proud and honored that one of our books received this award. It speaks highly of the quality and hard work of the authors.

(19) I was an invited author for a special theme issue on lesbian women in sport for the *Women in Sport and Physical Activity Journal*; July, 1995. Invited papers went through review. Issue was published Fall 1997.

(18) I was asked to review the book *Lesbians and Gays and Sports* (P.D.Young, 1995, Chelsea House) for the *Women in Sport and Physical Activity Journal*.

(17) Inducted into the Huntsville & Madison County Sports Hall of Fame. February, 1994.

(16) Prominent Women in Louisville. Selected by the Louisville Free Public Library in celebration of Women's History Month in March, 1994. Biography & picture was displayed in the Louisville libraries during March.

(15) Who's Who in Business & Industry. January, 1994

(14) Appointment by the Executive Council of the North American Society for Sport Management to serve a three-year term on the Sport Management Program Review Council: responsible for the sport management program accreditation process. 1993 - 1996.

(13) Distinguished Service Award from the National Association for Sport and Physical Education (NASPE) for work on the Sport Management Task Force and in writing the Curriculum Standards for Sport Management Programs (which were approved in June 1992).

(12) Invited to be a Reviewer for the Journal of Physical Education, Recreation and Dance. February, 1993.

(11) Invited to South Africa to speak at their annual Sport Management Conference, August, 1993.

(10) Invited to teach in Hong Kong and Bangkok, November, 1993.

(9) Awarded "The President's Cup" from the North American Gay Volleyball Association (NAGVA). The award is presented to a person for outstanding leadership and service. I was awarded the cup because I initiated, organized, and managed the first NAGVA Women's National Volleyball Championships, held in Louisville on the University of Louisville campus in cooperation with Intramurals and the Dept of HPES, May, 1991 and 1992.

(8) Selected to serve on the International Faculty of the United States Sports Academy in Mobile, Alabama. February, 1992.

(7) Selected to serve on a 4 member advisory board to develop a set of Sport Management textbooks. This board will manage a significant project: to conceptualize specific topic textbooks for the field of sport management, select authors, and oversee the project to completion. November, 1991-present. Project completion target date is Spring, 1994.

(6) Member of Advisory Council of the Fairness Campaign - a community-wide effort to expand longstanding civil rights law to include protection from discrimination based upon sexual orientation in the areas of employment, housing, and public accommodations. September, 1991-present.

(5) 1990 Stonewall Award for Organization of the Year. Nominee-Louisville Sports Alliance, Inc. I am a Co-Founder (1985) and Co-Director (1985-92) of LSA. This award is given every year in June during National Gay & Lesbian Pride Week. The award is given to an organization that serves primarily the lesbian & gay population of Louisville and has made outstanding contributions to the lesbian and gay community of Louisville. LSA promotes and supports lesbian woman & gay man in sports. Through fund raising and memberships LSA provides financial support for participants, organizes and sponsors sports events locally and nationally, and sponsors Team Louisville - a special project of LSA that organizes Louisville's lesbian & gay athletes for participation in the Gay Games, held every four years. In August, 1990, Team Louisville sent 51 athletes to Vancouver to participate in Gay Games III, which drew 8,000 athletes.

(4) 1990 Stonewall Award for Lesbian Woman of the Year. Nominee. This award is also one of the awards given annually in June during National Gay & Lesbian Pride Week. The award is given to a lesbian woman in Louisville for outstanding contributions to the lesbian and gay community in Louisville. I was nominated because of my work in the Louisville Sports Alliance (see above).

(3) The University of Louisville Trustees Award, Nominee, Spring 1990.

(2) Alabama Sports Hall of Fame; Nominee, July, 1989; 1990; 1991; 1992; 1993; 1994.

(1) Huntsville & Madison County Sports Hall of Fame, Huntsville, Alabama; Nominee, July, 1989; 1990; 1991; 1992; 1993; 1994--inducted February, 1994 (when I finally met the "must be age 40" requirement!). This was to honor my high school and college basketball careers.

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

Global Sport Business Association - since October, 2012

World Association for Sport Management - since April, 2012

American Alliance for Health, Physical Education, Recreation and Dance. since 1982 (with skipped years)

Association of Retired Professional Basketball Personnel. since 1980

European Association of Sport Management. since 1994 (with skipped years)

National Association for Girl's and Women's Sports (NAGWS). since 1982 (with skipped years)

National Association for Sports and Physical Education (NASPE). since 1982 (with skipped years)

North American Society for Sport Management (NASSM). since 1985

Sport Marketing Association (SMA), since 2003

Women's Sports Foundation of the USA

Japanese Women's Sports Association

.....>> I am not a member of the following sport management associations. However, I correspond with them as a way of receiving information from each association and staying current on the development of sport management around the world.

Asian Association for Sport Management

British Institute for Sports Administrators

Hungarian Association for Sport Management

Italian Association for Sport Management

Netherlands Association for Managers in Sport

Portuguese Association for Sport Management

Hellenic Association for Sport Management

Sport Management Association of Australia and New Zealand

Korean Society for Sport Administration

Japanese Association of Sport Management

Taiwan Association of Sport Management

Latin American Association for Sport Management

Brazilian Association for Sport Management

African Association for Sport Management

RESEARCH, SCHOLARLY, & CREATIVE ACTIVITY

OVERVIEW: My research interests and lines of inquiry consist of four distinct but interwoven areas. These are (1) sport marketing with a focus on sports consumer behavior; (2) lesbian and gay sport studies with a focus on lesbian and gay sports fans; (3) development of sport management curriculum and literature with a focus on examining the state of sport business management research literature and textbooks; and (4) disability sport and sport management. There are many aspects of these areas that are distinctly interrelated. As such, I am able to draw upon knowledge gained from each area to inform my research in each other area. Therefore, my more recent record consists of works primarily in these areas.

My work in sport marketing has resulted in numerous publications, presentations, and several books -- four with a co-author, a Chinese edition, a Japanese edition, a Portuguese edition, one with 5 contributing authors, one with two co-authors, and three edited book of research papers. My work in curriculum and examining the literature has resulted in numerous presentations and papers. This research has been the impetus for others to begin working in this area and now several scholars and academicians have conducted research examining the sport management literature and body of knowledge. Recently, some of the new research has included a study on sport management papers in Iranian journals, a study of Taiwan sport management journal, and a study of sport management literature in Hungary.

Contents:

The works are arranged in the following categories, and by year within each category:

Manuscripts Submitted for Review

Manuscripts, Books, Chapters Accepted for Publication, In Press, or Under Contract

Works in Progress: Books and Chapters, Scholarly Studies or Papers

Publications: Books, Chapters, Course Books

Publications: Refereed Journals & Abstracts in Proceedings

Presentations Submitted

Presentations Accepted/Rejected

Presentations Given

Reviews of My Works

Examples of Citings in Others' Works

Workshops

Grants

Editorial Responsibilities

Some items within the recent 5 years (2009-2015) have a brief description so as to give more detail and description to the works.

MANUSCRIPTS SUBMITTED FOR REVIEW or REVISED & RESUBMITTED

Reviews Received with Invitation to Revise & Resubmit; Revisions Made & Resubmitted

(3) Pitts, B. G. & Shapiro, D. R. (Invited for revision November 20 and revision manuscript submitted December 10, 2015, August 25). Inclusion of disability sport content in the Introduction to Sport Management course. Submitted to *Sport Management Education Journal*.

(1) Zhang, M., Pitts, B. G., & Zhang, J. (August 2015 – rejected, in revision for another journal; 2014; reviews received 5-10-14 with suggested publication with revisions; paper with revisions was submitted May 20, 2014). Repositioning the Chinese Table Tennis Super League: An inductive inquiry. *European Sport Management Quarterly*.

Papers Submitted & Under Review

(4) Chen, K., Zhang, J., Pitts, B. G., Baker, T., & Byon, K. (under review March 2016). LeBron James and the Miami Heat are coming to town! Developing a Demand Model to estimate attendance at an individual NBA game from related-game attributes. Paper submitted to the *International Journal of Sport Management and Marketing*, March 3, 2016.

(3) Zhang, M., Zhang, Pitts, B. G. (April 2015). Motives of spectators watching professional sports research: Enlightenment on Chinese Table Tennis Super League reform. Submitted to *Capital Institute of Physical Education*.

(2) Smith, J., Pitts, B. G., & Mougianis, E. (2016, January). Intercollegiate Athletics and the Military Veteran: An Examination of Policy and Athletic Department Support. Under review January 2016, *Journal of Contemporary Athletics*.

(1) Pitts, B. G., Lu-Anderson, D., Dees, W., & Whisenant, W. (submitted December 16, 2014). Destination marketing and sports tourism: An examination of Atlanta Football Classic attendees and the destination city of Atlanta. Paper submitted to the *International Journal of Event Management Research*.

(on hold) Pitts, B. G., & Lilienthal, S. (2012 paper on hold for updates). Lesbian Sports Consumers: An Exploration of Socio-Cultural Marketing Aspects. Submitted to the *European Sport Management Quarterly*. Rejected with only 1 of 2 reviewers rejecting it. We are currently working on a re-write of the paper to submit it to other journals.

(on hold) Shapiro, D.; Calloway, J.; Pitts, B. G.; & Johnson, B. (xxxx). Preliminary and Exploratory Look at the Global Status of Inclusive sports for Athletes with Disabilities. Submitted to *Adapted Physical Education Quarterly*. Rejected. We are updating this work to submit it to a different journal soon.

MANUSCRIPTS, BOOKS, CHAPTERS ACCEPTED FOR PUBLICATION/ in press or under contract

(3) Pitts, B. G. (in press February 2016). Examining the sport management literature: Content analysis of the *International Journal of Sport Management*. *International Journal of Sport Management*, xx, xx.

(2) Pitts, B. G. (in press February 2016). *Case Studies in Sport Marketing*, 3rd Edition. Fitness Information Technology Publishers, Inc. Morgantown, WV.

(1) Pitts, B. G. (In Press, October 15, 2014). Professional Golf Association. In Joseph Golson (Editor); *Sports Leadership: A Concise Reference Guide*. Santa Barbara, CA: Mission Bell Media.

WORKS IN PROGRESS: (A) Books or Chapters, (B) Scholarly Studies or Papers

(A) Books or Chapters in Progress

(7) Pitts, B. G. (2015, December). CHAPTER: Technology and Sport Marketing. Invited author. Global Issues in Sport Management. Publisher – International Council of Sport Science and Physical Education. Due September 2016.

(6) Pitts, B. G. and Zhang, J. J. (Eds.). (2015 submitted). BOOK: *Global Sport Management Studies: Contemporary Issues and Inquiries*. Editor in Chief for a book of refereed papers on global issues in sport management. Proposal submitted to an international publisher November 20, 2015.

(5) Pitts, B. G. (summer, 2015; chapter due April, 2016). CHAPTER: *Sport Marketing*. To be published in the book; Bradbury, T. (Ed.). *Understanding Sport Management: International Perspectives*. Routledge publishers.

(4) Pitts, B. G. *A Rainbow Colored Fire: A History of the Gay Games*. This book will trace the history of the development of the Gay Games. It will contain interviews with founders and with people who have been involved with the organization and management of each of the Gay Games. There will be an analysis of the marketing and financing of each event particularly in relation to gaining and developing sponsorship, endorsement, and merchandising. Active work on this project has been stopped for an indefinite period of time because of the current lack of research time to complete it.

(3) Pitts, B. G. *Leagues of Our Own: Sports in the Lives of Lesbian and Gay People*. This book will trace the history of sports in the lives of lesbian and gay people. I will focus on the efforts to organize, manage, and promote organizations, teams, events, leagues, tournaments, and sport businesses. Active work on this project has been stopped for an indefinite period of time because of the current lack of research time to complete it.

(2) Pitts, B. G. *Lesbian and Gay Sport Studies: A Reader*. This book is planned as an anthology. It will contain categories according to several topics and issues concerning lesbian women and gay men in sports. I am currently planning the topical categories and collecting articles

for each category. This work is coming from my work on “Resources on Lesbian and Gay People in Sport.” Active work on this project has been stopped for an indefinite period of time because of the current lack of research time to complete it.

(1) Pitts, B. G. *Lesbian and Gay Sport Studies: Selected Resources*. This book is planned as an annotated bibliography and will also include several categories of resources comprising lesbian and gay people in sport. Manuscript is currently at 500-plus pages. Active work on this project has been stopped for an indefinite period of time because of the current lack of research time to complete it.

(B) Scholarly Studies, Papers, Books, Other in Progress

() Shapiro, D., Pitts, B. G., & Cottingham, M. (2016, January). A qualitative examination of reasons and benefits for including disability sport topics in the introductory sport management course. Full paper is about to be submitted to a journal January 2016; study completed November 2015.

() Pitts, B. G., Shapiro, D., Piletic, C. and Hart, A. (November 30, 2015 idea planning in progress). In Search of Disability Sport: A Bibliometric Analysis of Sport Management Textbooks in Eight Content Areas.

() Pitts, B. G. & Zhang, J. (Editors). (Book In Progress, April 2015). Global Sport Management: Papers of the Inaugural Conference of the World Association for Sport Management.

() Cottingham, M., Pearson, D., Shapiro, D., Pitts, B. G. (March 2015). Inspiring the Spectators? Wheelchair Rugby Athletes Perspectives on Inspiration in Disability Sport. Data collection planning stage.

() Pitts, B. G., Kim, A., Quarterman, J. (In progress September, 2014; 2015). An analysis of a sport management journal: the European Sport Management Quarterly. Study being updated; adding new data February 2015.

() Pitts, B. G., Lu-Anderson, D. (Summer 2014). Destination marketing: The Georgia Dome and Atlanta - A case study of the new extreme sport entertainment.

() Schwarz, E. C., & Pitts, B. G. (Summer 2014). History of Sport Management education rewritten: Florida Southern University Sports Administration Curriculum 1949-1959.

() Cianfrone, B. A., Drane, D., Lu, D., Pitts, B. P., Zhang, J. J., & Byrd, C. *A Market Segmentation Analysis of Historically Black College and University (HBCU) “Classic” Attendees*. (2011). Paper in progress. Was a presentation at the 2010 North American Society for Sport Management conference, June 2-5, 2010, Tampa, Florida. As of August 27, 2011 paper is about 80% completed to be ready for submission.

() Lu-Anderson, D. (California State University), Pitts, B. G. (Georgia State University), Chia-Yo Ku, National Taiwan College of Physical Education, Taiwan), and Kevin Huang (National Hsin-

Chu Education University, Taiwan). (2011). *Examination of Beverage Industry Participation in Sport Sponsorship in Taiwan. Research Quarterly for Exercise and Sport, Research Consortium Abstracts Supplement*, Vol. 82 (1), pp. A-80-81.

() Lu-Anderson, D. (California State University); Pitts, B. G. (Georgia State University); Chi-chao Chang (National Taiwan College of Physical Education, Taiwan); & Fang-tza Lin (National Taiwan College of Physical Education, Taiwan). *Consumer Behavior and the Baseball Fan: Examining Motivation, Loyalty and Media Viewing of Baseball Fans in Taiwan for Watching Major League Baseball (USA) and Nippon Professional Baseball (Japan)*. Peer-reviewed abstract. Published in the annual abstract proceedings of the Sport Marketing Association, October 26-29, 2010, New Orleans, Louisiana.

() Cuneen, J., DeSensi, J., & Pitts, B. G. (December, 2011). Here Come the Russians! An exploratory study of Russian female tennis stars and Western culture influence (a working title).

() Lu-Anderson, D., Pitts, B.G., Cianfrone, B., Zhang, J. (On hold; 2015; 2011). *Analysis of consumer behavior characteristics at an 'extreme' sports event: Professional Bull Riders*. Paper in progress (about 1/3 complete). A portion of this research was presented earlier at the Sport Marketing Association conference.

() ONGOING: Dome Studies Research Team: In November, 2008, I developed a new Dome Research Team to collaborate on the research conducted at the Georgia Dome over a six year period of time. This team includes: Dr. James Zhang, University of Florida; Dr. Charles Bird, University of Florida; Dr. Doris Lu, Barry University; Dr. Beth Cianfrone, Georgia State University; Carol Lucas, Georgia World Congress Center; some students of the GSU program; and myself. We met in Atlanta in late November, 2008 and organized the mountain of data collected at numerous sports events at the Dome since 2003. So far, our analyses are in progress and include the following (these are rough draft titles):

- > Sport Consumer Market Demand Variables and the Atlanta Falcons of the NFL.
- > Venue Service Quality: An Analysis of Sport Consumer Attitude Toward Quality of Service.
- > Sport Consumer Analysis: The Georgia Dome.
- > Action Attraction: Analysis of Consumers of SuperCross Sport.
- > Economic Impact and Visitor Spending at the Atlanta Football Classic: An Analysis of the African American Sport Consumer.
- > Professional Bull Riding: An Economic Spending Analysis of Spectators.
- > The Women's Final Four: An Analysis of Consumer Spending

() A series of studies are being conducted in collaboration with Dr. Jerome Quarterman and other coauthors in the area of examining the sport management literature. I started this line of inquiry in 2000 with a doctoral student at Florida State University (he is now an assistant professor at Indiana University). Jerome Quarterman joined with me in 2003. Now others have joined: Newton Jackson and Karen Danylchuk. Several studies are underway, have been completed and presented at conferences, and papers are now in the works.

() Pitts, B. G., Lu, D., Ayers, K., & Lucas, C. (2007-present). Sociodemographic factors affecting attendance at the 2003 NCAA Women's Final Four Basketball Championship Games. This paper has been put on hold while we work out some issues.

PUBLICATIONS: BOOKS, CHAPTERS, & COURSE BOOKS

BOOKS

(14) Pitts, B.G. & Stotlar, D. (2013). *Fundamentals of Sport Marketing*, 4th Edition. Fitness Information Technology Publishers, Inc. Morgantown, WV. **I wrote 8 chapters out of 15.**

(13) Li, Ming; Pitts, Brenda; and Quarterman, Jerome. (2008). *Research Methods in Sport Management*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

This book is the *first of its kind* for our field of study.

(12) Pitts, B. G. & Stotlar, D. K. (2007). *Fundamentals of Sport Marketing* (3rd Edition). Morgantown, WV: Fitness Information Technology Publishers, Inc.

(11) Pitts, B. G. & Stotlar, D. K. (2006). *Fundamentals of Sport Marketing. Japanese Edition*. Morgantown, WV: Fitness Information Technology.

(10) Pitts, B. G. (Ed.). (2006). *Sport Marketing in the New Millennium: Selected Papers from the Third Annual Conference of the Sport Marketing Association*. Morgantown, WV: Fitness Information Technology.

(9) Pitts, B. G. (Ed.). (2005). *Sharing Best Practices in Sport Marketing: The Sport Marketing Association's Second Book of Papers*. Morgantown, WV: Fitness Information Technology.

(8) Pitts, B. G. (Ed.). (2004). *Sharing Best Practices in Sport Marketing: The Sport Marketing Association's Inaugural Book of Papers*. Morgantown, WV: Fitness Information Technology.

(7) Pitts, B. G. (Ed.). (2003). *Case Studies in Sport Marketing (2nd edition)*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(6) Pitts, B. G. & Stotlar, D. K (2002). *Fundamentos de Marketing Esportivo. Portugese Edition*. Sao Paulo, Brazil.

(5) Pitts, B. G. & Stotlar, D. K. (2002). *Fundamentals of Sport Marketing* (2nd Edition). Morgantown, WV: Fitness Information Technology Publishers, Inc.

(4) Pitts, B. G. & Stotlar, D. K. (2000). *Fundamentals of Sport Marketing. Chinese Edition*. Hwa-Tai Publishing Company: China.

(3) Pitts, B. G. (Ed.). (1998). *Case Studies in Sport Marketing*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(2) Pitts, B. G. & Stotlar, D. K. (1996). *Fundamentals of Sport Marketing*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(1) Oglesby, C., Bredemeier, B., Carlton, E., Hall, R., Johnston, F., Levin, N., Mosbacher, D., Nelson, M.B., Pitts, B. G., and Zwerman, G. (Editors and authors). (1996). *Eliminating homophobia: Resources for use in women's sports and fitness settings*. East Meadow, NY: The Women's Sports Foundation.

CHAPTERS

(13) Fielding, L. W.; Pitts, B. G.; & Pedersen, P. (2014). Historical aspects of the sport business industry. In: P. Pedersen and L. Thibault, 6th Edition, *Contemporary Sport Management*. Human Kinetics Publishers.

(12) ***Eight chapters*** -- Pitts, B. G. (2013). I wrote 8 of 15 chapters in the following book: Pitts, B.G. & Stotlar, D. (2013). *Fundamentals of Sport Marketing*, 4th Edition. Fitness Information Technology Publishers, Inc. Morgantown, WV.

(11) Fielding, L. W., Pedersen, P. , & Pitts, B. G. (2010). Historical aspects of the sport business industry. In: P. Pedersen, J. B. Parks, J. Quarterman, and L. Thibault, 5th Edition, *Contemporary Sport Management*. Human Kinetics Publishers.

(10) Pitts, B. G. (2011). I wrote 6 of 22 chapters in the following book: Li, Ming; Pitts, Brenda; and Quarterman, Jerome. (2008). *Research Methods in Sport Management*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(9) Parkhouse, B. & Pitts, B.G. (2005). History of Sport Management. (Chapter One). In B. L. Parkhouse (Ed.), (2005). (Fourth Edition). *The Management of Sport: Its Foundation and Application*. Boston: McGraw-Hill Publishers.

(8) Pitts, B. G. (2004). Lesbian and Gay Sport Studies: Teaching About Lesbian and Gay People in Sport. For a book of papers from the 3rd Gay Games Conference: Out From the Centre Queer Studies Conference, held in conjunction with the Gay Games VI, Sydney, Australia, October 29-30, 2002.

(7) Fielding, L. W. & Pitts, B. G. (2003). Historical Sketches: The Development of the Sport Business Industry in the United States, 1870 to Today. For: J. B. Parks, J. Quarterman, and B. Zanger, 3rd Edition, *Contemporary Sport Management*. Human Kinetics Publishers.

(6) Pitts, B. G. (2003). Introduction to case study method. In B. G. Pitts (Ed.). (2003). *Case studies in sport marketing*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(5) Pitts, B. G. (2003). Help for the instructor. In B. G. Pitts (Ed.). (2003). *Case studies in sport marketing*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(4) Parkhouse, B. & Pitts, B. G. (2001). Definition, Evolution, and Curriculum. (Chapter One). In B. L. Parkhouse (Ed.), *The Management of Sport: Its Foundation and Application*. Boston: McGraw-Hill Publishers.

(3) Pitts, B. G. (1998). Introduction to case study method. In B. G. Pitts (Ed.). *Case studies in sport marketing*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(2) Pitts, B. G. (1998). Help for the instructor. In B. G. Pitts (Ed.). *Case studies in sport marketing*. Morgantown, WV: Fitness Information Technology Publishers, Inc.

(1) Pitts, B. G. & Fielding, L. W. (1991). Strategic sport marketing: Case analysis. In B. L. Parkhouse, B. (Ed), *The Management of Sport: Its Foundation and Application* (pp. 333-346). St. Louis: Mosby.

COURSE BOOKS

(1) Pitts, B. G. (1998) *Lesbian and Gay Sport Studies: Selected Resources*. 400-plus pages. Available from the author.

This is an annotated bibliography and collection of resources on lesbian and gay people in sport. It was being used in the course “Lesbian and Gay Sport Studies” that I taught while at the Florida State University (Summer terms 1997 – 2002). Currently (August, 2003), I use it as a resource in other classes. In addition, other faculty occasionally request a copy of it.

(2) Pitts, B. G. (1998) *Lesbian and Gay Sport Studies: A Reader*. Available from the author.

This is a collection of manuscripts in 5 topic divisions on lesbian and gay people in sport. It was being used in the course “Lesbian and Gay Sport Studies” that I taught while at the Florida State University (Summer terms 1997 – 2002). Currently (August, 2003), I use it as a resource in other classes. In addition, other faculty occasionally request a copy of it.

PUBLICATIONS: REFEREED JOURNALS, ABSTRACTS, PROCEEDINGS, & OTHER

2016

Papers:

(1) Cottingham, M., Lee, D., Carroll, M., Shapiro, D., & Pitts, B. G. (2016). Athletes with disabilities and the ADA: The historical realization of the Americans with Disabilities Act on athletes with disabilities. *Journal of Legal Aspects of Sport*, 26(1), 5-21.

2015

Papers:

(5) Jin, L., Zhang, J. J., Pitts, B., Connaughton, D. P., Swisher, M., Holland, S., & Spengler, J. O. (2015). Factors Associated with an Athletic Donor's Intention to Donate to Green Stadium Initiatives of a Collegiate Athletic Program. *International Journal of Event Management Research*, 10 (1), 37-62.

(4) Schwarz, E., Jamieson, N. I., & Pitts, B. G. (2015). The role of demography and migration in shaping the future of leisure, recreation, and sport. *International Journal of Sport Management*, 16 (4), 1-25.

(3) Zhang, M., Kim, M., Pitts, B. G., & Zhang, J. (2015). From East to West: Organization and growth of Asian sporting events in North America. *Journal of Shanghai University of Sport*, 39 (4), 18-31.

(2) Danylchuk, K., Baker, R., Pitts, B. G., & Zhang, J. (May 2015). Supervising international graduate students in Sport Management: Perspectives of Experienced Advisors. *Sport Management Education Journal*, 9 (1), 1-17.

(1) Cianfrone, B., Pitts, B. G., Zhang, J., Byon, K. (2015). Identifying key market demand factors associated with high school basketball tournaments. *Sport Marketing Quarterly*, 24 (2), 91-104.

Abstracts:

(5) Pitts, B. G. (2015). Sports Fan Consumer Behavior: An Examination of Factors Affecting Attendance at the 2014 SEC Men's Basketball Tournament. **Refereed Abstracts** of the 2015 Sport Marketing Association conference, Atlanta, Georgia, October 28-30, 2015.

(4) Cottingham, M., Pearson, D., Shapiro, D., & Pitts, B. G. (2015). Inspiring the spectators? Wheelchair rugby athletes' perspectives on inspiration in disability sport. **Refereed Abstracts** of the 2015 Sport Marketing Association conference, Atlanta, Georgia, October 28-30, 2015.

(3) Danzey-Bussell, L., Hums, M., Pitts, B. G., Riemer, B., Hancock, M., Grappendorf, H. (2015). Navigating the glass ceiling: Breaking down the barriers. **Refereed Abstract** published in the Book of Abstracts of the 2015 North American Society for Sport Management, pp. 387-388, June 2-6, 2015, Ottawa, Ontario, Canada.

(2) Pitts, B. G. (2015). Using Case Studies in Sport Marketing: A Dozen Ways to Get Them, and To Use Them. **Refereed Abstract** published in the Book of Abstracts of the 2015 North American Society for Sport Management, June 2-6, 2015, Ottawa, Ontario, Canada.

(1) Pitts, B. G. (2015). Examining the Sport Management Literature: Preliminary Study of the *International Journal of Sport Management*. **Refereed Abstract** published in the conference abstracts of the 2015 Global Sport Business Association Conference, February, 2015, Miami & The Bahamas, Florida.

**See also Chapters published.*

Papers:

(12) Shapiro, D. & Pitts, B. G. (2014). What little do we know: Content analysis of disability sport in sport management literature. *Journal of Sport Management*, 28(6), pp. 657-671.

(11) Pitts, B. G., Danylchuk, K., & Quarterman, J. (2014). A Content Analysis of the *European Sport Management Quarterly* and its Predecessor the *European Journal for Sport Management*: 1984-2012. *Choregia: Sport Management International Journal*, 10 (2), 45-72.

Abstracts:

(10) Danylchuk, K., Pitts, B., & Thoma, J. (2014). International sport management: Adapting educational best practices in higher education. Refereed Abstract published in the Inaugural 2014 Conference of the World Association for Sport Management Book of Proceedings, Madrid, Spain, October 1-4, 2014; pp. 42-43.

(9) Baker, R., Danylchuk, K., Gillentine, A., Jonson, P., Pitts, B. G., Zhang, J. (2014). Internationalized sport management education: Bridging the gaps. Refereed Abstract published in the Inaugural 2014 Conference of the World Association for Sport Management Book of Proceedings, Madrid, Spain, October 1-4, 2014; pp. 86-87.

(8) Smith, J. & Pitts, B. G. (2014). Sports and Wounded Warriors: Indicators of Military Veteran Status in USA College Sport. Refereed Abstract published in the Inaugural 2014 Conference of the World Association for Sport Management Book of Proceedings, Madrid, Spain, October 1-4, 2014; p. 194.

(7) Zhang, Y., Zhang, L., Pitts, B. G., Zhang, J. (2014). Examining Key Strategies for Repositioning the Chinese Table Tennis Super League: Development of a Theoretical Framework. Refereed Abstract published in the Inaugural 2014 Conference of the World Association for Sport Management Book of Proceedings, Madrid, Spain, October 1-4, 2014; p. 178.

(6) Azimzadeh, S. M. & Pitts, B. G. (2014). The effective factors in the establishment of small and medium-sized sport enterprise. Refereed Abstract published in the Inaugural 2014 Conference of the World Association for Sport Management Book of Proceedings, Madrid, Spain, October 1-4, 2014; p. 168.

(5) Pent, A., Crowley, C., Pitts, B. G., Lu-Anderson, D., Butler, N. (2014). Creating service learning experiences in Sport Management: A Symposium. Refereed Abstract published in the North American Society for Sport Management Conference Book of Abstracts, May 28-June 1, 2014, Pittsburgh, Pennsylvania; pp. 603-604.

(4) Zhang, M. & Pitts, B. G. (2014). Training High-Quality Sport Referees within a Sport Management Program: Development of a Certification Curriculum. Refereed Abstract published in

the North American Society for Sport Management Conference Teaching & Learning Sessions Book of Abstracts, May 28-June 1, 2014, Pittsburgh, Pennsylvania; p. 12.

(3) Pitts, B. G. & Shapiro, D. (2014). Bringing disability sport into the sport management classroom. Refereed Abstract published in the North American Society for Sport Management Conference Teaching & Learning Sessions Book of Abstracts, May 28-June 1, 2014, Pittsburgh, Pennsylvania; p. 5.

(2) Schwarz, E., Williamson, D., & Pitts, B. G. (2014). The reciprocal and influential connection between sport business, international tourism and hospitality management. Refereed Abstract published in the Global Sport Business Association Conference Abstracts, February 7-10, 2014, Miami, Florida; p. 86.

(1) Pitts, B. G. & Shapiro, D. (2014). Where Might I find Information about Disability Sport? A Search for Disability Sport Information in the Sport Management Literature. Refereed Abstract published in the Global Sport Business Association Conference Abstracts, February 7-10, 2014, Miami, Florida; p. 84.

2013

See also Books and Chapters Published.

(9) Azimzadeh, S. M. (Iran); Pitts, B. G.; MirAzizi, A. S. (Iran) (2013). The creation of small and medium-sized sport enterprises and the environmental factors affecting it. *International Journal of Academic Research in Business and Social Sciences*; 3 (5); pp. 686-692.

(8) Dees, W.; Whisenant, W.; and Pitts, B. G. (2013). Academic to Consultant: A Pilot Study on Sport Marketing Research. Refereed Abstract in *Global Sport Business Journal*, 1 (1), p. 70.

(7) Quartermann, J., Hwang, J.Y., Han, K., Jackson, E. N., & Pitts, B. G. (2013). Statistical Data Analysis Techniques Utilized in International Journal of Sport Management. *International Journal of Sport Management*, 14 (3), 296-316.

(6) Azimzadeh, Seyed Morteza; Ehsani, Mohammad; Pitts, Brenda; Kordnaeij, Asadollah; & Kozechian, Hashem. (2013). The vital factors for small and medium sized sport enterprise start-ups in sport business. *Asian Social Science Journal*, 9 (5), pp. 243-253.

(5) Schwarz, E., Jamieson, N., I., & Pitts, B. G. (2013). The role of demography and migration in shaping the future of leisure, recreation, and sport. Refereed Abstract in the 2013 Sport Management Association of Australia and New Zealand 2013 Conference Book of Abstracts, November 19-24, 2013, Dunedin, New Zealand; p. 29.

(4) Schwarz, E., Pitts, B. G. (2013). Revitalization sport marketing: The role of sport in advancing community objectives. Refereed Abstract in the 2013 Sport Management Association of Australia and New Zealand 2013 Conference Book of Abstracts, November 19-24, 2013, Dunedin, New Zealand; pp. 13-14.

(3) Pitts, B. G., Zhang, J., Kim, C., Lu-Anderson, D., Bae, S., Chen, K., Wang, Y., Zhang, A., and Itoh, M. (2013). Broadening the Landscape of Sport Marketing beyond North America: Development and Growth of Sport Business in Asian Countries: A Symposium. Refereed Abstract in *2013 Sport Marketing Association Conference Full Abstracts*, October 23-27, 2013, Albuquerque, New Mexico; pp. 30-32.

(2) Danylchuk, K., Baker, R., Pitts, B. G., & Zhang, J. J. (2013). Supervising international graduate students in sport management: Experiences and challenges. Refereed Abstract in *2013 European Association for Sport Management Conference Abstracts*, September, 2013.

(1) Lam, E. T. C.; Pitts, B. G.; Chen, K.; Zhang, J. J. (2013). Sport management Symposium and Tutorial (Part I): Pragmatic Procedures and Techniques for Establishing the Validity of Survey Instruments. Refereed Abstract in *The 28th Annual North American Society for Sport Management Conference Book of Abstracts*, May 27-June 2, 2013, Austin, Texas; p. 499.

2012

(5) Shapiro, D., Pitts, B. G., Hums, M., & Calloway, J. (2012). Infusing disability sport into the sport management curriculum. *Choregia: Sport Management International Journal*, 8 (1), 101-118.

(4) Pitts, B. G., Lu-Anderson, D. (2012). Destination marketing: The Georgia Dome and Atlanta - A case study of the new extreme sport entertainment. Abstract published in the conference proceedings of the Sport Marketing Association, October, 2012, Orlando, Florida.

(3) Lu-Anderson, D. & Pitts, B. G. (2012). *Theory into practice: Social media's new "Communication Relationship Marketing" (CoRM) Model - Application in the sport business industry*. Refereed Abstract published in the 2012 Abstracts of the North American Society for Sport Management, May 23-27, 2012, Seattle, Washington.

(2) Pitts, B. G. **Keynote Panel Presentation.** (2012). *Fostering New Possibilities for Research & Scholarship In An International Community of Sport Management Scholars and Students*. Keynote panel presentation published in the Proceedings of the 2nd Sport Management Summit, Taipei, Taiwan, April 25-29, 2012.

(1) Pitts, B. G. & Zhang, J. (2012). **Keynote Address.** *"Thriving in a Global Sport Business Marketplace - Challenges, Opportunities, & Strategic Management."* Keynote address published in the Proceedings of the 3rd Annual International Sport and Sport Science Conference, Bangkok, Thailand, February 7-10, 2012.

2011

(4) Pitts, B. G. (2011). *"World Sport Management: A Global Vision for Cross-Cultural Development."* *Invited Keynote Address*. Paper published in the Proceedings of the Asian Association for Sport Management, Ulanbataar, Mongolia, July 5-11, 2011.

(3) Brison, N., Moorman, A., Pitts, B. G. (2011). *Sport Beverage Labels: Analysis of Food and Drug Administration Guidelines and the Potential Legal Implications for Marketing Practices in the Sport Business Industry*. Refereed Abstracts Proceedings of the North American Society for Sport Management, London, Ontario, Canada, June 1-5, 2011.

(2) Lu-Anderson, D. (California State University), Pitts, B. G. (Georgia State University), Chia-Yo Ku (National Taiwan College of Physical Education, Taiwan), and Kevin Huang (National Hsin-Chu Education University, Taiwan). (2011). *Examination of Beverage Industry Participation in Sport Sponsorship in Taiwan*. *Research Quarterly for Exercise and Sport, Research Consortium Abstracts Supplement*, Vol. 82 (1), pp. A-80-81.

(1) Pitts, B. G., Lu-Anderson, D., Brison, N., Bennett, Dusty (student), Cheek, Eric (student), Cliatt, Robert (student), Collins, Ashley (student), Fosnes, Cavan (student). (2011). “*Extreme Sports and Entertainment: Consumer Behavior Characteristics and Market Demand Variables of a New Extreme Sport from Supercross, The Nuclear Cowboyz.*” Abstract in the Abstracts of the Sport Marketing Association conference, Houston, Texas, October 26-30, 2011. Online at http://sportmarketingassociation.net/conference/archives/2011_Archives/

2010

(10) Lu-Anderson, D. (California State University); Pitts, B. G. (Georgia State University); Chichao Chang (National Taiwan College of Physical Education, Taiwan); & Fang-tza Lin (National Taiwan College of Physical Education, Taiwan). *Consumer Behavior and the Baseball Fan: Examining Motivation, Loyalty and Media Viewing of Baseball Fans in Taiwan for Watching Major League Baseball (USA) and Nippon Professional Baseball (Japan)*. Peer-reviewed abstract. Published in the annual abstract proceedings of the Sport Marketing Association, October 26-29, 2010, New Orleans, Louisiana.

(9) Pitts, B. G., Danylchuk, K., Quarterman, J., Howard, M., Jackson, E. N. (May, 2010). Sport Management Litabrature: A Content Analytic Examination of the *European Sport Management Quarterly* and its Predecessor the *European Journal for Sport Management*. Peer-reviewed abstract. Published in the annual abstract proceedings of the European Society for Sport Management, Prague, Czech Republic, September 15 – 19, 2010.

(8) Pitts, B. G., Cianfrone, B., Zhang, J., Byrd, C., Byon, K., LeGrande, M. (GSU student), Linz, K. (GSU student), & Midgley, A. (GSU student). Market demand analysis of high school basketball games: A symposium. Peer-reviewed abstract. Published in the annual abstract proceedings of the European Association for Sport Management, Prague, Czech Republic, September 15-19, 2010. This symposium included the following four presentations:

(7) Pitts, B. G., Cianfrone, B., LeGrande, M. (GSU student), Linz, K. (GSU student), & Midgley, A. (GSU student). (2010). The market environment for high school basketball in the United States.

(6) Zhang, J. J., **Pitts**, B. G., Byon, K. K., Byrd, C. (2010). Factors potentially affecting the attendance of high school state basketball tournaments.

(5) Cianfrone, B., Byrd, C., Zhang, J. (2010). An investigation into the consumer profile of a state basketball tournament: Sociodemographic segmentation.

(4) Cianfrone, B., **Pitts**, B. G., Zhang, J. J., Byon, K. K. (2010). Examining the importance and relevance of market demand factors: Theoretical and practical implications.

(3) Pitts, B. G., & Lilienthal, S. (2010). "The Lesbian and Gay Sports Consumer: Socio-Cultural Marketing Information for Teaching About and Inclusion in Sport Management Curriculum." Peer-reviewed abstract. Published in the annual abstract proceedings of the 2010 North American Society for Sport Management, June 2-6, 2010, Tampa, Florida. NOTE: NASSM usually has a 50% rejection rate.

(2) Cianfrone, B., Pitts, B.G., Drane, D., Byrd, C., and Zhang, J. (2010). "A Market Segmentation Analysis of Historically Black College and University "Classic" Attendees." Peer-reviewed abstract. Published in the annual abstract proceedings of the 2010 North American Society for Sport Management, June 2-6, 2010, Tampa, Florida. NOTE: NASSM usually has a 50% rejection rate.

(1) Jerome Quarterman, Howard University, Washington, DC, Jae Yeon Hwang, Florida State University, Tallahassee, FL, Keunsu Han, Towson University, Towson, MD, **Brenda G. Pitts**, Georgia State University, Atlanta, GA, E. Newton Jackson, University of North Florida, Jacksonville, FL, and Taesoo Ahn, Mount Ida College, Newton, MA. (2009). "*A Content Analysis of the International Journal of Sport Management*." Peer-reviewed abstract. Published in the annual abstract proceedings of the Research Consortium of the American Alliance for Health, Physical Education, Recreation, and Dance, Indianapolis, Indiana, March 16-20, 2010.

2009

(6) Pitts, B. G. & Lilienthal, S. (2009). Sport Business Management Cultures: The Role and Revolution of Lesbian Sports Consumers as Fans and Participants – An Analysis of the Significance of the Lesbian Sports Consumer to the Sport Business World. Refereed abstract in the Conference Abstracts of the 2009 conference of the European Association for Sport Management, Amsterdam, Netherlands, September 14-20, 2009.

(5) Pitts, B. G. (2009). Developing Partnerships with local Sport Business as a "Living Classroom" for Students to Enhance Learning Sport Consumer Market Research Techniques. Refereed abstract in the Conference Abstracts of the 2009 conference of the European Association for Sport Management, Amsterdam, Netherlands, September 14-20, 2009.

(4) Pitts, B. G., Danylchuk, K. E., & Brison, N. (2009). Instructional Innovativeness in Sport Management Education: Ideas for Enhancing Student Learning. Refereed abstract in the Conference Abstracts of the 2009 conference of the European Association for Sport Management, Amsterdam, Netherlands, September 14-20, 2009.

(3) Dornier, L.A., Krane, V., Pitts, B.G., & Williams, K. (2009). Transitioning from faculty to administrator: A dialogue from the trenches. Refereed abstract in the Conference Abstracts of the 2009 AAHPERD conference, Tampa, Florida, April 2, 2009.

(2) Lillienthal, S., Pitts, B.G., & Smith, M. (2009). The Lesbian Consumer Revolution in Sport: A Discussion. Refereed abstract in the Conference Abstracts of the 2009 AAHPERD conference, Tampa, Florida, April 2, 2009.

(1) Pitts, B. G. (2009). Developing Partnerships with local Sport Business as a “Living Classroom” for Students to Enhance Learning Sport Consumer Market Research Techniques. Abstract in the Conference Abstracts of the 2009 North American Society for Sport Management conference, Columbia, South Carolina, May 26-30, 2009.

2008

See also Books Published.

(5) Pitts, B. G., Danylchuk, K., Quarterman, J., Cianfrone, B., Howard, Mark (student at Georgia State University who is now a Ph.D. student at Florida State University, started Fall 2008 in sport management). (2008). Examining the body of scholarship in sport management: A content analysis of the *European Sport Management Quarterly*. Refereed Abstract published in the Book of Abstracts of the 2008 conference of the European Association for Sport Management, Heidelberg, Germany, September 10-15, 2008.

(4) Pitts, B. G., Lu, C., Cianfrone, B., Lucas, C., Johnson, K., Adkins, C., Ould, H. (2008). Sports at American historically black colleges and universities: A five-year (2003-2007) analysis of the consumer market at the annual Atlanta Football Classic. Refereed Abstract published in the Book of Abstracts of the 2008 conference of the European Association for Sport Management, Heidelberg, Germany, September 10-15, 2008.

(3) Pitts, B. G. (2008). “Sport Business Management: Oldest Profession, Newest Education: Understanding the Critical Connection Between Industry and Academia for Successful Sport Business Management.” Invited Keynote Address abstract published in the Publication of the International Conference on Sport Industry Management; National Taiwan Sport University, Taichung, Taiwan, June, 2008.

(2) Pitts, B.G., Zhang, J., Danylchuk, K., Lu, D., Cianfrone, B. (2008). Six Degrees of Collaboration: Creating and Maintaining Collaborative Relationships for Successful Scholarly Productivity as a Sport Management Professor. Refereed Abstract published in the Book of Abstracts of the 2008 conference of the North American Society for Sport Management, Toronto, Canada, May/June, 2008.

(1) Pitts, B. G., Cianfrone, B., Lucas, C., Lu, D. Howard, Mark (student). The “Living Classroom” as a Vital Component of Sports Marketing Education: Benefits of Developing Partnerships with Local Sports Businesses.

Presenters:

1. Brenda G. Pitts, Professor, Georgia State University, Atlanta, Georgia.
 2. Beth Cianfrone, Assistant Professor, Georgia State University, Atlanta, Georgia.
 3. Carol Lucas, Marketing Research Manager, The Georgia Dome and Georgia World Congress Center, Atlanta, Georgia.
 4. Chia-Ying (Doris) Lu, Barry University, Miami, Florida.
 5. Students of the Georgia State University Masters in Sport Administration Program.
- Refereed abstract published in the book of abstracts of the annual conference of the **Association of Collegiate Marketing Educators, Federation of Business Disciplines, Sports Marketing section**. Houston, Texas, March 4-8, 2008.

2007

(5) Pitts, B. G. (2007). Sport Marketing: Market Demand Variables that Affect Participation in Sports Through An Introduction to the 4 Cs of Sport Marketing -- Consumer, Competitor, Company, Climate. Paper and abstract published in the Proceedings of the Third International Forum on Sport for All. South China Normal University, Guangzhou Sports Bureau, Guangzhou Association for Science and Technology, Guangzhou Sports Science Society, School of Physical Education and Sports Science, Sport Sociology Committee, Chinese Sociological Association, Journal of Physical Education. Guangzhou, China. November 1 – 4, 2007.

(4) Pitts, B.G., Lu, D., Lucas, C., Callahan, K., Matan, A., Ould, H. (2007). Action Attraction: Examining Factors that Affect Attendance at an Action Sports Event – SuperCross. Refereed abstract published in the Proceedings of the 2007 conference of the Sport Marketing Association, November 1-3, 2007, Pittsburgh, Pennsylvania.

(3) Pitts, B. G., Lu, D., Lucas, C., Atkins, C., Johnson, K., Goglas, K., Ould, H. (2007). Historically Black Colleges and Universities Sports and the African American Consumer: An Analysis of the Annual Atlanta Football Classic Consumer Market and Observations of the Event 2003-2006. Refereed abstract published in the Proceedings of the 2007 conference of the North American Society for Sport Management, May 29 – June 4, 2007, Fort Lauderdale, Florida.

(2) Pitts, B. G. & Danylchuk, K. (2007). Examining the Body of Knowledge in Sport Management: A Preliminary Descriptive Study of Current Sport Management Textbooks. *Sport Management Education Journal*, 1 (1), 40-52.

(1) Pitts, B. G. (2007, February). Co-op and Internship Opportunities in Sport Business. **Invited** paper published in the Papers of the CO-OP International Research Forum 20078 on the Development of Career Training Programs for Sporting Professions, pp. 95-100, February 16-18, Kanoya, Kagoshima, Japan. This conference featured only 9 invited international speakers (2 of whom are from the USA) and was sponsored by the Japanese Ministry of Education.

2006

(1) Chun-hau Huang, National Taiwan College of Physical Education; Chia-ying (Doris) Lu, National Taiwan College of Physical Education (advisor)/Barry University; Fang-tzan Lin, National Taiwan College of Physical Education; Hsiao-hwei Peng, National University of Tainan, Taiwan; Yu Huang, National Hsinchu University of Education, Taiwan; Brenda Pitts, Georgia State University. (2006). **An Exploration of Brand Equity in Taiwan Professional Baseball**. Refereed abstract published in the proceedings of the annual scholarly conference of the Sport Marketing Association, Denver, Colorado, November 2-5, 2006.

(2) Lilienthal, Sonja, San Jose State University; & Pitts, Brenda, Georgia State University. (2006). "Gay Market goes Mainstream": A Discussion on the Gay and Lesbian Consumer Revolution in Sport." Refereed abstract published in the proceedings of the annual scholarly conference of the Sport Marketing Association, Denver, Colorado, November 2-5, 2006.

(3) Pitts, B.G, Lucas, C., Lu, D., Ayers, K., Henderson, S., Wasco, K., Hossler, M., Lightner, R., Lisac, M., Lilenthal, S., & Quarterman, J. (2006). "Extreme" Sports: An Examination of Factors that Influence the Spectators' Attendance At An Extreme Sports Event, SuperCross 2006. Papers (refereed) of the annual conference of the European Association for Sport Management, September 4-10, 2006, Nicosia, Cyprus.

(4) Pitts, B.G., Ayers, K., Lu, Chia-ying (Doris). (2006). Analysis of visitor spending and economic scale on Sydney from the Gay Games IV. Refereed abstract published in the conference proceedings of the North American Society for Sport Management conference, June, 2006, Kansas City, Kansas.

(5) Pitts, B. G. (2006). Marketing Women and Sport in the New Media. Report published in the 2006 "Participating in Change" Conference of the International Working Group on Women and Sport (IWG) Report, May 11-14, 2006, Kumamoto, Japan.

2005

(1) Quarterman, J., Pitts, B. G., Jackson, E. N., Kim, K., & Kim, J. (2005). Statistical data analysis techniques employed in the *Sport Marketing Quarterly* 1992 to 2002. *Sport Marketing Quarterly*, 14 (4), 227-238.

(2) Lu, Chia-ying (Doris) National Taiwan College of Physical Education, Taiwan; Pitts, B. G., Georgia State University, USA; Chou, Chien-chich, Taipei Physical Education College, Taiwan; Chen, Chen-chang, National Taiwan College of Physical Education, Taiwan; and Chin, Jen-chung (Janet), National Taiwan College of Physical Education, Taiwan. (2005). Patch Game: An Evaluation of Sponsor Logos on the Uniforms of Professional Baseball Players in Taiwan. Refereed abstract published in the proceedings of the 3rd annual conference of the Sport Marketing Association, November 9-12, 2005, Tempe, Arizona, USA.

(3) Pitts, B. G. (2005). Building Living Classroom Partnerships with Local Sport Business Industry: An Example. Presenters:

1. Brenda G. Pitts, Professor, Georgia State University, Atlanta, Georgia, USA

2. Carol Lucas, Marketing Research Manager, The Georgia Dome and Georgia World Congress Center, Atlanta, Georgia, USA
3. Chia-Ying (Doris) Lu, National Taiwan College of Physical Education, Taiwan
4. Kenneth Goglas and Amber Poe, Students of the Georgia State University Masters in Sport Administration Program

Refereed abstract published in the proceedings of the 3rd annual conference of the Sport Marketing Association, November 9-12, 2005, Tempe, Arizona, USA.

(4) Pitts, B. G. (2005). Developing Writing Skills for Sport Management Students: An Example of A University's Writing Across the Curriculum Sport Marketing Course. Refereed abstract published in the proceedings of the annual Florida State University Sport Management Conference, October 20-22, 2005, Florida State University, Tallahassee, Florida.

(5) Pitts, B. G. & Pedersen, P. (2005). Examining the body of knowledge in sport management: A content analysis of the *Journal of Sport Management*. *The Sport Management and Related Topics Journal*, 2 (1), 33-52.

(6) Lu, D., Pitts, B.G., Ayers, K., & Lucas, C. (2005). "Toughest Sport on Dirt": An exploratory study of market demand variables of fans of the Professional Bull Riders, Inc. In B. G. Pitts (Ed.), *Where Sport Marketing Theory Meets Practice: Selected Papers from the Second Annual Conference of the Sport Marketing Association* (pp. 65-72). Morgantown, WV: Fitness Information Technology.

(7) Lu, D., Pitts, B.G., Ayers, K., & Lucas, C. (2005). Sociodemographic factors affecting attendance at an Extreme Sport event: The SuperCross. Refereed abstract published in the proceedings of the annual North American Society for Sport Management conference; June 1-5, 2005, Regina, Saskatchewan, Canada.

2004

(1) Lu, D. & Pitts, B. G. (2004). Culture and other market demand variables: An exploration with professional baseball in the USA and Taiwan. In B. G. Pitts (Ed.), *Sharing Best Practices in Sport Marketing: The Sport Marketing Association's Inaugural Book of Papers* (pp. 23 - 47). Morgantown, WV: Fitness Information Technology.

(2) Pitts, B. G. (2004). Banking on the pink dollar: Sponsorship Awareness and the Gay Games. In B. G. Pitts (Ed.), *Sharing Best Practices in Sport Marketing: The Sport Marketing Association's Inaugural Book of Papers* (pp. 77-93). Morgantown, WV: Fitness Information Technology.

(3) Jisha, J. & Pitts, B. G. (2004, February). Program choice factors of sport management doctoral students in North America. *Sport Management and Other Related Topics Journal*, 1 (1), 2-14.

(4) Parkhouse, B., Pitts, B. G., & Sawyer, L. (2004). Development of a theoretical model to support the feasibility of justifying and establishing an academic school of sport business

management. Refereed abstract published in the book of abstracts of the annual scholarly conference of the North American Society for Sport Management, Atlanta, Georgia, June 1- 5, 2004.

(5) Pitts, B. G. & Slattery, J. (2004). An examination of the effects of time on sponsorship awareness levels. *Sport Marketing Quarterly*, 13 (1), 43-54.

(6) Pitts, B. G. & Lucas, C. (2004). Understanding NCAA Women's Final Four Basketball Championship Spectators: Exploring Sociodemographics, Spending, and Market Variables that Affect Attendance. Refereed abstract published in *The 2004 Supplement to the Research Quarterly for Exercise and Sport*. Reston, VA: AAHPERD.

(7) Lu, D., Pitts, B.G., & Ayers, K. (2004). The "Toughest Sport on Dirt": An exploratory study of market demand variables of fans of the Professional Bull Riders, Inc. Refereed abstract published in the conference proceedings of the annual scholarly conference of the Sport Marketing Association, Memphis, November 17-20, 2004.

(8) Quarterman, J., Pitts, B. G., Jackson, E. N., Kim, K., & Kim, J. (November, 2004). Statistical data analysis techniques employed in the *Sport Marketing Quarterly* 1992 to 2002. Refereed abstract published in the conference proceedings of the annual scholarly conference of the Sport Marketing Association, Memphis, November 17-20, 2004.

(9) Danylchuk, K. & Pitts, B. G. (2004). Assessing the Body of Knowledge in Sport Management: A Preliminary Descriptive Study of Current Traditional Sport Management Textbooks. Refereed abstract published in the conference proceedings of the annual scholarly conference of the European Association for Sport Management (EASM), Ghent, Flanders, Belgium, September 22-25, 2004.

(10) Pitts, B. G., Lu, D., & Ayers, K. (2004). Sociodemographic factors affecting attendance at the 2003 NCAA Women's Final Four Basketball Championship Games. Refereed abstract published in the conference proceedings of the annual scholarly conference of the European Association for Sport Management (EASM), Ghent, Flanders, Belgium, September 22-25, 2004.

(11) Danylchuk, K. & Pitts, B. G. (2004). Assessing the Body of Knowledge in Sport Management: A Preliminary Descriptive Study of Current Traditional Sport Management Textbooks. Refereed paper published in the conference papers of the annual scholarly conference of the European Association for Sport Management (EASM), Ghent, Flanders, Belgium, September 22-25, 2004.

(12) Pitts, B. G., Lu, D., & Ayers, K. (2004). Sociodemographic factors affecting attendance at the 2003 NCAA Women's Final Four Basketball Championship Games. Refereed paper published in the conference papers of the annual scholarly conference of the European Association for Sport Management (EASM), Ghent, Flanders, Belgium, September 22-25, 2004.

(13) Parkhouse, B., Pitts, B. G., & Sawyer, L. (2004). Development of a theoretical model to support the feasibility of justifying and establishing an academic school of sport business management. Refereed abstract published in the conference proceedings of the annual scholarly

conference of the North American Society for Sport Management, Atlanta, Georgia, June 1- 5, 2004.

(14) Pitts, B. G. & Lucas, C. (2004). Understanding NCAA Women's Final Four Basketball Championship Spectators: Exploring Sociodemographics, Spending, and Market Variables that Affect Attendance. Refereed abstract published in the conference proceedings of the Research Consortium at the annual AAHPERD (American Alliance for Health, Physical Education, Recreation, & Dance) conference, New Orleans, LA, March 28-April 2, 2004.

2003

(1) Pitts, B. G. (2003). Banking on the Pink Dollar: Sponsorship and the Gay Games. Refereed abstract published in the Sport Marketing Association Inaugural Conference Proceedings; Gainesville, FL, November 12-15, 2003.

(2) Lu, D. & Pitts, B.G. (2003). Culture and Other Market Demand Variables: An Exploration with Professional Baseball in the USA and Taiwan. Refereed abstract published in the Sport Marketing Association Inaugural Conference Proceedings; Gainesville, FL, November 12-15, 2003.

(3) Pitts, B. G. & Pedersen, P. (2003). Examining the body of scholarship in sport management: A content analysis of the Journal of Sport Management. Paper published in a CD book of refereed conference papers of the annual conference of the European Association of Sport Management, held September 10-14, 2003 in Stockholm, Sweden.

(4) Pitts, B. G. & Pedersen, P. (2003). Examining the body of scholarship in sport management: A content analysis of the Journal of Sport Management. Conference refereed abstracts of the annual conference of the European Association of Sport Management, held September 10-14, 2003 in Stockholm, Sweden.

(5) Jackson, E. N. & Pitts, B. G. (May, 2003). Diversity and the sport management curriculum: Adding information about lesbian and gay people in sports. Proceedings (refereed abstract) of the annual scholarly conference of the North American Society for Sport Management, Ithaca, New York, May 28-June 1, 2003.

(6) Foster, S., Verner, E., & Pitts, B. G. (May, 2003). The NASPE/NASSM Curriculum Standards and Field Experience Considerations: A Symposium. Proceedings (refereed abstract) of the annual scholarly conference of the North American Society for Sport Management, Ithaca, New York, May 28-June 1, 2003.

2002

(1) Pitts, B. G. (2002). Teaching sport marketing: Notes from the trenches. *Sport Marketing Quarterly*, 11 (4), pp. 201-206.

- (2) Pitts, B. G. (2002). Examining sport management scholarship: An historical review of the *Sport Marketing Quarterly*. *Sport Marketing Quarterly*, 11 (2), 84-92.
- (3) Slattery, J. & Pitts, B. G. (2002). Corporate sponsorship and season ticket holder attendees: An evaluation of changes in recall over the course of one American collegiate football season. *International Journal of Sports Marketing and Sponsorship*, 4 (2), 151-174.
- (4) Pitts, B. G. (2002). Teaching About Lesbian and Gay People in Sport: Resources for Use. Refereed abstract published in the proceedings of the Out From the Centre Queer Studies Conference, held in conjunction with the Gay Games VI, Sydney, Australia, October 29-30, 2002.
- (5) Pitts, B. G. (2002). Education Involving Lesbian and Gay People in Sport: A Symposium. Refereed abstract published in the proceedings of the Out From the Centre Queer Studies Conference, held in conjunction with the Gay Games VI, Sydney, Australia, October 29-30, 2002.
- (6) Lu, D. & Pitts, B. G. (2002). Factors that affect attendance at professional baseball games in the U.S.A. and Taiwan. Refereed abstract published in the proceedings of the 2002 ICHPERD conference, June 26-29, 2002, Taipei, Taiwan.
- (7) Chang, C. & Pitts, B. G. (2002). Content Analysis of Sport Company Web Sites. Refereed abstract published in the proceedings of the 2002 ICHPERD conference, June 26-29, 2002, Taipei, Taiwan.
- (8) Jisha, J. & Pitts, B.G. (2002). Factors influencing the program choice of sport management doctoral students in North America. Refereed abstract published in the proceedings of the annual conference of the North American Society for Sport Management, to be held in Banff, Canada, May/June, 2002.
- (9) Pitts, B. G., Slattery, J., & Stotlar, D.K. (2002). Current Trends in Literature in Sport Sponsorship: Grassroots Sponsorship Research. Refereed abstract published in the proceedings of the annual conference of the North American Society for Sport Management, to be held in Banff (Canmore), Canada, May/June, 2002.

2001

- (1) Pederson, P. & Pitts, B. G. (2001). Investigating the body of knowledge in sport management: A content analysis of the *Sport Marketing Quarterly*. *The Chronicle of Physical Education in Higher Education*, 12 (3), 8-9, 22-23.

****This study is the first of its kind involving an analysis of sport management journals. Specifically, it is a content analysis of a sport marketing journal. It will be a significant contribution to the literature and, hopefully, will establish a base from which there will be further research and analysis of the literature in sport management.**

- (2) Pitts, B. G. & Slattery, J. (2001). Are season ticket holders more observant? A pre and post season analysis of sponsorship recognition of season ticket holder spectators. pp. 257-260. In

.....(Ed.). *European Association for Sport Management Book of Proceedings*. Spain: European Association for Sport Management.

(3) Pitts, B. G. & Ayers, K. (2001) An analysis of visitor spending and the economic scale of Gay Games V. *International Journal for Sport Management*, 2 (2), 134-151.

Study of the economic size of Gay Games V held in Amsterdam in 1998.

(4) Pitts, B. G., Miller, L. K., Jisha, J., Schneider, R., & Grube, A. (2001). So You Want to be a Sport Management Professor? From Program Selection to Tenure and Promotion. Titles of papers: "Factors in Selecting a Doctoral Program in Sport Management", Jay Jisha, Florida State University; "Tips for Finishing the Ph.D. and Getting the Sport Management Faculty Position.", Angela Johnson, Assistant Professor, Western Carolina University, and Ray Schneider, Assistant Professor, Bowling Green State University; "From Doctoral Preparation to tenure and Promotion: Becoming a Successful Sport Management Professor", Brenda Pitts, Full Professor, Florida State University, & Lori K. Miller, Full Professor, Wichita State University. Refereed abstracts. *Conference Proceedings of the North American Society for Sport Management*, May 28-June 3, 2001, Virginia Beach, Virginia.

(5) Slattery, J. & Pitts, B. G. (2001). Corporate Sponsorship and Season Ticket-Holder Attendees: An Evaluation of Changes Between Pre and Post Season Sponsorship Recall. Refereed abstract. *Conference Proceedings of the North American Society for Sport Management*, May 28-June 3, 2001, Virginia Beach, Virginia.

(6) Pederson, P. & Pitts, B. G. (2001). Research in Sport Marketing: A Content Analysis of the Sport Marketing Quarterly. Refereed abstract. *Conference Proceedings of the North American Society for Sport Management*, May 28-June 3, 2001, Virginia Beach, Virginia.

(7) Pitts, B. G. (2001). Sport management at the millennium: A defining moment. *Journal of Sport Management*, 15 (1), 1-9.

This paper is the Zeigler Address delivered at the 2000 North American Society for Sport Management Conference as the recipient of the Dr. Earle F. Zeigler Award for top scholar in the field. (This paper went through minor editing and review.)

(8) Pitts, B. G. (2001). The Gay Games. In K. Christensen, A. Guttman, & G. Pfister (Eds.), *International Encyclopedia of Women and Sports* (pp. 441-444). New York: Macmillan Reference USA.

This paper offers an overview of the Gay Games and an analysis of women's involvement.

2000

(1) Pitts, B. G., & Ayers, K. (2000). Sports Tourism and the Gay Games: The Emerging Use of Destination Marketing with the Gay Games. In M. Robinson, N. Evans, P. Long, R. Sharpley, J. Swarbrooke (Eds.), *Management, Marketing and the Political Economy of Travel and Tourism* (pp. 389-401). Great Britain: Athenaeum Press.

A study of the increasing use of destination marketing by Gay Games VI organizers, the Sydney Gay Games Organizing Committee.

(2) Pitts, B. G. & Duys, P. (2000). Financial Management Integrity Versus Embezzlement and Bankruptcy: A Case Study Involving the Financial Management Strategies and Pitfalls of One of the World's Largest Sports Events - the Gay Games. Abstract, refereed. Proceedings of the annual conference of the North American Society for Sport Management to be held in Colorado Springs, Colorado, May 31 - June 3, 2000.

(3) Pitts, B. G., Duys, P., & Vestal, R. (2000). Everything You've Always Wanted to Know About the Gay Games But Were Afraid to Ask! Meet the Federation of Gay Games Board Members: How Sport Management Faculty and Students Can Get Involved. Abstract, refereed. Proceedings of the annual conference of the North American Society for Sport Management to be held in Colorado Springs, Colorado, May 31 - June 3, 2000.

1999

(1) Pitts, B. G. and Ayers, K. (1999). An Analysis of the Economic Impact of Gay Games V, Amsterdam, August 1-9, 1998. Abstract, refereed. *Proceedings of the 1999 conference of the North American Society for Sport Management*, Vancouver, B. C., May 31-June 5, 1999.

(2) Pitts, B. G. and Sullivan, M. (1999). An Analysis of Corporate Sponsorship Recognition and Gay Games V. Abstract, refereed. *Proceedings of the 1999 conference of the North American Society for Sport Management*, Vancouver, B. C., May 31-June 5, 1999.

(3) Smith, R., Pent, A., & Pitts, B. G. (1999). The World Wide Web as an advertising medium for sports facilities: An analysis of current use. *Sport Marketing Quarterly*, 8 (1), 31-34.

This study offers a critique of how sports facilities are utilizing the web as a marketing medium.

(4) Pitts, B. G. (1999). Sports tourism and niche markets: Identification and analysis of the growing lesbian and gay sports tourism industry. *Journal of Vacation Marketing*, 5 (1), 31-50.

This study explored sports tourism and the lesbian and gay market. The findings revealed that it is an industry estimated at around \$15 billion.

1998

(1) Mahony, D. F., & Pitts, B. G. (1998). Research outlets in sport marketing: The need for increased specialization. *Journal of Sport Management*, 12, 259-272.

We explore the current state of the field of sport management focusing on a critical analysis of research outlets. We point out the need for and offer a model for encouraging increased

specialization of the content areas, such as sport marketing, sport finance, and sport governance, by initiating specialized professional journals and conferences.

(2) Pitts, B. G. (1998). An analysis of sponsorship recognition at the Gay Games. *Sport Marketing Quarterly*, 7 (4), 11-18.

This study is an analysis of sponsorship effectiveness at the Gay Games IV in New York in 1994 through sponsorship recognition methodology.

(3) Pitts, B. G. (1998). Let the Gaymes Begin! A Case Study of Sports Tourism Commercialization and the Gay Games. Abstract. *Abstracts of the second conference of the Gay Games: "Queer Games? Theories, Politics, Sports."* July 29-31, 1998, University of Amsterdam, Amsterdam, The Netherlands.

(4) Pitts, B. G. (1998). Sports Tourism and Niche Markets: Identification and Analysis of the Growing Lesbian and Gay Sports Tourism Industry -- Implications for Sport Management. Abstract. *Proceedings of the 1998 conference of the North American Society for Sport Management*, Buffalo, New York, June, 1998.

1997

(1) Pitts, B. G. (1997). From leagues of their own to an industry of their own: The emerging lesbian sports industry. *Women in Sport and Physical Activity Journal*, 6 (2), 109-139.

Study of sports and recreation products targeting the lesbian sports consumer. Identifies the lesbian sports industry and that it is a multi-million dollar industry.

(2) Pitts, B. G. & Mahony, D. F. "Identification of Resources Used in the Development of Content in Master's Level Sport Management Courses in Programs in the United States and Canada." Abstract in *Proceedings of the Conference of the North American Society for Sport Management*, San Antonio, Texas, May 27-June 1, 1997.

(3) Pitts, B. G. "Part of the Sport Fabric: Strategies for the Inclusion of Lesbian and Gay Sport Studies in Sport Management Curriculum and Research." Abstract in *Proceedings of the Conference of the North American Society for Sport Management*, San Antonio, Texas, May 28-June 1, 1997.

1996

(1) Pitts, B. G., & Mahony, D. F. "Identification of Resources Used in the Development of Content in Master's Level Sport Management Courses in Programs in the United States." Abstract in *Abstracts of the 1996 conference of the European Society for Sport Management*, Montpellier, France, October 1-6, 1996.

(2) Pitts, B. G. "Lesbian and gay people in sport: Resources for faculty and students in sport management." Abstract in *Proceedings of the 1996 Conference of the North American Society for Sport Management*, Fredericton, New Brunswick, Canada, May 28 - June 1, 1996.

1995

(1) Miller, L. K., Fielding, L. W., Gupta, & Pitts, B. G. (1995). Hillerich & Bradsby, Company, Inc.: Implementation of Just-In-Time manufacturing. *Journal of Sport Management*, 9, 249-262.

Explores the effects of JIT management theory as it was applied to the Hillerich & Bradsby Company's manufacturing.

(2) Pitts, B. G. (1995). The Gay Games Conference: Benchmark for scholarly exploration and artistic expression. *Women in Sport and Physical Activity Journal*, 4 (1), 79-89.

Historical trace of the initiation of the Gay Games conference and an overview of the first conference in 1994.

(3) Pitts, B. G. (1995). Leagues of their own: Growth and development of sport and sport management in the lesbian and gay population in the United States: 1970s-1990s. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1995.

(4) Pitts, B. G. (1995). An analysis of sponsorship recognition at Gay Games IV. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1995.

1994

(1) Pitts, B. G., Fielding, L. W., & Miller, L. K. (1994). Industry segmentation theory and the sport industry: Developing a sport industry segment model. *Sport Marketing Quarterly*, 3 (1), 15-24.

Offers a sport industry segmentation model developed from industry segmentation theory.

(2) Miller, L. K., Pitts, B. G., & Fielding, L. W. (1994). The impact of resale price maintenance on the sporting goods industry. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1994.

1993

(1) Miller, L. K., Fielding, L. W. & Pitts, B. G. (1993). From the Buster Brown bat to the Babe Ruth autograph junior model: The rise of the Louisville Slugger in the mass market. *Sport Marketing Quarterly*, 2(3), 9-16.

- (2) Pitts, B. G. (1993). The development of sport marketing theory and the sport industry in the United States. *Proceedings of the 1993 Management Development in Sport and Recreation Fourth International Conference*; September 6-10, 1993; Johannesburg, South Africa, Rand Afrikaans University press.
- (3) Miller, L. K., Fielding, L. W. & Pitts, B. G. (1993). The impact of the Americans with Disabilities Act of 1990. *Clinical Kinesiology*, 47 (3), 63-70.
- (4) Miller, L. K., Fielding, L. W. & Pitts, B. G. (1993). Prudent crowd control management: Suggestions for the facility manager. *The Journal of Sport/Fitness Risk Management*, 3 (2), 3-6.
- (5) NASPE-NASSM Sport Management Task Force. (1993). Standards for curriculum and voluntary accreditation of sport management programs. *Journal of Sport Management*, 7 (2), 159-170. I was on the task force which wrote the standards.
- (6) Miller, L. K., Fielding, L. W. & Pitts, B. G. (1993). Implementation of the performance appraisal process: Concerns for the health club manager. *Journal of Legal Aspects Of Sport*, 3 (1), 44-50.
- (7) Miller, L. K., Fielding, L. W. & Pitts, B. G. (1993). Legal concerns in writing job recommendations. *The Physical Educator*, 50 (1), 47-51.
- (8) Miller, L. K., Fielding, L. W., & Pitts, B. G. (1993). Hillerich and Bradsby's competitive advantage in the 1990s: The influence of JIT and the Deming philosophies. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1993.

1992

- (1) Miller, L. K., Pitts, B. G., & Fielding, L. W. (1992). A uniform code to regulate athlete agents. *Journal of Sport & Social Issues*, 16 (2), 93 - 102. December, 1992.
- (2) Miller, L. K., Pitts, B. G., & Fielding, L. W. (1992). Premises liability: A facility operator's concern. *The Journal of Sport/Fitness Risk Management*, 2 (3), 3-4.
- (3) Miller, L. K., Pitts, B. G. & Fielding, L. W. (1992). Publishing research related to legal aspects of sport and physical activity. *Journal of Legal Aspects of Sport*, 2 (2), 30-36.
- (4) Pitts, B. G., Miller, L. K., & Fielding, L. W. (1992). Simply the best: Sporting goods advertising 1900 - 1910. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1992.
- (5) Miller, L. K., Fielding, L. W., & Pitts, B. G. (1992). Quality and price: Establishing a reason to buy 1908 -1918. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1992.

(6) Fielding, L. W., Miller, L. K., & Pitts, B. G. (1992). Prestige and status: Advertising comes of age 1918 -1932. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1992.

(7) Miller, L. K., Pitts, B. G., & Fielding, L. W. (1992). The uniform athletic agent code: An alternative solution to athlete agent abuse. Abstract in *Proceedings of the North American Society for Sport Management Conference*, June, 1992.

(8) Fielding, L. W., Pitts, B. G. & Miller, L. K. (1992). Custom-made Bats - Special Tools for Special People: J.A. Hillerich and the Genesis of an Idea. Abstract in *Proceedings of the 1992 Conference of the Popular Culture Association*; March 19, 1992; Louisville, KY.

(9) Miller, L. K., Fielding, L. W. & Pitts, B. G. "From the Buster Brown Bat to the Babe Ruth Autograph Jr. Model: The Rise of the Louisville Slugger in the Mass Market." Abstract in *Proceedings of the 1992 Conference of the Popular Culture Association*; March 19, 1992; Louisville, KY.

(10) Pitts, B. G., Miller, L. K., & Fielding, L. W. "J.A. Hillerich and Frank Bradsby: Integrating Product Orientation with Market Orientation - The Modernization of the Louisville Slugger." Abstract in *Proceedings of the 1992 Conference of the Popular Culture Association*; March 19, 1992; Louisville, KY.

(11) Miller, L. K., Fielding, L. W., and Pitts, B. G. (1992). The health club manager: Communication risks. *The Journal of Fitness Risk Management*, 2 (1), 3-4.

1991

(1) Miller, L. K., Fielding, L. W., and Pitts, B. G. (1991). The policy manual as a binding contract. *The Journal of Fitness Risk Management*, 1.9, 3-4. (featured article, part I).

(2) Fielding, L. W., Pitts, B. G., and Miller, L. K. (1991). "The production era model and American sport 1890-1910. *1991 Completed Research in Health, Physical Education, Recreation and Dance*.

(3) Pitts, B. G., Fielding, L. W., & Miller, L. K. (1991). Sport product markets: A conceptual model. Abstract in *Proceedings of the 1991 North American Society for Sport Management Conference*; Ottawa, Canada.

(4) Fielding, L. W., Pitts, B. G., & Miller, L. K. (1991). Defining quality: Why should educators in sport management programs be concerned about accreditation? *Journal of Sport Management*, 5, 1-17.

(5) see also "Chapters" section

1990

(1) Pitts, B. G. (1990, October). Reality check: Gay Games III vs. the world. *The Letter*, 1, 10-11. (This is a non-refereed publication.)

(2) Fielding, L. W. & Pitts, B. G. (1990). The impact of bicycle advertising and promotional techniques on the legitimization of sport between 1883 and 1903. Abstract in *1990 Completed Research in Health, Physical Education, Recreation and Dance*.

(3) Pitts, B. G., Fielding, L. W. & Miller, L. K. (1990, May). Defining quality: Why should educators in sport management be concerned about accreditation? Abstract in *North American Society for Sport Management Conference Proceedings*.

1989

(1) Fielding, L. W. & Pitts, B. G. (1989, December) The Battle Over Athletic Priorities in the Louisville Y.M.C.A. 1892-1912. *Canadian Journal of Sport History*, Vol. 20 (2), p. 64-89.

1988

(1) Pitts, B. G. (1989). Beyond the Bars: The Development of Leisure Activity Management in the Lesbian and Gay Population in America. *Leisure Information Quarterly*, Vol. 15 (3), 4-7.

(2) Fielding, L. W. & Pitts, B. G. (1988, April) Customized Bats and the American Imagination. *The Derby Magazine*. (This is a non-refereed publication.)

(3) Pitts, B. G. & Semenick, D. (1988, January). Using Anthropometric Variables to Determine Basketball Size and Basket Height for Females to Maximize Performance of the Dunk. *Journal of Applied Research in Coaching and Athletics*, 3 (1).

1987

(1) Pitts, B. G. & Fielding, L. W. (May, 1987). Custom-made Bats and Baseball Players: The Relationship Between Form Utility and Promotion - J.A. Hillerich's Contribution to Sporting Goods Marketing. Abstract in *North American Society for Sport Management Conference Proceedings*, Volume II, May, 1987.

(2) Pitts, B. G. (1987). Sponsor An Internship Program. In Isaac, T.A. & Schafer, S.P.(Eds.) *Sex Equity In Sports Leadership: Implementing the Game Plan In Your Community*.

1986

(1) Pitts, B. G. (1986). Effects of a Smaller, Lighter Basketball on Skill Performance of High School and College Female Basketball Players. In J. Watkins, T. Reilly, and L. Burwitz (Eds.), Full paper in *Sports Science - Proceedings of the VIII Commonwealth and International Conference on Sport, Physical Education, Dance, Recreation and Health* (pp. 381- 386). Glasgow, Scotland, Great Britain: University Press, Cambridge.

(2) Pitts, B. G. The Effects of a Smaller, Lighter Basketball on Skill Performance of Female Basketball Players. Abstract in the *1986-87 Completed Research in Health, Physical Education, Recreation and Dance*.

1985

(1) Fielding, L. W., Pitts, B. G., Fee, R.A. & Weinberg, W.T. (1985, December) The Demise of Officer Involvement in Soldiers Sport During the American Civil War. *Canadian Journal of History of Sport*, Vol. 16 (2), p. 72- 86.

1984

(1) Pitts, B. G. (1984, October). Smaller Basketball Not Right Size for Women Players. *NCAA News*, 21 (34), p. 2. (This is a non-refereed publication.)

RESEARCH and SCHOLARLY PRESENTATIONS

PRESENTATIONS SUBMITTED FOR 2016 & 2017 CONFERENCES

None currently submitted or under review.

PRESENTATIONS ACCEPTED/REJECTED FOR 2015 & 2016 CONFERENCES

2016 conferences:

(2) Pitts, B. G. & Lu-Anderson, D. (2016). Investigating Sport Management Literature: A Summative Content Analysis of the *International Journal of Sport Management*. Accepted for presentation at the annual conference of the North American Society for Sport Management 2016 Conference, Orlando, Florida, USA, June 1-5, 2016.

(1) Pitts, B. G. & Shapiro, D. (2016). Diverse Sport Management Environments? Are We Talking the Talk but not Walking the Walk: An Examination of Disability Sport in the Sport Management Classroom. Accepted for presentation at the annual conference of the North American Society for Sport Management 2016 Conference, Orlando, Florida, USA, June 1-5, 2016.

PRESENTATIONS GIVEN

2016

(2) Pitts, B. G. (2016). Case Studies for the Sport Marketing Course: Where to Find Them & How to Use Them. Presentation delivered at the 2016 Global Sport Business Association conference, Miami, Florida, February 19-22, 2016.

(1) Pitts, B. G., Lu-Anderson, D., & Zhang, J. J. (2016). Spectators of College Basketball Regional Tournaments in the U.S.: An Exploration of Demographic and Market Demand Factors Affecting Attendance and Spending. Presentation delivered at the 2016 Global Sport Business Association conference, Miami, Florida, February 19-22, 2016.

2015

(7) Pitts, B. G. (2015). Sports Fan Consumer Behavior: An Examination of Factors Affecting Attendance at the 2014 SEC Men's Basketball Tournament. Presentation delivered at the 2015 Sport Marketing Association conference, Atlanta, Georgia, October 28-30, 2015.

(6) Cottingham, M., Pearson, D., Shapiro, D., & Pitts, B. G. (2015). Inspiring the spectators? Wheelchair rugby athletes' perspectives on inspiration in disability sport. Presentation delivered at the 2015 Sport Marketing Association conference, Atlanta, Georgia, October 28-30, 2015.

(5) Danzey-Bussell, L., Hums, M., Pitts, B. G., Riemer, B., Hancock, M., Grappendorf, H. (2015). Navigating the glass ceiling: Breaking down the barriers. Presentation delivered at the 2015 North American Society for Sport Management, June 2-6, 2015, Ottawa, Ontario, Canada.

(4) Pitts, B. G. (2015). Using Case Studies in Sport Marketing: A Dozen Ways to Get Them, and To Use Them. Presentation delivered at the 2015 North American Society for Sport Management, June 2-6, 2015, Ottawa, Ontario, Canada.

(3) Pitts, B. G. (2015). Thriving in a Globalized Sport Business Marketplace: Challenges, Trends, and Opportunities. ***Invited Keynote Speaker***. Latin American Association for Sport Management (ALGEDE: Asociacion Latinoamericana de Gerencia Deportiva) IV Conference. Sao Paulo, Brazil; March 18-22, 2015.

(2) Pitts, B. G. (2015). Fundamentos de Marketing Esportivo: The 4 Cs of Sport Marketing. Invited Presentation. Latin American Association for Sport Management (ALGEDE: Asociacion Latinoamericana de Gerencia Deportiva) IV Conference. Sao Paulo, Brazil; March 18-22, 2015.

(1) Pitts, B. G. (2015). Examining the Sport Management Literature: Preliminary Study of the *International Journal of Sport Management*. Presentation delivered at the 2015 Global Sport Business Association Conference, February, 2015, Miami & The Bahamas, Florida.

2014

(13) Pitts, B. G. (2014, November). ***Invited Keynote Speaker***. Groundbreakers, Rule-Breakers, Record-breakers: Her Courage Has Changed the World! Keynote Presentation Delivered at the 90th Conference of the Western Society of Physical Education for College Women. Pacific Grove, California, November 20-22, 2014.

- (12) Danylchuk, K., Pitts, B., & Thoma, J. (2014). International sport management: Adapting educational best practices in higher education. Presentation delivered at the Inaugural 2014 Conference of the World Association for Sport Management, Madrid, Spain, October 1-4, 2014.
- (11) Baker, R., Danylchuk, K., Gillentine, A., Jonson, P., Pitts, B. G., Zhang, J. (2014). Internationalized sport management education: Bridging the gaps. Presentation delivered at the Inaugural 2014 Conference of the World Association for Sport Management, Madrid, Spain, October 1-4, 2014.
- (10) Smith, J. & Pitts, B. G. (2014). Sports and Wounded Warriors: Indicators of Military Veteran Status in USA College Sport. Presentation delivered at the Inaugural 2014 Conference of the World Association for Sport Management, Madrid, Spain, October 1-4, 2014.
- (9) Zhang, Y., Zhang, L., Pitts, B. G., Zhang, J. (2014). Examining Key Strategies for Repositioning the Chinese Table Tennis Super League: Development of a Theoretical Framework. Presentation delivered at the Inaugural 2014 Conference of the World Association for Sport Management, Madrid, Spain, October 1-4, 2014.
- (8) Azimzadeh, S. M. & Pitts, B. G. (2014). The effective factors in the establishment of small and medium-sized sport enterprise. Presentation delivered at the Inaugural 2014 Conference of the World Association for Sport Management, Madrid, Spain, October 1-4, 2014.
- (7) Pent, A., Crowley, C., Pitts, B. G., Lu-Anderson, D., Butler, N. (2014). Creating service learning experiences in Sport Management: A Symposium. Symposium presentation delivered at the annual conference of the North American Society for Sport Management, May 28-June 1, 2014, Pittsburgh, Pennsylvania.
- (6) Pitts, B. G. & Shapiro, D. (2014). Bringing Disability Sport into the Sport Management Classroom. Presentation delivered at the 2014 North American Society for Sport Management, Teaching & Learning Session, May 28-June 1, 2014, Pittsburgh, Pennsylvania.
- (5) Zhang, M. & Pitts, B. G. (2014). Training High-Quality Sport Referees within a Sport Management Program: Development of a Certification Curriculum. Presentation delivered at the 2014 North American Society for Sport Management Teaching & Learning Session, May 28-June 1, 2014, Pittsburgh, Pennsylvania.
- (4) Azimzadeh, S. M., & Pitts, B. G. (2014). Small and Medium-Sized Sport Enterprises Start-up Emphasizing on Environmental Factors. Presentation delivered at the International Conference on Entrepreneurship "ICE 2014" conference, Tehran, Iran, February 22-23, 2014. See <http://ice2014.ut.ac.ir> for conference information.
- (3) Schwarz, E., Williamson, D., & Pitts, B. G. (2014). The reciprocal and influential connection between sport business, international tourism and hospitality management. Presentation delivered at the annual conference of the Global Sport Business Association, February 7-10, 2014, Miami, Florida.

(2) Pitts, B. G. & Shapiro, D. (2014). Where Might I find Information about Disability Sport? A Search for Disability Sport Information in the Sport Management Literature. Presentation delivered at the annual conference of the Global Sport Business Association, Miami, Florida, February 7-10, 2014.

(1) Whisenant, W., Pitts, B. G., & Pedersen, P. (2014). State of the Global Sport Business Association: Opportunities and Trends. Invited round table presentation delivered for the annual conference of the Global Sport Business Association, Miami, Florida, February 7-10, 2014.

2013 -- Total presentations in 2013 is 26 (a career record for me)

(26) Schwarz, E., Jamieson, N., I., & Pitts, B. G. (2013). The role of demography and migration in shaping the future of leisure, recreation, and sport. Presentation delivered at the annual conference of the Sport Management Association of Australia and New Zealand, November 19-24, 2013, New Zealand.

(25) Schwarz, E., Pitts, B. G. (2013). Revitalization sport marketing: The role of sport in advancing community objectives. Presentation delivered at the annual conference of the Sport Management Association of Australia and New Zealand, November 19-24, 2013, New Zealand.

(24) Pitts, B. G. (2013). Invited Keynote Speaker. Presentation title: Role of Sport Marketing in the Globalization of the Sport Business Marketplace: Challenges, Trends, and Opportunities. XXI Congreso Internacional FOD "Educacion Fisica, Deporte y Ciencias Aplicadas. Organizacion Deportiva de la Universidad Autonoma de Nuevo Leon; Monterrey, Mexico; November 6-9, 2013.

(23) Pitts, B. G. (2013). Panel Expert: Faculty Experience in Sport Management. Panel presentation at the 2013 Sport Marketing Association conference, October 23-27, 2013, Albuquerque, New Mexico.

(22) Yen, L., Zhang, J., Pitts, B. G., & Connaughton, D. (2013). Planned Behavior and Athletic Donors' Intention to Donate to Green Stadium Initiatives. Presentation delivered at the 2013 Sport Marketing Association conference, October 23-27, 2013, Albuquerque, New Mexico.

(21) Pitts, B. G., Zhang, J., Kim, C., Chen, K., Wang, Y., Lu-Anderson, D., Zhang, A., Itoh, M., & Bae, S. (2013). Broadening the Landscape of Sport Marketing beyond North America: Development and Growth of Sport Business in Asian Countries: A Symposium. Presentation delivered at the 2013 Sport Marketing Association conference, October 23-27, 2013, Albuquerque, New Mexico.

(20) Wang, Y., Zhang, J., Zhang, A., Pitts, B. G. (2013). Recent Development and Challenges in the Sport Industry of China. Presentation delivered at the 2013 Sport Marketing Association conference, October 23-27, 2013, Albuquerque, New Mexico.

(19) Pitts, B. G., Schwarz, E. (June, 2013). A history of the development of sport management in the USA as a field of study: New findings for the classroom. Presentation delivered at the annual

conference of the Sport Marketing Association Pedagogy Symposium, October 23-27, 2013, Albuquerque, New Mexico.

(18) Danylchuk, K., Baker, R., Pitts, B. G., & Zhang, J. (2013). Supervising international graduate students in sport management: Experiences and challenges. Presentation delivered at the 2013 European Sport Management Association conference, Istanbul, Turkey, September 10-15, 2013.

(17) Shapiro, D. & Pitts, B. G. (2013). Content analysis of sport disability in sport management literature. Presentation delivered at the National Consortium for Physical Education for Individuals with Disabilities, July 11-13, 2013, Herndon, Virginia.

(16) Lam, E. T. C.; Pitts, B. G.; Chen, K.; Zhang, J. J. (2013). Sport management Symposium and Tutorial (Part I): Pragmatic Procedures and Techniques for Establishing the Validity of Survey Instruments. Presentation delivered at the 2013 North American Society for Sport Management conference, May 27-June 2, 2013, Austin, Texas.

(15) Pitts, B. G. (2013). Establishing Validity: An Introduction. Presentation delivered at the 2013 North American Society for Sport Management conference, May 27-June 2, 2013, Austin, Texas.

(14) Pitts, B. G. (2013). Face Validity in sport management survey instruments. Presentation delivered at the 2013 North American Society for Sport Management conference, May 27-June 2, 2013, Austin, Texas.

(13) Pitts, B. G. (2013). Content validity in sport management survey instruments. Presentation delivered at the 2013 North American Society for Sport Management conference, May 27-June 2, 2013, Austin, Texas.

(12) Dees, W.; Whisenant, W.; & Pitts, B. G. (2013). From academic to consultant: It's not happening. Presentation delivered at the inaugural conference of the Global Sport Business Association, February 9-12, 2013, Miami, Florida.

(()) Visiting Scholar - During April 19 - 27, 2013, I was a Visiting Scholar to two universities in the Netherlands to lecture and work with students and faculty in Sport Marketing. Below are the lectures given.

Monday

(11) Pitts, B. G. (2013). The sport business industry: A sport marketing perspective. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

(10) Pitts, B. G. (2013). Sport management education and how an American university works. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

(9) Pitts, B. G. (2013). Sport management international sport: Study abroad program. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

Tuesday

(8) Pitts, B. G. (2013). The sport business industry and sport marketing research. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

(7) Pitts, B. G. (2013). Conducting sport marketing research, analyzing data for conclusions, and drawing conclusions for application. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

(6) Pitts, B. G. (2013). Sport marketing research: Writing the abstract and paper. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

Wednesday

(5) Pitts, B. G. (2013). The sport business industry: A sport marketing perspective. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

(4) Pitts, B. G. (2013). Sport marketing research: Why attend conferences? Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

(3) Pitts, B. G. (2013). Conducting sport marketing research, analyzing data for conclusions, and drawing conclusions for application. Presentation at Johan Cruyff University, Amsterdam, Netherlands, April, 2013.

Thursday

(2) Pitts, B. G. (2013). The sport business industry: A sport marketing perspective. Presentation at the Wagner Group Institute, Groningen, Netherlands, April, 2013.

(1) Pitts, B. G. (2013). The World Association for Sport Management: Developing a business plan. Presentation at the Wagner Group Institute, Groningen, Netherlands, April, 2013.

2012

(7) Lu-Anderson, D., Pitts, B. G. (2012). Consumer Behavior and Market Demand Variables of SEC Men's Basketball Tournament. Presentation delivered at the annual conference of the Sport Marketing Association, October, 2012, Orlando, Florida.

(6) Pitts, B. G., Lu-Anderson, D. (2012). Destination marketing: The Georgia Dome and Atlanta - A case study of the new extreme sport entertainment. Presentation delivered at the annual conference of the Sport Marketing Association, October, 2012, Orlando, Florida.

(5) Danylchuk, K., Pitts, B. G., & Thoma, J. (2012). Teaching international sport management: Current status, challenges, and best practices. Presentation delivered at the annual conference of the European Association for Sport Management, September 17-21, 2012, Aalborg, Denmark.

(4) Azimzadeh, S. M¹, M. Ehsani², A. Kordnaei³, H. Kozechian⁴ and Prof. Pitts, B⁵. (2012). The study of relationship between small and medium sized sport enterprises start-up and entrepreneurial personality characteristics. Presentation delivered at the 2nd International Social Sciences in Physical Education and Sport Congress; May 31 - June 1, 2012; Ankara, Turkey. (1. University of Tarbiat Modares, Sport Management, PhD Candidate; 2.3 & 4. Tarbiat Modares University, Iran; and, 5. Georgia State University, USA.)

(3) Lu-Anderson, D. & Pitts, B. G. (2012). *Theory into practice: Social media's new "Communication Relationship Marketing" (CoRM) Model - Application in the sport business industry*. Presentation delivered at the annual conference of the North American Society for Sport Management, May 23-27, 2012, Seattle, Washington.

(2) Pitts, B. G. **Keynote Panel Presentation.** (2012). *Fostering New Possibilities for Research & Scholarship In An International Community of Sport Management Scholars and Students.* Keynote panel presentation delivered at the 2nd Sport Management Summit, Taipei, Taiwan, April 25-29, 2012.

(1) Pitts, B. G. & Zhang, J. (2012). **Keynote Address.** *"Thriving in a Global Sport Business Marketplace - Challenges, Opportunities, & Strategic Management."* 3rd Annual International Sport and Sport Science Conference, Bangkok. Thailand, February 7-10, 2012.

Rejected

() 2012. Schwarz, E. C., & Pitts, B. G. (2011, December 1). History of Sport Management education rewritten: Florida Southern University Sports Administration Curriculum 1949-1959. **Rejected** for presentation at the annual conference of the North American Society for Sport History, June, 2012, Berkeley, California. January 2012. Submitted, accepted and presented at the 2013 Sport Marketing Association conference, October, 2013.

() 2012. Grappendorf, H., Lilienthal, S., & Pitts, B. G. (2011, November 1). Moving past “doing more with less”: Survival strategies for sport management faculty in these fiscally uncertain times. **Rejected** January 20, 2012 for presentation at the annual conference of the North American Society for Sport Management, May, 2012, Seattle, Washington.

2011

(5) Pitts, B. G., Lu-Anderson, D., Brison, N., Bennett, Dusty (student), Cheek, Eric (student), Cliatt, Robert (student), Collins, Ashley (student), Fosnes, Cavan (student). (2011). *“Extreme Sports and Entertainment: Consumer Behavior Characteristics and Market Demand Variables of a New Extreme Sport from Supercross, The Nuclear Cowboyz.”* Presentation delivered at the Sport Marketing Association conference, Houston, Texas, October 26-30, 2011.

(4) Pitts, B. G. (2011, July 7-10). *World Sport Management: A Global Vision for Cross-Cultural Development.* Keynote Address delivered at the 7th Annual Conference of the Asian Association for Sport Management, Ulanbatar, Mongolia.

(3) Brison, N., Moorman, A., Pitts, B. G. (2010, November 1). *Sport Beverage Labels: Analysis of Food and Drug Administration Guidelines and the Potential Legal Implications for Marketing Practices in the Sport Business Industry.* Presentation at the 2011 conference of the North American Society for Sport Management, London, Ontario, Canada, June 1-5, 2011.

(2) Lu-Anderson, D. – California State University, Pitts, B. G. – Georgia State University, Chia-Yo Ku, National Taiwan College of Physical Education, Taiwan, and Kevin Huang, National Hsin-Chu Education University, Taiwan. (June 14, 2010). *Examination of Beverage Industry Participation in Sport Sponsorship in Taiwan.* Presentation at the annual conference of the

Research Consortium of the American Alliance for Health, Physical Education, Recreation, & Dance, San Diego, California, March 29 – April 2, 2011.

(1) Walker, N., Sagas, M., Pitts, B. G., Singer, J. N., Kerwin, S., Bopp, T. (2011). *Working in academe: Experiences, lessons, advice*. Presentation at the 2011 conference of the North American Society for Sport Management, London, Ontario, Canada, June 1-5, 2011.

PRESENTATIONS ACCEPTED/REJECTED FOR 2009-2011 CONFERENCES

(1) Pitts, B. G., Lu-Anderson, D., Brison, N., Cianfrone, B., Bennett, D., Cheek, E., Collins, A. DeVito, J., Fosnes, C. (2010, November 1). *Extreme Sports Entertainment: Consumer Behavior Characteristics and Market Demand Variables of a New Extreme Sport from Supercross, The Nuclear Cowboyz*. **Rejected** January 2011 for presentation at the 2011 conference of the North American Society for Sport Management, London, Ontario, Canada, June 1-5, 2011. April 2011 was submitted for review for presentation at another conference – and was accepted and presented.

(2) Pitts, B. G., Zhang, J., Lu, D., Bradbury, T., Shilbury, D., Ferkins, L., & Wiersma, C. (2008-2009). *Six degrees of collaboration: Successfully whistling your part in the symphony for scholarly productivity in sport management*. This submission received NO negative reviews; in fact, it received ONE positive review. However, it was rejected due to space limitations for presentation at the 2009 North American Society for Sport Management, May, 2009, University of South Carolina, South Carolina.

(3) Lu, D., Pitts, B. G. (2008). Sport Sponsorship and Beverage Manufacturers: An Analysis of the Motivation, Consideration, and Decision-Making Model Utilized by Beverage Manufacturers For Sponsorship in Sports in Taiwan. Submitted for review for presentation at the 2008 conference of the North American Society for Sport Management, Toronto, Canada, May/June, 2008. Rejected. UPDATE: We reworked the work and submitted it in June 2010 to AAHPERD for the 2011 conference (see above) and it was accepted for presentation.

2010

(1) Pitts, B. G. (2010, December 11-12). *Sport Business Management – The Employment and Academic Preparation for the Sport Industry in the USA: Development and Trends*. **Invited Keynote Speaker**. ASIA Taipei International Sport Industry Forum 2010. December 11-12, 2010. Taipei, Taiwan.

(2) Pitts, B. G. (2010, December 13). *Sport Business Management – Development and Trends*. **Invited speaker**. Sport Management program special presentation to students. Hinsiang University, Taipei, Taiwan.

(3) Lu-Anderson, D. – California State University; Pitts, B. G. – Georgia State University; Chi-chao Chang, National Taiwan College of Physical Education, Taiwan; & Fang-tza Lin, National

Taiwan College of Physical Education, Taiwan. *Consumer Behavior and the Baseball Fan: Examining Motivation, Loyalty and Media Viewing of Baseball Fans in Taiwan for Watching Major League Baseball (USA) and Nippon Professional Baseball (Japan)*. Presented at the annual conference of the Sport Marketing Association, October 26-29, 2010, New Orleans, Louisiana.

(4) Pitts, B. G., Danylchuk, K., Quarterman, J., Howard, M., Jackson, E. N. (May, 2010). "Sport Management Literature: A Content Analytic Examination of the *European Sport Management Quarterly* and its Predecessor the *European Journal for Sport Management*" Paper presented at the annual scholarly international conference of the European Society for Sport Management, Prague, Czech Republic, September 15 – 19, 2010.

(5) Pitts, B. G., Cianfrone, B., Zhang, J., Byrd, C., Byon, K., LeGrande, M. (GSU student), Linz, K. (GSU student), & Midgley, A. (GSU student). (2010). "*Market demand analysis of high school basketball games: A symposium.*" Presented at the annual scholarly international conference of the European Association for Sport Management, Prague, Czech Republic, September 15-19, 2010. This symposium included the following four presentations:

(6) **Pitts**, B. G., Cianfrone, B., LeGrande, M. (GSU student), Linz, K. (GSU student), & Midgley, A. (GSU student). (2010). The market environment for high school basketball in the United States.

(7) Zhang, J. J., **Pitts**, B. G., Byon, K. K., Byrd, C. (2010). Factors potentially affecting the attendance of high school state basketball tournaments.

(8) Cianfrone, B., Byrd, C., Zhang, J. (2010). An investigation into the consumer profile of a state basketball tournament: Sociodemographic segmentation.

(9) Cianfrone, B., **Pitts**, B. G., Zhang, J. J., Byon, K. K. (2010). Examining the importance and relevance of market demand factors: Theoretical and practical implications.

(10) Pitts, B. G., & Lilienthal, S. (2010). "The Lesbian and Gay Sports Consumer: Socio-Cultural Marketing Information for Teaching About and Inclusion in Sport Management Curriculum." Presented at the 2010 North American Society for Sport Management, June 2-6, 2010, Tampa, Florida. NOTE: NASSM usually has a 50% rejection rate.

(11) Cianfrone, B., Pitts, B.G., Drane, D., Byrd, C., and Zhang, J. (2009, November 1 submitted). "A Market Segmentation Analysis of Historically Black College and University "Classic" Attendees." Presented at the 2010 North American Society for Sport Management, June 2-6, 2010, Tampa, Florida. NOTE: NASSM usually has a 50% rejection rate.

(12) Pitts, B. G., Lanie A. Dornier, Louisiana Tech University; Darla R. Smith, University of Texas-El Paso, El Paso, TX; and Kathy Williams, University of North Carolina-Greensboro. (2009). "*Administrative Skill Set: Making Good Decisions From a Female Perspective.*" An **Invited** presentation at the annual conference of the American Alliance for Health, Physical Education, Recreation, and Dance, Indianapolis, Indiana, March 16-20, 2010.

(13) Jerome Quarterman, Howard University, Washington, DC, Jae Yeon Hwang, Florida State University, Tallahassee, FL, Keunsu Han, Towson University, Towson, MD, **Brenda G. Pitts**, Georgia State University, Atlanta, GA, E. Newton Jackson, University of North Florida, Jacksonville, FL, and Taesoo Ahn, Mount Ida College, Newton, MA. (2009). "*A Content Analysis of the International Journal of Sport Management*." Presented at the annual conference of the American Alliance for Health, Physical Education, Recreation, and Dance, Indianapolis, Indiana, March 16-20, 2010.

2009

(1) Pitts, B. G. & Lilienthal, S. (2009). Sport Business Management Cultures: The Role and Revolution of Lesbian Sports Consumers as Fans and Participants – An Analysis of the Significance of the Lesbian Sports Consumer to the Sport Business World. Presented at the 2009 conference of the European Association for Sport Management, Amsterdam, Netherlands, September 14-20, 2009.

(2) Pitts, B. G. (2009). Developing Partnerships with local Sport Business as a "Living Classroom" for Students to Enhance Learning Sport Consumer Market Research Techniques. Presented at the 2009 conference of the European Association for Sport Management, Amsterdam, Netherlands, September 14-20, 2009.

(3) Pitts, B. G., Danylchuk, K. E., & Brison, N. (2009). Instructional Innovativeness in Sport Management Education: Ideas for Enhancing Student Learning. Presented at the 2009 conference of the European Association for Sport Management, Amsterdam, Netherlands, September 14-20, 2009.

(4) Pitts, B. G. (2009, June). The use of destination marketing for attracting consumers to sports events: The case of the city of Atlanta and the Georgia Dome. **Keynote Speaker**. Presentation given at the Annual Conference of Sport Management, National Taiwan College of Physical Education, Taichung, Taiwan.

(5) Pitts, B. G. (2009, June). Sport Marketing: What is it? Who needs it? Invited presentation given at the National University of Tainan, Tainan, Taiwan; for a Sport Management class and other invited guests.

(6) Dornier, L.A., Krane, V., Pitts, B.G., & Williams, K. (2009). Transitioning from faculty to administrator: A dialogue from the trenches. Presented at the 2009 AAHPERD conference, Tampa, Florida, April 2, 2009.

(7) Lilienthal, S., Pitts, B.G., & Smith, M. (2009). The Lesbian Consumer Revolution in Sport: A Discussion. Presented at the 2009 AAHPERD conference, Tampa, Florida, April 2, 2009.

(8) Pitts, B. G. (2009). Developing Partnerships with local Sport Business as a "Living Classroom" for Students to Enhance Learning Sport Consumer Market Research Techniques. NASSM Teaching & Learning Fair of the 2009 North American Society for Sport Management conference, Columbia, South Carolina, May 26-30, 2009.

2008

(1) Pitts, B. G., Danylchuk, K., Quarterman, J., Cianfrone, B., Howard, Mark (graduate of mine at Georgia State University who is now in the Ph.D. in Sport Management program at Florida State University, started in Fall 2008). (2008). Examining the body of scholarship in sport management: A content analysis of the *European Sport Management Quarterly*. Presented at the 2008 conference of the European Association for Sport Management, Heidelberg, Germany, September 10-15, 2008.

(2) Pitts, B. G., Lu, C., Cianfrone, B., Lucas, C., Johnson, K., Adkins, C., Ould, H. (2008). Sports at American historically black colleges and universities: A five-year (2003-2007) analysis of the consumer market at the annual Atlanta Football Classic. Presented at the 2008 conference of the European Association for Sport Management, Heidelberg, Germany, September 10-15, 2008.

(3) Pitts, B. G. (2008). **Keynote Address**. "Sport Business Management: Oldest Profession, Newest Education: Understanding the Critical Connection Between Industry and Academia for Successful Sport Business Management." **Keynote Address**; International Conference on Sport Industry Management; National Taiwan Sport University, Taichung, Taiwan, June, 2008.

(4) Pitts, B. G. (2008). "Research Trends in Sport Business Management." Round table presentation at the International Conference on Sport Industry Management; National Taiwan Sport University, Taichung, Taiwan, June, 2008.

(5) Pitts, B. G. (2008). "Education Trends in Sport Business Management." Round table presentation at the International Conference on Sport Industry Management; National Taiwan Sport University, Taichung, Taiwan, June, 2008.

(6) Pitts, B. G., Zhang, J., Danylchuk, K., Lu-Anderson, D., Cianfrone, B. (2008). Six Degrees of Collaboration: Creating and Maintaining Collaborative Relationships for Successful Scholarly Productivity as a Sport Management Professor. Symposium presented at the 2008 conference of the North American Society for Sport Management, Toronto, Canada, May/June, 2008.

(7) Pitts, B. G., & Danylchuk, K. (2008). Assessing the Body of Knowledge in Sport Management: A Preliminary Descriptive Study of Sport Management Textbooks. Presented at the Sport Management Council session of the AAHPERD conference, Ft. Worth, Texas, April 9-13, 2008.

(8) The "Living Classroom" as a Vital Component of Sports Marketing Education: Benefits of Developing Partnerships with Local Sports Businesses.

Presenters:

1. Brenda G. Pitts, Professor, Georgia State University, Atlanta, Georgia.
2. Beth Cianfrone, Assistant Professor, Georgia State University, Atlanta, Georgia.
3. Carol Lucas, Marketing Research Manager, The Georgia Dome and Georgia World Congress Center, Atlanta, Georgia.
4. Chia-Ying (Doris) Lu, Barry University, Miami, Florida.
5. Students of the Georgia State University Masters in Sport Administration Program.

Presented at the annual conference of the **Association of Collegiate Marketing Educators, Federation of Business Disciplines, Sports Marketing section.** Houston, Texas, March 4-8, 2008.

2007

(1) Pitts, B. G. (2007). Sport Marketing: *Market Demand Variables that Affect Participation in Sports Through An Introduction to the 4 Cs of Sport Marketing -- Consumer, Competitor, Company, Climate.* **Keynote Address.** Third International Forum on Sport for All. South China Normal University, Guangzhou Sports Bureau, Guangzhou Association for Science and Technology, Guangzhou Sports Science Society, School of Physical Education and Sports Science, Sport Sociology Committee, Chinese Sociological Association, Journal of Physical Education. Guangzhou, China. November 1 – 4, 2007.

(2) Pitts, B.G., Lu, D., Lucas, C., Callahan, K., Matan, A., Ould, H. (2007). Action Attraction: Examining Factors that Affect Attendance at an Action Sports Event – SuperCross. Presented at the 2007 conference of the Sport Marketing Association, November 1-3, 2007, Pittsburgh, Pennsylvania.

(3) Pitts, B. G., Lu, D., Lucas, C., Atkins, C., Johnson, K., Goglas, K., Ould, H. (2007). Historically Black Colleges and Universities Sports and the African American Consumer: An Analysis of the Annual Atlanta Football Classic Consumer Market and Observations of the Event 2003-2006. Presented at the 2007 conference of the North American Society for Sport Management, May 29 – June 4, 2007, Fort Lauderdale, Florida.

(4) Pitts, B. G. (2007, February). Co-op and Internship Opportunities in Sport Business. **Invited** presentation delivered at the CO-OP International Research Forum 20078 on the Development of Career Training Programs for Sporting Professions, February 16-18, Kanoya, Kagoshima, Japan. This conference featured only 9 invited international speakers (2 of whom are from the USA) and was sponsored by the Japanese Ministry of Education.

(5) Pitts, B. G. (2007, February 19). Promoting and Marketing Women's Sports: The Benefits of e-Media Social Networking. **Invited** presentation given to congress conference of the Japanese Women's Sports Association, February 19, Tokyo, Japan.

2006

(1) Chun-hau Huang, National Taiwan College of Physical Education; Chia-ying (Doris) Lu, National Taiwan College of Physical Education (advisor)/Barry University; Fang-tzan Lin, National Taiwan College of Physical Education; Hsiao-hwei Peng, National University of Tainan, Taiwan; Yu Huang, National Hsinchu University of Education, Taiwan; Brenda Pitts, Georgia State University. "An Exploration of Brand Equity in Taiwan Professional Baseball." Presentation at the annual scholarly conference of the Sport Marketing Association, Denver, Colorado, November 2-5, 2006.

(2) Lilienthal, S., & Pitts, B.G. (2006). Gay Market goes mainstream: A Discussion on the gay and lesbian consumer revolution in sport. Presentation at the annual scholarly conference of the Sport Marketing Association, Denver, Colorado, November 2-5, 2006.

(3) Pitts, B.G, Lucas, C., Lu, D., Ayers, K., Quarterman, J., Henderson, S., Wasco, K., Hossler, M., Lightner, R., Lisac, M.; Lilienthal, S. (2006). "Extreme" Sports: An Examination of Factors that Influence the Spectators' Attendance At An Extreme Sports Event, SuperCross 2006. Presented at the annual conference of the European Association for Sport Management, September 4-10, 2006, Nicosia, Cyprus.

(4) Pitts, B.G., Ayers, K., Lu, Chia-ying (Doris). (2006). Analysis of visitor spending and economic scale on Sydney from the Gay Games IV. Presented at the annual conference of the North American Society for Sport Management, June, 2006, Kansas City, Kansas.

(5) Pitts, B. G. (2006). Marketing Women and Sport in the New Media. **Invited** to conduct a workshop/seminar at the 2006 "Participating in Change" Conference of the International Working Group on Women and Sport (IWG), May 11-14, 2006, Kumamoto, Japan.

(6) Pitts, B. G. (2006, March). Developing Writing Skills for Sport Management Students: An Example of A University's Writing Across the Curriculum Sport Marketing Course. **Invited Presentation**. Paper presented at the annual Southern Sport Management Conference, March, 2006, Troy University, Troy, Alabama.

(7) Parkhouse, B., Pitts, B. G., & Quarterman, J. (Invited Speakers). Examining the Literature in Sport Management Journals: Investigations, Inferences, and Indications. For presentation at the annual Sport Management Council meetings at the AAHPERD conference; April, 2006. Salt Lake City, Utah. Did not present.

2005

(1) Lu, Chia-ying (Doris) National Taiwan College of Physical Education, Taiwan; Pitts, B. G. , Georgia State University, USA; Chou, Chien-chich, Taipei Physical Education College, Taiwan; Chen, Chen-chang, National Taiwan College of Physical Education, Taiwan; and Chin, Jen-chung (Janet), National Taiwan College of Physical Education, Taiwan. (2005). Patch Game: An Evaluation of Sponsor Logos on the Uniforms of Professional Baseball Players in Taiwan. Presented at the 3rd annual conference of the Sport Marketing Association, November 9-12, 2005, Tempe, Arizona, USA.

(2) Pitts, B. G. (2005). Building Living Classroom Partnerships with Local Sport Business Industry: An Example. Presenters:

1. Brenda G. Pitts, Professor, Georgia State University, Atlanta, Georgia, USA
2. Carol Lucas, Marketing Research Manager, The Georgia Dome and Georgia World Congress Center, Atlanta, Georgia, USA
3. Chia-Ying (Doris) Lu, National Taiwan College of Physical Education, Taiwan
4. Kenneth Goglas and Amber Poe, Students of the Georgia State University Masters in Sport Administration Program

Featured symposium presentation at the 3rd annual conference of the Sport Marketing Association, November 9-12, 2005, Tempe, Arizona, USA.

(3) Pitts, B. G. (2005). Developing Writing Skills for Sport Management Students: An Example of A University's Writing Across the Curriculum Sport Marketing Course. Paper presented at the annual Florida State University Sport Management Conference, October 20-22, 2005, Florida State University, Tallahassee, Florida.

(4) Lu, D., Pitts, B.G., Ayers, K., & Lucas, C. (2005). Sociodemographic factors affecting attendance at an Extreme Sport event: The SuperCross. Paper presented at the annual North American Society for Sport Management conference; June 1-5, 2005, Regina, Saskatchewan, Canada.

(5) Pitts, B. G. (2005). An examination of the economic impact analysis of the lesbian and gay sport industry and the Gay Games. Was to be presented at the annual conference of the Gay and Lesbian Athletics Foundation (GLAF), Washington, D. C., March, 2005. The conference was canceled at the last minute.

(6) Parkhouse, B., Pitts, B. G., Quarterman, J. (2005). Examining the Sport Management Research: Past, Present, Future. Paper presented at the annual conference of the Sport Management Council of NASPE of AAHPERD, Chicago, IL, April 12-16, 2005.

(7) Pitts, B. G. (2005). An Examination of Research on Sport Management Literature: An Historical Timeline and Analysis. Paper presented at the annual conference of the Sport Management Council of NASPE of AAHPERD, Chicago, IL, April 12-16, 2005.

2004

(1) Lu, D., Pitts, B.G., & Ayers, K. (2004). The "Toughest Sport on Dirt": An exploratory study of market demand variables of fans of the Professional Bull Riders, Inc. Paper presented at the annual scholarly conference of the Sport Marketing Association, Memphis, Tennessee, November 17-20, 2004.

(2) Quarterman, J., Pitts, B. G., Jackson, E. N., Kim, K., & Kim, J. (November, 2004). Statistical data analysis techniques employed in the *Sport Marketing Quarterly* 1992 to 2002. Paper presented at the annual scholarly conference of the Sport Marketing Association, Memphis, November 17-20, 2004.

(3) Danylchuk, K. & Pitts, B. G. (2004). Assessing the Body of Knowledge in Sport Management: A Preliminary Descriptive Study of Current Traditional Sport Management Textbooks. Paper presented at the annual scholarly conference of the European Association for Sport Management (EASM), Ghent, Flanders, Belgium, September 22-25, 2004.

(4) Pitts, B. G., Lu, D., & Ayers, K. (2004). Sociodemographic factors affecting attendance at the 2003 NCAA Women's Final Four Basketball Championship Games. Paper presented at the annual scholarly conference of the European36

n Association for Sport Management (EASM), Ghent, Flanders, Belgium, September 22-25, 2004.

(5) Parkhouse, B., Pitts, B. G., & Sawyer, L. (2004). Development of a theoretical model to support the feasibility of justifying and establishing an academic school of sport business management. Paper presented at the annual scholarly conference of the North American Society for Sport Management, Atlanta, Georgia, June 1- 5, 2004.

(6) Pitts, B. G. & Lucas, C. (2004). Understanding NCAA Women's Final Four Basketball Championship Spectators: Exploring Sociodemographics, Spending, and Market Variables that Affect Attendance. Paper presented at the Research Consortium at the annual AAHPERD (American Alliance for Health, Physical Education, Recreation, & Dance) conference, New Orleans, LA, March 28-April 2, 2004.

(7) Pitts, B. G. (2004). A Place at the Table: An Assessment of the Current State of Sport Management Literature; and, Strategies for Filling the Gaps. Paper presented at the Sport Management Council sessions of NASPE (National Association for Sport and Physical Education) at the annual AAHPERD conference, New Orleans, LA, March 28-April 2, 2004.

(8) Parkhouse, B. & Pitts, B. G. (2004). Development of a Theoretical Model to Support the Feasibility of Justifying and Establishing as Academic School of Sport Business. Paper presented at the Sport Management Council sessions of NASPE (National Association for Sport and Physical Education) at the annual AAHPERD conference, New Orleans, LA, March 28-April 2, 2004.

Missed Presentation: (9) Pitts, B. G. (2004-2005, June 30 submitted). So, You Want to Teach Sport Marketing? Help For New Professors Preparing for Teaching the Sport Marketing Course. Submitted for review for presentation at the annual SMAANZ (Sport Management Association of Australia and New Zealand) conference, November 22-25, 2004, Melbourne, Australia. Paper was accepted but I could not go to the conference due to lack of travel funding from the department/university.

2003

(1) Pitts, B. G. (2003). Banking on the Pink Dollar: Sponsorship and the Gay Games. Paper presented at the inaugural conference of the Sport Marketing Association, Gainesville, FL, November 12-15, 2003.

(2) Lu, D. & Pitts, B.G. (2003). Culture and Other Market Demand Variables: An Exploration with Professional Baseball in the USA and Taiwan. Paper presented at the inaugural conference of the Sport Marketing Association, Gainesville, FL, November 12-15, 2003.

(3) Pitts, B. G. & Pedersen, P. (2003). Examining Sport Management Scholarly Literature: A Content Analysis of the *Journal of Sport Management*. Presentation at the annual scholarly conference of the European Association for Sport Management, Stockholm, Sweden, September 12-15, 2003.

(4) Jackson, E. N. & Pitts, B. G. (2003). Diversity and the sport management curriculum: Adding information about lesbian and gay people in sports. Part of a roundtable presentation on diversity and sport management curriculum. Presentation at the annual scholarly conference of the North American Society for Sport Management, Ithaca, New York, May 28-June 1, 2003.

(5) Foster, S., Verner, E., & Pitts, B. G. (2003). The NASPE/NASSM Curriculum Standards and Field Experience Considerations: A Symposium. Presentation at the annual scholarly conference of the North American Society for Sport Management, Ithaca, New York, May 28-June 1, 2003.

(6) Pitts, B. G. & Gray, D. (2003). Past-President's Workshop: Case Pedagogy in Sport Management. Presentation (*invited*) at the annual scholarly conference of the North American Society for Sport Management, Ithaca, New York, May 28-June 1, 2003.

(7) Pitts, B. G. (2003). Sports Sponsorship: What is Sponsorship and How Do You Attain Them. Presentation (*invited*) at the African Academy of Disabled Sport, May, 2003, Georgia State University, Atlanta, GA.

(8) Pitts, B. G. & Parkhouse, B. (2003). Where Did We Come From? Where Are We Going? Sport Management Education Yesterday, Today, and Tomorrow. Paper presented at the Sport Management Council sessions of the American Alliance for Health, Physical Education, Recreation, & Dance conference, Philadelphia, Pennsylvania, April 2-6, 2003.

(9) Pitts, B. G. (2003). Sponsorship recognition, brand management, and intent to purchase: Sponsors of lesbian and gay sports events receive unusually high support from event attendees. Paper presented at the conference of the National Gay and Lesbian Athletics Foundation, March 27-30, 2003, Boston, Massachusetts, USA.

(10) Pitts, B. G. (2003). Research in LGBT issues in sports. Part of a forum on issues and concerns surrounding lesbian, gay, bisexual, and transgendered people in all areas of sports. National Gay & Lesbian Athletics Conference, Boston, Massachusetts, March 27-30, 2003.

(11) Pitts, B. G. (2003). Sponsorship and lesbian and gay athletes and sports events: What's in it for sponsors? Presented as part of a forum on issues involving sponsorship and lesbian, gay, bisexual, and transgendered people in all areas of sports. National Gay & Lesbian Athletics Conference, Boston, Massachusetts, March 27-30, 2003.

2002

(1) Pitts, B. G. (2002). Teaching About Lesbian and Gay People in Sport: Resources for Use. Presented at the Out From the Centre Queer Studies Conference, held in conjunction with the Gay Games VI, Sydney, Australia, October 29-30, 2002.

(2) Pitts, B. G. (2002). Education Involving Lesbian and Gay People in Sport: A Symposium. Presented at the Out From the Centre Queer Studies Conference, held in conjunction with the Gay Games VI, Sydney, Australia, October 29-30, 2002.

(3) Lu, D. & Pitts, B. G. (2002). Factors that affect attendance at professional baseball games in the U.S.A. and Taiwan. Presented at the 2002 ICHPERD conference, June 26-29, 2002, Taipei, Taiwan.

(4) Chang, C. & Pitts, B. G. (2002). Content Analysis of Sport Company Web Sites. Presented at the 2002 ICHPERD conference, June 26-29, 2002, Taipei, Taiwan.

(5) Jisha, J. & Pitts, B.G. (2002). Factors influencing the program choice of sport management doctoral students in North America. Presented at the annual conference of the North American Society for Sport Management, to be held in Banff, Canada, May/June, 2002.

(6) Pitts, B. G., Slattery, J., & Stotlar, D.K. (2002). Current Trends in Literature in Sport Sponsorship: Grassroots Sponsorship Research. Presented at the annual conference of the North American Society for Sport Management, to be held in Banff (Canmore), Canada, May/June, 2002.

2002 -- Missed presentation....

(1) Pitts, B. G. & Slattery, J. (2002). Sport Marketing In Practice: Observations on Sponsorship Activities At the FIFA 2002 Men's World Cup Soccer. Accepted for presentation at the American Marketing Association's Sport Marketing Faculty Consortium, October 3-6, 2002, University of Kentucky, Lexington, Kentucky. This paper was not presented because neither author was able to attend the conference due to extenuating circumstances, and this was only the second time in 18 years I have been accepted on a program and could not attend to present (the 1st time was in January 2000 when I had the flu and could not travel).

2001

(1) Pitts, B. G., Chang, R., Farchmin, E., Jones, N., Lu, D., Makover, B., & Slattery, J.. (2001). The Women's Sports Marketplace: A Look at Women's Sports Business Through the WUSA (Women's United Soccer Association), its Fans, and Factors That Attribute to Fan Attendance. Paper presented at the fifth annual Florida State University Sport Management Conference, November 1-3, 2001, Tallahassee, Florida.

(2) Pitts, B. G. & Slattery, J. (2001). Pre and post season analysis of sponsorship recognition of season ticket holder spectators. Presented at the 9th Annual Conference of the European Society for Sport Management, September 19-23, Vitoria-Gasteiz, Spain.

(3) Pitts, B. G., Miller, L. K., Jisha, J., Schneider, R., & Grube, A. (2001). A symposium, titled "So You Want to be a Sport Management Professor? From Program Selection to Tenure and Promotion." Titles of papers: "Factors in Selecting a Doctoral Program in Sport Management", Jay Jisha, Florida State University; "Tips for Finishing the Ph.D. and Getting the Sport Management Faculty Position.", Angela Johnson, Assistant Professor, Western Carolina University, and Ray Schneider, Assistant Professor, Bowling Green State University; "From Doctoral Preparation to tenure and Promotion: Becoming a Successful Sport Management Professor", Brenda Pitts, Full Professor, Florida State University, & Lori K. Miller, Full Professor, Wichita

State University. Presented at the North American Society for Sport Management conference, May 28-June 3, 2001, Virginia Beach, Virginia.

(4) Slattery, J. & Pitts, B. G. (2001). Corporate Sponsorship and Season Ticket-Holder Attendees: An Evaluation of Changes Between Pre and Post Season Sponsorship Recall. Presented at the North American Society for Sport Management conference, May 28-June 3, 2001, Virginia Beach, Virginia.

(5) Pederson, P. & Pitts, B. G. (2001). Research in Sport Marketing: A Content Analysis of the Sport Marketing Quarterly. Presented at the North American Society for Sport Management conference, May 28-June 3, 2001, Virginia Beach, Virginia.

2000

(1) Bogle, K., Denmark, C., Pitts, B. G., Slattery, J., Smucker, M., Strigas, E. (2000). An analysis of corporate sponsorship recognition at the Florida state boys and girls high school soccer championships. Presented at the Florida Association for Health, Physical Education, Recreation and Dance conference, Orlando, Florida, October 12-15, 2000.

(2) Pitts, B. G., Ayers, Kevin. (2000). "Sports Tourism and the Gay Games: The Emerging Use of Destination Marketing with the Gay Games." Presented at the "Tourism 2000: Time for Celebration?" Conference by the Centre for Travel & Tourism, University of Northumbria at Newcastle, and the Centre for Tourism, Sheffield Hallam University, Sheffield, England, September 2-7, 2000.

(3) Pitts, B. G. (2000). "Sport Management at the Millennium: A Defining Moment." The address delivered as the recipient of the 2000 Dr. Earle F. Zeigler Award of the North American Society for Sport Management, annual conference, Colorado Springs, Colorado, May 31 - June 3, 2000.

(4) Pitts, B. G. & Duys, P. (2000). "Financial Management Integrity Versus Embezzlement and Bankruptcy: A Case Study Involving the Financial Management Strategies and Pitfalls of One of the World's Largest Sports Events - the Gay Games." Presented at the annual conference of the North American Society for Sport Management, Colorado Springs, Colorado, May 31 - June 3, 2000.

(5) Pitts, B. G., Duys, P., & Vestal, R. (2000). "Everything You've Always Wanted to Know About the Gay Games But Were Afraid to Ask! Meet the Federation of Gay Games Board Members: How Sport Management Faculty and Students Can Get Involved." Presented at the annual conference of the North American Society for Sport Management, Colorado Springs, Colorado, May 31 - June 3, 2000.

(6) Pitts, B. G. (2000). "From San Francisco to Sydney: Celebrating the Gay Games!" Paper presented at the NAGWS (National Association for Girls and Womens' Sports) session for the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) annual conference, Orlando, Florida, March 21-26, 2000.

Year 2000 PRESENTATIONS ACCEPTED, BUT NOT GIVEN due to illness

(1) Pitts, B. G. (2000). "From Sports Festival to Global Destination Tourism: Positioning Sydney for Gay Games VI in 2002." Accepted for presentation at the annual conference of the Sport Management Association of Australia and New Zealand, Sydney, Australia, January 5-10, 2000. Could not attend due to the flu.

1999

(1) Pitts, B. G. and Ayers, K. (1999). "An Analysis of the Economic Impact of Gay Games V, Amsterdam, August 1-9, 1998." Presented at the 1999 conference of the North American Society for Sport Management, Vancouver, B. C., May 31-June 5, 1999.

(2) Pitts, B. G. and Sullivan, M. (1999). "An Analysis of Corporate Sponsorship Recognition and Gay Games V." Presented at the 1999 conference of the North American Society for Sport Management, Vancouver, B. C., May 31-June 5, 1999.

(3) Pitts, B. G. (1999). "Marketing Strategies for Reaching the \$11.8 Billion Dollar Lesbian and Gay Sports Tourism Market." Presented at the Snow Sports Industries of America Conference and Trade Show, March 8-13, 1999, Las Vegas, Nevada.

1998

(1) Pitts, B. G., Sullivan, M., & Hart, K. (1998). "The Classroom as Tool for Creating Change: A Course on Lesbian and Gay People in Sport." Presented at the 11th National Gay and Lesbian Task Force Creating Change Conference, November 11-15, 1998, Pittsburgh, Pennsylvania.

(2) Pitts, B. G. (1998). "Defining the \$11.8 Billion-Dollar Gay and Lesbian Sports Tourism Market: Current Research Review." Invited Speaker. Presented at the Travel, Events and Management in Sports Conference, The George Washington University, Washington, D.C., September 17-19, 1998.

(3) Pitts, B. G. (1998). "The Sports Tourism Market: Defining and Targeting the \$11.8 Billion-Dollar Gay and Lesbian Market." Invited Speaker. Presented at the Travel, Events and Management in Sports Conference, The George Washington University, Washington, D.C., September 17-19, 1998.

(4) Pitts, B. G. (1998). "Let the Gaymes Begin! A Case Study of Sports Tourism Commercialization and the Gay Games." Presented at the second conference of the Gay Games: "Queer Games? Theories, Politics, Sports." July 29-31, 1998, University of Amsterdam, Amsterdam, The Netherlands.

(5) Pitts, B. G. (1998). "Management, Marketing, and Commercialization of the Gay Games: Benefits and Busts." Invited Panel Session Speaker. Presented at the second conference of the Gay

Games: "Queer Games? Theories, Politics, Sports." July 29-31, 1998, University of Amsterdam, Amsterdam, The Netherlands.

(6) Pitts, B. G. (1998). "Estimating the Economic Impact of Niche Markets in Sports Tourism: An Estimate of the Lesbian and Gay Sports Tourism Industry in the General Sports Tourism Industry and in the Lesbian and Gay Sports Tourism Industry." Presented at the 1998 Third Annual Sport Tourism Marketing Conference, sponsored by the Bureau of Tourism and Recreation Research at Illinois State University, April 2-3, 1998, Normal, Illinois.

(7) Pitts, B. G. (1998). "Sports Tourism and Niche Markets: Identification and Analysis of the Growing Lesbian and Gay Sports Tourism Industry -- Implications for Sport Management." Presented at the 1998 conference of the North American Society for Sport Management, Buffalo, New York, June, 1998.

(8) Pitts, B. G. (1998). "Teaching Sport Marketing." Presented at the 1998 conference of the North American Society for Sport Management, Buffalo, New York, June, 1998.

(9) Pitts, B. G. (1998). "Homophobia in Sports: Strategies for Elimination." **Invited** session leader. American Alliance for Health, Physical Education, Recreation and Dance, April, 1998, Reno, Nevada.

(10) Pitts, B. G. (1998). "Sport Management and The Olympics: Growth of an Essential Relationship for Sydney 2000 and Beyond." Preparation for Sydney 2000 Conference, International Sports Training Institute, Life College, Marietta, Georgia, March 18 - April 1, 1998. **An invited speaker.**

(11) Pitts, B. G., and Sullivan, M. (1998). "Lesbian and Gay Issues in Research and the Classroom." Roundtable presentation/discussion for the Weaving Connections Conference, Department of Women's Studies, Florida State University, April, 1998. **An invited speaker.**

1997

(1) Pitts, B. G. & Mahony, D. F. (1997). "Identification of Resources Used in the Development of Content in Master's Level Sport Management Courses in Programs in the United States and a Comparison to Canadian Programs." Paper presented at the 1997 conference of the North American Society for Sport Management, San Antonio, Texas, May 28-June 1, 1997.

(2) Pitts, B. G. (1997). "Part of the Sport Fabric: Strategies for the Inclusion of Lesbian and Gay Sport Studies in Sport Management Curriculum and Research." Paper presented at the 1997 conference of the North American Society for Sport Management, San Antonio, Texas, May 28-June 1, 1997.

(3) Pitts, B. G. (1997). "Sport Management Curriculum Concerns: Developing a Win-Win Situation Between the College Program, Community, and the Corporate World Through Internships." Presentation for the 1997 Florida State University Sport Management conference, St. Petersburg, Florida, March 6-8, 1997.

1996

- (1) Pitts, B. G. (1996). "The NASPE-NASSM Sport Management Curriculum Standards and Review Process: An Overview and Update." The Florida Association of Health, Physical Education, Recreation, and Dance Conference; October 17-19, 1996, St. Petersburg, Florida.
- (2) Pitts, B. G., & Mahony, D. F. (1996). "Identification of Resources Used in the Development of Content in Master's Level Sport Management Courses in Programs in the United States." 1996 conference of the European Society for Sport Management, Montpellier, France, October 1-6, 1996.
- (3) Pitts, B. G. (1996). "Lesbian and gay people in sport: Resources for faculty and students in sport management." 1996 Conference of the North American Society for Sport Management, Fredericton, New Brunswick, Canada, May 28 - June 1, 1996.

1995

- (1) Pitts, B. G. (1995). "The Future of Sport Management Curriculum and Programs: A Perspective." 1995 Conference of the European Association for Sport Management, September 20-27, 1995, Budapest, Hungary.
- (2) Pitts, B. G. & Graf, D. (1995). "Sponsorship Recognition During Gay Games IV." 1995 Conference of the North American Society for Sport Management. Athens, GA., June, 1995
- (3) Pitts, B. G. (1995). "Leagues Of Their Own: Growth & Development of Sport and Sport Management in the Lesbian and Gay Population in the United States: 1970's - 1990's." Conference of the North American Society for Sport Management. Athens, GA., June, 1995.
- (4) Pitts, B. G., Stotlar, D. K., Cuneen, J., Irwin, R., & Gray, D. (1995). "A Workshop in Teaching Sport Marketing." Conference of the North American Society for Sport Management, June 1995, Athens, Georgia.
- (5) Pitts, B. G. (1995). "Sport Management Program Folio Preparation Workshop." Conference of the North American Society for Sport Management, June 1995, Athens, Georgia.
- (6) Stotlar, D. K. & Pitts, B. G., & Branch, D. (1995). "Teaching Sport Marketing." The American Alliance of Health, Physical Education, Recreation and Dance Conference; April, 1995; Portland, Oregon.
- (7) Pitts, B. G. (1995). "The NASPE-NASSM Sport Management Curriculum Standards and Accreditation Process." The Southern Association of Health, Physical Education, Recreation, and Dance Conference; February, 1995; Orlando, Florida. **An invited presentation.**

1994

(1) Davis, K. & Pitts, B. G. (1994). "Sport Management Curriculum: A Perspective for the Future." International Conference on World Sports Management. October 26 - 29, 1994. Atlanta, Georgia. **An invited presentation.**

(2) Pitts, B. G. (1994). "The Growth & Development of Sport in the Lesbian and Gay Population in the United States: 1970's - 1990's." The First International Conference of the Gay Games; June, 1994; New York City, New York.

(3) Pitts, B. G. & Stotlar, D. K. (1994). "Teaching Sport Marketing for Graduate and Undergraduate Levels." 1994 Conference of the North American Society for Sport Management; June, 1994; Pittsburgh, Pennsylvania.

(4) Miller, L. K., Pitts, B. G., & Fielding, L. W. (1994). "The Impact of Resale Price Maintenance on the Sporting Goods Industry." 1994 Conference of the North American Society for Sport Management; June, 1994; Pittsburgh, Pennsylvania.

(5) Fielding, L. W., Miller, L. K. & Pitts, B. G. (1994). "Anxious Decades: The Sporting Goods Industry During the 1920's and 1930's." 1994 conference of the North American Society for Sport History; May 27-30, 1994; Saskatoon, Canada.

(6) Fielding, L. W., Miller, L. K. & Pitts, B. G. (1994). "The Hillerich & Bradsby Company in Prosperity and Depression." 1994 conference of the Popular Culture Association and the American Culture Association; April 6-9, 1994, Chicago, Illinois.

(7) Miller, L. K., Pitts, B. G. & Fielding, L. W. (1994) "Unfair Competition: YMCAs vs The Private Club Sector." 7th Annual Sport, Physical Education, Recreation & Law Conference; March, 1994; Jekyll Island, Georgia.

1993

(1) Pitts, B. G. (1993). "The Development of Sport Marketing Theory and The Sport Industry in The United States." Fourth International Conference: Management Development in Sport and Recreation; September 6-10, 1993; Johannesburg, Port Elizabeth, Durban, and Capetown, South Africa. **Invited presentations.**

(2) Miller, L. K., Fielding, L. W. & Pitts, B. G. (1993). "JIT Manufacturing: Hillerich & Bradsby's Competitive Advantage." 1993 conference of the North American Society for Sport Management; June, 1993; Edmonton, Alberta, Canada.

(3) Miller, L. K., Pitts, B. G. & Fielding, L. W. (1993). "Legal Concerns Regarding The Hiring of Sport Management Personnel." 6th Annual Sport, Physical Education, Recreation & Law Conference; March, 1993; Jekyll Island, Georgia.

1992

- (1) Miller, L. K., Pitts, B. G., & Fielding, L. W. (1992). "The Uniform Athletic Agent Code: An Alternative Solution to Athlete Agent Abuse." 1992 North American Society for Sport Management Conference; June, 1992; Knoxville, TN.
- (2) Pitts, B. G., Miller, L. K., & Fielding, L. W. (1992). "Simply the Best: Sporting Goods Advertising 1900 - 1910." 1992 North American Society for Sport Management Conference; June, 1992; Knoxville, TN.
- (3) Miller, L. K., Fielding, L. W., & Pitts, B. G. (1992). "Quality and Price: Establishing a Reason to Buy 1908 - 1918." 1992 North American Society for Sport Management Conference; June, 1992; Knoxville, TN.
- (4) Fielding, L. W., Miller, L. K., & Pitts, B. G. (1992). "Prestige and Status: Advertising Comes of Age 1918 - 1932." 1992 North American Society for Sport Management Conference; June, 1992; Knoxville, TN.
- (5) Pitts, B. G. & Fielding, L. W. "Practical Application of the NASPE-NASSM Curriculum and Accreditation Guidelines: The Graduate Program in Sport Administration at the University of Louisville." AAHPERD Conference; April 8 - 12, 1992; Indianapolis, IN.
- (6) Brassie, S., Pitts, B. G., & Parks, J.B. "NASPE-NASSM Curriculum and Accreditation Guidelines Report." AAHPERD Conference; April 8 - 12, 1992, Indianapolis, IN.
- (7) Miller, L. K., Pitts, B. G. & Fielding, L. W. "Publishing Legal Aspects in Sport Articles." The 5th Annual Sport, Physical Education, Recreation & Law Conference; March 21, 1992; Jekyll Island, Georgia.
- (8) Fielding, L. W., Pitts, B. G. & Miller, L. K. "Custom-made Bats - Special Tools for Special People: J.A. Hillerich and the Genesis of an Idea." 1992 Conference, Popular Culture Association; March 19, 1992; Louisville, KY.
- (9) Miller, L. K., Fielding, L. W. & Pitts, B. G. "From the Buster Brown Bat to the Babe Ruth Autograph Jr. Model: The Rise of the Louisville Slugger in the Mass Market." 1992 Conference, Popular Culture Association; March 19, 1992; Louisville, KY.
- (10) Pitts, B. G., Miller, L. K., & Fielding, L. W. "J.A. Hillerich and Frank Bradsby: Integrating Product Orientation with Market Orientation -The Modernization of the Louisville Slugger." 1992 Conference, Popular Culture Association; March 19, 1992; Louisville, KY.

1991

- (1) Pitts, B. G., Fielding, L. W. & Miller, L. K. "Sport Product-Markets: A Conceptual Model." The North American Society for Sport Management Conference; May 28-June 2, 1991; Ottawa, Canada.

(2) Fielding, L. W., Pitts, B. G., & Miller, L. K. "The Influence of the Bicycle Craze on the Sporting Goods Industry 1893-1898; 1900-1910." North American Society for Sport History, 1991 Conference; May 27-28, 1991; Chicago, IL.

(3) Pitts, B. G., "The lesbian woman in sport." The National Lesbian Conference; April 24-28, 1991; Atlanta, Georgia.

(4) Pitts, B. G., Parks, J.B. and Brassie, P.S. "NASSM-NASPE Curriculum and Accreditation Guidelines." 1991 AAHPERD Conference; April 3-7, 1991; San Francisco, CA.

(5) Fielding, L. W., Pitts, B. G., & Miller, L. K. "The Production Era Model and American Sport 1890-1910." 1991 Conference of the American Alliance for Health, Physical Education, Recreation, & Dance; April 3-7, 1991; San Francisco.

(6) Fielding, L. W., Pitts, B. G., & Miller, L. K. "Learning About Market Penetration and Market Development from Successful Companies: Hillerich and Bradsby from Buster Brown Bat to the Babe Ruth Autograph Model 1907-1923." 1991 International Conference for Sport Business; Columbia, South Carolina, February 27-March 3, 1991.

(7) Fielding, L. W., Pitts, B. G., & Miller, L. K. "The 1890's Bicycle Debate: An Episode in the Popular Health Movement." The 1991 Southern District Association for Health, Physical Education, Recreation, and Dance; February 13-17, 1991; Norfolk, Virginia.

1990

(1) Pitts, B. G. "Gay Games III, August 4-11, 1990: Global Community Through Sport." Meeting of the University of Louisville Gay and Lesbian Student Union, Bingham Humanities Building, University of Louisville, December 12, 1990.

(2) Pitts, B. G. & Fielding, L. W. & Miller, L. K. "Defining Quality: Why Should Educators in Sport Management Programs Be Concerned About Accreditation?" The North American Society for Sport Management Conference; May 31 - June 3, 1990; Louisville, KY.

(3) Pitts, B. G. & Miller, L. K. "Career Options in Sport Management." 1990 Kentucky Citizens for Sports Equity Project Conference: "Girls & Women in Sport Leadership;" April 27-28, 1990; Louisville, Kentucky.

(4) Fielding, L. W., Pitts, B. G., & Miller, L. K. "Modern Marketing in the Sporting Goods Industry: The Era of Institutional Development 1890-1910." The North American Society for Sport History Conference; May, 1990; Banff, Canada.

(5) Pitts, B. G. & Thornberry, E. "Building In Your Own Back Yard: Promotion Strategies for Girls/Women Sports In Your State." 1990 AAHPERD Conference; March 28-April 1, 1990; New Orleans.

(6) Fielding, L. W. & Pitts, B. G. "The Impact of Bicycle Advertising and Promotion Techniques on the Legitimation of Sport Between 1883 and 1903." 1990 AAHPERD Conference; March, 1990, New Orleans.

1989

(1) Pitts, B. G. & Fielding, L. W. "Sport Administration Program Accreditation: Issues and Implications." Presented for research session: "Sport Administration Program Accreditation: Are We Ready?" The International Conference on Sports Business; November 5-8, 1989; University of South Carolina, Columbia, S.C.

(2) Fielding, L. W. & Pitts, B. G. "Sport Administration Program Accreditation: In Search of the Model Curriculum." Presented for research session: "Sport Administration Program Accreditation: Are We Ready?" The International Conference on Sports Business; November 5-8, 1989; University of South Carolina, Columbia, S.C.

(3) Pitts, B. G. & Fielding, L. W. "Implementing a Total System Concept of Marketing: Hillerich and Bradsby 1915 to 1923." The North American Society for Sport Management Conference; June 1-5, 1989; Calgary, Canada.

(4) Pitts, B. G. & Fielding, L. W. "Accreditation in Sport Management." North American Society for Sport Management Conference; June 1-5, 1989; Calgary, Canada.

(5) Fielding, L. W. & Pitts, B. G. "The Battle Over Athletic Priorities in the Louisville Y.M.C.A.: 1982- 1912." North American Society for Sport History, 1989 Conference; May 25-30, 1989; Clemson, South Carolina.

(6) Pitts, B. G. & Chrietberg, A. "Current Issues Open Discussion: Barriers to Sport for Girls and Women - What Keeps Us From Getting In, What Runs Us Out." Topics: "The Gender Biased Media;" "Mascot Names for Female Teams -What?!;" "The 'isms' and 'phobias' as Barriers: Racism, Sexism, and Homophobia." The 1989 Kentucky Sports Equity Project Conference; April 13-14, 1989; University of Louisville, Shelby Campus; Louisville, Kentucky.

(7) Pitts, B. G. & Woods, S.E. A Research Symposium: "Toward An Understanding of the Effects of Homophobic Attitudes and Actions on Lesbian Woman and Gay Man In Sport and Physical Education." Papers: Woods, S.E. "Describing the Experience of Lesbian Physical Education Teachers: The Reality of Living in Two Worlds."

(8) Pitts, B. G. "Leagues of Their Own: Organized Responses to Sport Homophobia." 1989 Conference of the American Alliance of Health, Physical Education, Recreation and Dance and the National Association for Girls and Women in Sport; April, 1989; Boston, MA.

1988

(1) Pitts, B. G. & Fielding, L. W. "From Product Orientation to Market Orientation: Emergence of Frank Bradsby." 1988 Kentucky Association for Health, Physical Education, Recreation and Dance; November 11-13, 1988; Louisville, KY.

(2) Fielding, L. W. & Pitts, B. G. "J.A. Hillerich and Production Orientation: The Early Years of the Louisville Slugger." 1988 Kentucky Association for Health, Physical Education, Recreation, and Dance. November 11-13, 1988; Louisville, KY.

(3) Pitts, B. G. "How to Mentor Potential Leaders." The 1988 Women's Sports Leadership Conference: Teaching, Coaching, Officiating, and Administration; July 7-9, 1988; Eastern Kentucky University, Richmond, KY.

(4) Pitts, B. G. & Fielding, L. W. "From Product Orientation to Market Orientation: The Frank Bradsby Impact on the Louisville Slugger Sales." North American Society for Sport Management 1988 Conference; June 2-5, 1988; Champaign, IL.

(5) Fielding, L. W. & Pitts, B. G. "From the "Buster Brown" Bat to the Babe Ruth Autograph Model: The Progressive Market Penetration and Market Development of the Louisville Slugger 1907 to 1920." North American Society for Sport History Conference; May 20-22, 1988; Tempe, AZ.

1987

(1) Pitts, B. G. & Fielding, L. W. "Custom-made Bats and Baseball Players: The Relationship Between Form Utility and Promotion - J.A. Hillerich's Contribution to Sporting Goods Marketing." North American Society for Sport Management; May 28-31, 1987; Windsor, Canada.

(2) Fielding, L. W. & Pitts, B. G. "From Schlager to Louisville Slugger: Notes On The Early History of Sport Marketing." North American Society for Sport History; May 22-25, 1987; Columbus, Ohio.

(3) Pitts, B. G. "Internships In Sport Management." Kentucky Association of Health, Physical Education, Recreation, and Dance; Nov. 13-15, 1987; Frankfort, KY.

(4) Pitts, B. G. "Sport - The Final Frontier: Sex Discrimination In Sports Leadership." Kentucky Association for Counseling and Development; October 21-23, 1987; Louisville, KY.

1986

(1) Pitts, B. G. "The Effects of a Smaller, Lighter Basketball on High School and College Female Basketball Players." The VIII Commonwealth and International Conference on Sport, Physical Education, Dance, Recreation and Health; July, 1986; Glasgow, Scotland.

(2) Pitts, B. G., Fielding, L. W. & Semenick, D. "Determining Basketball Size and Basket Height for Females to Maximize Performance for the Dunk." National Association for Girls and Women in Sport; April, 1986; Cincinnati, Ohio.

(3) Pitts, B. G. "What the research Tells Us About Equipment for Girl's and Women's Basketball." An invited presentation: National Association for Girls and Women in Sport, April, 1986; Cincinnati, Ohio.

1985

(1) Pitts, B. G. "Analyzing the Research: Effects of the Smaller Basketball on Performance of Female Basketball Players." An invited presentation: Indiana Association for Health, Physical Education, Recreation and Dance; October, 1985; Ft. Wayne, IN.

(2) Pitts, B. G. "The Effects of a Smaller, Lighter Basketball on Skill Performance of Female Basketball Players." Kentucky Association for Health, Physical Education, Recreation and Dance; November, 1985; Lexington, KY.

(3) Pitts, B. G. "Innovative Materials and Equipment Design to Enhance Performance in Basketball." Association of Research Administration, Professional Councils and Societies; April, 1985; Atlanta, GA.

(4) Pitts, B. G. "Effects of a Smaller, Lighter Basketball on Skill Performance of Female Basketball Players." National Association for Girls and Women in Sport; April, 1985; Atlanta, GA.

PRESENTATIONS ACCEPTED BUT NOT GIVEN

(1) Pitts, B. G. "A Brief History of the Gay Games." Lesbian & Gay History Conference; November, 1992; Montreal, Canada. Withdrew due to lack of travel funding from U of L.

(2) Fielding, L. W., Pitts, B. G. & Miller, L. K. "Advertising Techniques and the Target Market: Case Studies in Product Differentiation." The International Conference on Sport Business; Feb, 1992; Columbia, South Carolina. Withdrew due to lack of travel funding from U of L.

(3) Fielding, L. W., Pitts, B. G. & Miller, L. K. "Boost Sports: The Efforts of the Arms and Ammo Industry to Popularize Sport 1900-1920." 1992 Conference of the North American Society for Sport History; May, 1992; Nova Scotia, Canada. Withdrew due to lack of travel funding from U of L.

REVIEWS OF MY WORKS

(1) Review of: Pitts, B. G. & Stotlar, D. K. (1996). *Fundamentals of Sport Marketing*. Morgantown, WV: Fitness Information Technology. Review published in *Athletics Administration*, October, 2000, page 46.

(2) Review of: Pitts, B. G. (1999). *Case studies in sport marketing*. Morgantown, WV: Fitness Information Technology. Review published in the *Journal of Sport Management*, volume 14, number 4, 2000.

(3) Review of: Pitts, B. G. & Stotlar, D. K. (1996). *Fundamentals of Sport Marketing*. Morgantown, WV: Fitness Information Technology. Review published in the *Journal of Sport Management*, volume 13, number 4, 1998.

EXAMPLES OF CITINGS IN OTHERS' WORKS --- a sample

() Pitts, B. G. (1998). An analysis of sponsorship recall during Gay Games IV. *Sport Marketing Quarterly*, 7(4), 11-18. Cited in: Mark Dodds & Larry DeGaris, (2011). Using mobile marketing to engage NASCAR fans and increase sales. *Sport Management International Journal*, 7(1), 63-75.

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WORKSHOPS

(1) Pitts, B. G. "Women and A.I.D.S." Health Fair; April 14 15, 1987; Louisville, KY.

GRANTS & CONTRACTS

() January 14, 2016 -- Submitted Proposal: Brenda Pitts, Primary Investigator; Deborah Shapiro, Co-Primary Investigator; Kenny Chen, Hong Kong Baptist University, Partner; Anneliese Goslin, University of Pretoria, South Africa, Partner. Proposal was submitted for “Comparative Urban Research – Partnership Initiation Grants”, Office of the Provost, Georgia State University. Title of our Proposal: Development through Sport: Building Social capital and Quality of Life in Mega-Cities.” Amount proposed: \$10,600.00USD.

() Research Partnership Initiation Grant Proposal for “Health and Wellbeing across Global Megacities” Title of Proposed Research – Phase I: “Social Impacts of Sports in Megacities: Issues of Social Capital, Development, and Alleviating Mental Stressors in the Megacity”. Phase I Funding: HKD\$50,000.00 to support the establishment of a research team which must be one academic from Hong Kong Baptist University, Georgia State University, and South Africa (University of Pretoria, University of Cape Town, University of Western Cape). Phase II Funding: HKD\$250,000.00 to support a field-based pilot investigation leading to a competitive external grant proposal. Our Research Team: Kenny Chen Chou, Assistant Professor, Hong Kong Baptist University; Brenda G. Pitts, Professor, Georgia State University; Anneliese Goslin, Professor, University of Pretoria. Our Research Proposal for Phase I was submitted December 12, 2014 and **AWARDED \$10,000HKD January 2015.**

() Submitted research grant proposal for \$5,000.00: with Dr. Karen Danylchuk (Primary) at the University of Western Ontario, January, 2013. March, 2013: Rejected.

() Submitted Proposal to the EU-US Atlantis Excellence in Mobility Grant for a faculty exchange trip to Malmo University, Malmo, Sweden during the Spring 2012 semester. The award is for \$2,000.00. Submitted on December 1, 2011. January 2012 - was not selected.

() Grants 2011-2012. Sport Management program faculty split the work and management of several grants. So far in 2011-2012, mine total \$10,420.00.

() Grants 2010-2011. Sport Management program faculty have split the supervision of these many grants that were in my name for many years. In 2010-2011 the grants for my name were \$18,000.00

() Funded: Georgia State University Student Technology Fee Grant. May 2010-May 2011. Awarded grant of \$16,905.00 to replace all computers in the Sport Business Research Center with all new computers.

() Grants (external) for academic year 2009-2010 totaled \$249,000.00. These grants are in association with research project of analyzing the sport business job market in Atlanta. Co-investigators are colleagues Dr. Beth Cianfrone and Professor Natasha Brison.

() Grants 2008-2009 totaled \$255,000.00.

() Grants (external) for academic year 2007-2008 totaled \$212,000.00. These grants are in association with research project of analyzing the sport business job market in Atlanta. Co-investigators are colleagues Dr. Beth Cianfrone and Dr. Jimmy Callaway.

() Submitted a grant proposal for the 2009 North American Society for Sport Management Research Grant, April 1, 2009. Our submission was for \$4,316.00 for a study titled "Analysis of the State of the Assistantship and Job Market for Sport Management Students in a Metro City Area as Factors that Affect the Decision to Apply and Attend a Graduate Program." This grant was submitted with Dr. Beth Cianfrone and Professor Natasha Brison. Rejected.

() Submitted a proposal for the Department of Kinesiology and Health research grant for 2009. Our submission was for \$2,399.00. Approved and received.

() Submitted a proposal for the Department of Kinesiology and Health research grant for 2009. Our submission was for \$3,000.00. Approved and received.

() Submitted for the 2009 Georgia State University Writing Across the Curriculum Grant (\$2,000.00), March 2009. Rejected because I had been a recipient of the grant in 2005 and the committee wants to target and award first-time submitters.

() Grants: With several sport businesses in Atlanta over \$100,000. These grants provide jobs for students in our program, and research for our faculty.

() Submitted for and RECEIVED a \$2000.00 grant from the Writing Across the Curriculum program at GSU to participate in a two-day seminar about infusing writing into your classes. The purpose of this is to train and encourage faculty to infuse more writing into their courses. One of my courses, Sport Marketing, is now listed on the university's writing courses list. The purpose of this is to train and encourage faculty to infuse more writing into their courses. March 2005.

() Submitted for and RECEIVED a \$500.00 grant from the Writing Across the Curriculum program at GSU for travel to present a paper about infusing writing into your sport management courses. October 4, 2005.

() At Georgia State University (since June 2002), I have grants and contracts with several local sport businesses in Atlanta. These have totaled over \$300,000.00.

() Pitts, B. G. (January, 2004). Submitted for a \$500.00 grant from the Georgia Dome to conduct research. Granted.

() Pitts, B. G. (September, 2003). Submitted for a \$500.00 grant from the Georgia Dome to conduct research. Granted.

() Pitts, B. G. (March 15, 2002). Submitted for a \$1000.00 travel grant to the Chiang Ching-kuo Foundation for International Scholarly Exchange to attend the ICHPERD conference in Taipei, Taiwan, June 26-29, 2002. Was rejected.

() September 8, 2001 -- I received a \$3,000.00 grant from the FSU President's Office to develop and teach a special undergraduate course in the Spring 2002 semester. This course will be different from any currently taught. The course is limited to 15 "first-time-on-campus" students. The grant is for use during January - June, 2002.

() President's Travel Grant. Proposed for travel funding to present a paper at a scholarly conference: the European Association for Sport Management held in Spain in September, 2001. Proposal was to receive the maximum amount, \$600.00, awarded by the Provost's Travel Grant program toward the total cost of this research activity. Submitted October, 2001.

() President's Travel Grant. Proposed for travel funding to present a paper at a scholarly conference. Proposal was to receive the maximum amount, \$600.00, awarded by the Provost's Travel Grant program toward the total cost of this research activity which came to \$1,400.00. Submitted February, 2001. My proposal was rejected because I received one of these grants for Fall, 2000.

() Pitts, B. G. Grant proposal submitted to College of Education Graduate Studies and Research; competition to write a "white paper" that addresses a key issue in education and serves to inform educational leaders and others. The authors of "winning" proposals to write a paper are to receive \$1,000 from the College of Education which can be used for OPS and/or expense. My proposal's title is "Violence, Education, and Sports: Where Should Educators and Administrators Draw the Line?" Awarded \$1,000.00 March, 2001.

() President's Travel Grant. Proposed for travel funding to present a paper at a scholarly conference. Proposal was to receive the maximum amount, \$600.00, awarded by the Provost's Travel Grant program toward the total cost of this research activity which came to \$1,676.00. Submitted October, 2000. Awarded \$600.00 February, 2001.

() Pitts, B. G. Grant proposal submitted to College of Education Graduate Studies and Research; competition to write a "white paper" that addresses a key issue in education and serves to inform educational leaders and others. The authors of "winning" proposals to write a paper are to receive \$1,000 from the College of Education which can be used for OPS and/or expense. My proposal's title is "Violence, Education, and Sports: Where Should Administrators Draw the Line? Lessons From the Bobby Knight Downfall." My proposal was submitted September 25, 2000. (proposal deadline Sept. 30, 2000). In November, 2000 I was informed that my proposal was rejected. No reasons were given.

() Pitts, B. G. Grant proposal submitted to College of Education Summer Research Grant (\$2500.00), Summer, 2000 to develop materials to write an external grant. Submitted April, 2000. Rejected April, 2000 because I had been awarded one in the previous summer.

() Pitts, B. G. "The Gay Games Book: The Story of the Gay Games." Grant proposal for \$51,500.00 was submitted to The Rainbow Endowment Fund, an organization established by Martina Navratilova through funds from The Rainbow Card (a Visa credit card) and corporate sponsors, to fund expenses and a one-year

sabbatical (salary/benefits) to support the research toward and development of the manuscript for the first book on the Gay Games. Submitted January 30, 2000. Rejected June, 2000.

() Pitts, B. G. "The Martina Navratilova Center for Lesbian and Gay Sport Studies." Grant proposal for \$31,200.00 (first year), and \$27,400.00 for two years was submitted to The Rainbow Endowment Fund, an organization established by Martina Navratilova through funds from The Rainbow Card (a Visa credit card) and corporate sponsors, to fund a lesbian and gay sport studies archives as the first part of the Martina Center. Submitted January 30, 2000. Rejected June, 2000.

() Pitts, B. G. "The Martina Symposium." Grant proposal for \$20,700.00 was submitted to The Rainbow Endowment Fund, an organization established by Martina Navratilova through funds from The Rainbow Card (a Visa credit card) and corporate sponsors, to fund a lesbian and gay sport studies symposium. Submitted January 30, 2000. Rejected June, 2000.

() Pitts, B. G. College of Education Summer Research Grant, Summer, 1999. Awarded \$2,800.00 to develop materials to write an external grant. Wrote and submitted 3 grant proposals.

() Pitts, B. G. "A Ten-Year Analysis of the Growth and Development of the Lesbian and Gay Sport Industry." Grant Proposal submitted January, 1999 to The Florida State University Committee on Faculty Research Support. The proposal included assistance for a graduate student research assistant to help with the preparation of a survey instrument for mailing, to travel with me to do research in the Federation of Gay Games Archives in the San Francisco Library, to assist me in the collection of data and historical materials needed, and in the completion of the study. The study will be used as a pilot study for writing a major grant for funding a larger project on the growth and development of lesbian and gay sports in the historical and socio-cultural context of the country. The graduate students will be selected by me from among a few who are giving serious consideration to the study of lesbian and gay people in sport as a dissertation study. Proposal was rejected (March, 1999).

() President's Travel Grant. Proposed for travel to present a paper at a scholarly conference. Proposal was for travel support of \$600.00. Submitted September, 1998. Funded, December, 1998.

() President's Travel Grant. Proposed for travel to present 3 papers at two scholarly conferences. Proposal was for travel support of \$612.50. Submitted February, 1998. Funded.

() Pitts, B. G. "An Analysis of the Economic Impact of Gay Games V in Amsterdam 1998." Grant Proposal submitted January 16, 1998 to The Florida State University Committee on Faculty Research Support. Proposal was for \$8,015.20 including faculty salary and \$3,000.00 toward travel for 2 graduate students to travel to Amsterdam with me to conduct the study. Decision announced March 2, 1998: proposal rejected; no feedback given.

() I have received a \$750.00 grant for my responsibilities as Co-Editor-in-Chief of the Sport Management Library, January 1998 - December 2000. This responsibility involves the development of textbooks in sport management. This will involve identification of authors, directing development of content, and reviewing manuscripts through completion of the book. There is an editorial board of 3 members: a co-editor-in-chief and 2 board members.

() On hold: I am developing a document to seek grant funding for a series of studies. The studies will include research involving the study of lesbian and gay people in sport and sport management. The work will also include funding 2 conferences for which the topic will be lesbian and gay people in sport. A third part of this project is to establish an institute for the study of lesbian and gay people in sport. The purposes of this organization will be to encourage research, fund research, sponsor an annual conference, encourage

consideration of the establishment of Lesbian and Gay Sport Studies as an identified area of scholarly endeavor, and eventually to sponsor a research journal.

() President's Travel Grant. Awarded for travel to present 2 papers at a scholarly conference, the North American Society for Sport Management, May 28 - June 1, 1997. Award was for \$198.00.

() Pitts, B. G. "The Significance of Sport as a Social and Cultural Force in the Lives of Lesbian Women." This proposal is for grant funding to support the collection of data and primary and secondary resources for an analysis of sport as a social and cultural force in the lives of lesbian women from the 1900's to today. Amount requested: \$3,000.00. Proposal submitted to the President's Research Initiative Fund: Research on Women; University of Louisville; March 15, 1996. Proposal was rejected; no reason was given. However, I plan on using the document to develop a grant proposal to submit to another organization.

() Pitts, B. G. 1995-96 Center for Faculty Development Course Development/Revision Grant. This grant required attendance at 10 two-hour workshops during the Fall 1995 and Spring 1996 semesters. My responsibility was to assess my courses for inequalities related to cultural diversity. At the end of the year, I submitted a revised course. (\$750.00)

() Pitts, B. G. Faculty development grant to develop a WR course. This grant required me to attend 5 three-hour workshops over the Fall 1994 and Spring 1995 semesters. We usually had some "homework" between the workshops, which were held once in October, November, January, February, and March. My responsibility was to revise one of my courses to submit for review to become a writing course for the university. \$500.00, October, 1994-95.

() Pitts, B. G. "The Growth of Sport Business in the Lesbian and Gay Population 1986-1990: Elements of the Business, the Organizers, and the Activities Offered." Submitted to: President's Research Initiative Research Grant; \$800.00, March, 1990. Grant Proposal was rejected May, 1990.

() Pitts, B. G. "The Effects of Participation of Lesbian Women and Gay Men in the Gay Games and Other Sport Opportunities." Submitted to: President's Research Initiative Research Grant; \$800.00, March, 1990. Grant Proposal was rejected May, 1990.

() Pitts, B. G. & Thornberry, E. (Spring, 1990). \$4,000.00 awarded from the Kentucky State Department of Education, Office of Equal Educational Opportunities. For: 1990 Citizens for Sports Equity Project. The project holds activities to locate, train and support talented girls and women in sport in coaching, officiating and administration; to promote the benefits of athletics to students, educators, parents and communities; to provide role models for students; to assist in communication between athletes, administrators, parents, and communities; and to provide educational knowledge on current topics in sport.

() Pitts, B. G. (Spring, 1989). \$2,000.00 awarded from the Kentucky State Department of Education; Office of Equal Educational Opportunities. For: 1989 Kentucky Sports Equity Project, Inc. Conference; April 13-14, 1989; held on University of Louisville, Shelby Campus, Louisville, KY.

() Pitts, B. G. (Spring, 1989) School of Education, Research and Faculty Development Grant: to attend a specialized conference on sport law as a means of gaining knowledge and information needed to develop a course in sport law. This course will enhance the Sport Administration curriculum. Amount needed: \$1,157.00. Amount requested through grant: \$407.00. Proposal was rejected.

() Pitts, B. G. Center for Faculty and Staff Development Grant: to attend a specialized conference on sport law as a means of gaining knowledge and information needed to develop a course in sport law. This

course will enhance the Sport Administration curriculum. Amount requested through grant; \$750.00. Proposal was rejected.

() Pitts, B. G. & Fielding, L. W. (Spring, 1989). "From "A" Bat to "THE" Bat: The successful Marketing of the Louisville Slugger." Grant proposed to: School of Education Research Fund Support. For: 62 rolls of microfilm containing The Sporting Goods Dealer issues from 1899 to 1930. The publication is necessary for the completion of our research. Amount awarded: \$1,240.00

() Pitts, B. G. Faculty Development Mini-Grant. \$600.00 To attend a conference within my area of professional specialization, the area of Sport Management and Fitness Management, and to attend a computer workshop in those areas. The Athletic Business Conference; Dallas, TX, December, 1985.

() Pitts, B. G. "Effects of Different Goal Heights on Skill Performance of Female Basketball Players." Proposal submitted to: Arts and Sciences Research Committee. Amount requested: \$7,000.00. Amount funded: \$500.00; May, 1985. Could not conduct the research because funding was insufficient to purchase the equipment necessary.

() Pitts, B. G. "A comparison of Collegiate Women's Basketball Game Performance Between Regular and Smaller Basketballs." Funded by the Graduate Research Council, the University of Alabama; \$2,000.00, October, 1984.

EDITORIAL RESPONSIBILITIES

() Section Head Review Editor for Sport Marketing Abstracts Review for the 2016 North American Society for Sport Management conference. Work started October, 2015 and completed January 2016.

() Associate Editor: Global Sport Business Journal. (summer 2013 - current)

() Invited Reviewer: Served as a guest reviewer for a paper submitted for review to the Journal of Sport Management; September, 2012.

() Reviewer: Served as a reviewer of abstracts submitted for review for the European Association for Sport Management conference 2012.

() Editorial Review Board Member, forthcoming journal: Journal of Case Studies in Sport Management, Human Kinetics. November, 2011 start. First issue late 2012.

() Editorial Review Board Member: Sport Management International Journal. November, 2011 start.

() Editorial Review Board Member: International Journal of Sport, Recreation, and Tourism.

() Invited Reviewer: Served as a guest reviewer for a paper submitted for review to the Journal of Applied Marketing Theory; October/November, 2011.

() Invited Reviewer: Served as a guest reviewer for a paper submitted for review to the European Sport Management Quarterly; October/November, 2011.

() Reviewer: Served as a reviewer of abstracts submitted for review for the European Association for Sport Management conference 2010.

- () Reviewer: Served as a reviewer of abstracts submitted for review for the Sport Marketing Association (SMA) conference 2010.
- () Reviewer: Served as a reviewer of abstracts submitted for review for the North American Society for Sport Management (NASSM) conference 2010.
- () Reviewer: Served as a reviewer of abstracts submitted for review for the Research Consortium of the American Alliance for Health, Physical Education, Recreation, and Dance conference of 2010.
- () Editorial Review Board, *Sport Management Education Journal*, a journal of research and issues regarding education in sport management. Term began Fall 2006.
- () Editorial Review Board, *Sport Marketing Quarterly*, a journal of sport marketing research. Term served: 1997 - 2010.
- () Editorial Review Board, *Sport Management and Other Related Topics Journal*, started January 2005.
- () Editorial Review Board, *Sport Management Review*, the scholarly journal of the Sport Management Association of Australia and New Zealand (SMAANZ). Term began in 2000.
- () Invited Reviewer: Measurement in Physical Education and Exercise Science Journal; Summer 2006.
- () **Editor-in-Chief**. Pitts, B. G. (Ed.). (2006). *Sport Marketing in the New Millennium: Selected Papers from the Third Annual Conference of the Sport Marketing Association*. Morgantown, WV: Fitness Information Technology.
- () **Editor-in-Chief**. Pitts, B. G. (2005). Second Edition: *Sharing Best Practices in Sport Marketing: The Sport Marketing Association's Inaugural Book of Papers*. Morgantown, WV: Fitness Information Technology.
- () **Editor-in-Chief**. Pitts, B. G. (2004). *Sharing Best Practices in Sport Marketing: The Sport Marketing Association's Inaugural Book of Papers*. Morgantown, WV: Fitness Information Technology.
- () Program Director, Sport Marketing Association. I managed the call for papers process for the Inaugural SMA conference held November 12-15, 2003, Gainesville, FL.
- () Reviewer for research abstracts submitted for possible presentation for the 2002 conference of the North American Society for Sport Management, Banff, Canada, May/June, 2002.
- () Guest Reviewer for a manuscript submitted to the Sport Management Review, the sport management journal in Australia; September 8, 2001.
- () Reviewer for research abstracts submitted for possible presentation for the 2001 conference of the North American Society for Sport Management, Virginia Beach, Virginia, May/June, 2001.
- () Editorial Board, The Sport Management Library project - Selected to serve on a 4 member advisory board to develop a set of Sport Management textbooks. Responsibilities were to conceptualize specific topic textbooks for the field of sport management, select authors, and oversee the project to completion. Eleven books were identified for development and authors were recruited. This project started in November, 1991. In September, 2001, the last of the eleven textbooks was published.

- () Editorial Review Board member (January, 1999 - 2001) for the International Journal for Sport Management. The first issue was published January 2000.
- () Guest Reviewer for manuscript submitted to the *International Review for Sociology of Sport*, April, 1999.
- () Co-Editor-in-Chief. Sport Management Library. Term began in September, 1997 and ended 2000. However, this responsibility doesn't end until the last of the books have been printed. This responsibility involves the visioning and development of textbooks in sport management for five years. This involves the identification of textbook needs in the field, identification of authors, supervising the development of content, and reviewing manuscripts through to the completion and publication of each book. In January, 1998, nine books were identified for development and authors were recruited. Of the nine, 5 are new books and 4 are 2nd editions of books in the first Sport Management Library. As of October, 2003, 6 have been published and the others are still in progress.
- () Developmental Editor for four books of the Sport Management Library. They are Financing Sport 2nd edition (published October 2003), Successful Sport Sponsorship Plans (published October, 2000), Successful Sport Marketing Plans (published October, 2000), and Economics and Sport (published February, 2001).
- () Guest Reviewer: for a manuscript submitted to a special theme issue on diversity and sport for the *Quest* journal. December, 1998.
- () Guest Reviewer:
for a manuscript submitted to the *Women in Sport and Physical Activity Journal*. November, 1998.
- () Reviewer - Conference Abstracts:
Abstracts submitted for blind review for the 1998 conference of the North American Society for Sport Management.
- () Guest Editor:
for the *Journal of Sport and Social Issues* for a theme issue on Lesbian and Gay People in Sport (started this project in September 1997). Currently have 5 authors.
- () Reviewer - Book:
Authors unknown. *Advances in Sport Marketing*. Jones and Bartlett Publishers. Book was reviewed January and February, 1998.
- () Reviewer - Book:
Authors unknown. *Cases in Sport Marketing*. Jones and Bartlett Publishers. Book was reviewed January and February, 1998.
- () Reviewer - Panel of Reviewers for SMPRC (Sport Management Program Review Council). The responsibility of the reviewer is to review curriculum folios submitted for review for sport management program approval. Term is July 1997 - June 2000.
- () Reviewer - Manuscript:
March, 1997. *Journal of Physical Education, Recreation, and Dance*.
- () Reviewer - Manuscript:
January, 1997. *Journal of Physical Education, Recreation, and Dance*.

() Reviewer - Conference Abstracts:

Abstracts submitted for blind review for the 1996 conference of the North American Society for Sport Management.

() Reviewer - Manuscript:

January, 1995. *Journal of Sport Management*.

() Editorial Board - Book:

Served on an editorial board that developed a book on resources on homophobia in women's sports. Project was started in August 1994 and the book was published February, 1996.

REFERENCES (Please note, these are in no particular order.)

Dr. Dan Mahony, President
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Other references are available upon request.