

# CURRICULUM VITAE

**Name:** Morse, Alan L.

**Date:** October 11, 2023

## Education

Ph.D. Sport and Exercise Science, Emphasis in Sport Administration (2008)

Doctoral Minor: Applied Statistics and Research Methods

University of Northern Colorado, Greeley, Colorado

Advisor: Dr. David K. Stotlar

Dissertation: Perceptions of Ticket Pricing in Major League Baseball:

A Case Study of the Colorado Rockies

- 1 citation

M.S. Kinesiology, Emphasis in Sport Management (2004)

Illinois State University, Normal, Illinois

Advisor: Dr. Chad D. McEvoy

B.S. Human Performance and Leisure Studies, Emphasis in Sport Management (2000)

Minor: Geography

Wayne State College, Wayne, Nebraska

## Administrative Positions

University of Northern Colorado - Greeley, Colorado (January 2022-Present)

*Associate Chair of Kinesiology, Nutrition, & Dietetics (July 2022-Present)*

*Associate Director of the School of Sport & Exercise Science (January 2022-June 2022)*

## Academic Positions

University of Northern Colorado - Greeley, Colorado (August 2015-Present)

*Full Professor: Graduate Faculty & Doctoral Research Endorsement (2019-Present)*

*Associate Professor: Graduate Faculty & Doctoral Research Endorsement (2015-2018)*

*Program Coordinator for MS and PhD in Sport Administration (2016-Present)*

*Program Coordinator for MS in Sport Administration Extended Campus (2016-Present)*

*Director of the Sport Marketing Research Institute (2016-Present)*

*Sport Administration Assessment Coordinator (2017-Present)*

*Program Coordinator, Founder, and Developer of the Sport Administration*

*BS Program (2017-Present)*

Mississippi State University - Starkville, Mississippi (August 2008-August 2015)

*Level II Associate Professor with Tenure (2014-2015)*

*Co-Founder of the Doctor of Philosophy Sport Administration Program*

*Co-Director and Co-Founder of the Undergraduate Sport Studies Program*

*Co-Director of the MS in Sport Administration Program*

*Level II Assistant Professor (2008- 2014)*

*Co-Director and Co-Founder of the Undergraduate Sport Studies Program*

*Co-Director of the MS in Sport Administration Program*

## Google Scholar Citation Indices

	<u>All</u>	<u>Since 2018</u>
Citations	713	435
*h-index	11	10
**i10-index	13	10

\*h-index is the largest number h such that h publications have at least h citations.

\*\* i10-index is the number of publications with at least 10 citations.

## Refereed Publications (\*Dissertation Advisor, \*\* Thesis Advisor, \*\*\*Research Advisor

Mondt, A., Lee, Y., Shapiro, S., & **Morse, A.** (2023). Consumers' perception of a secondary ticket market partnership: StubHub and Major League Baseball. [\*International Journal of Sports Marketing & Sponsorships\*](#) (Ahead of Print).

Lee, Y., Hyun, M., Shapiro, S.L., & **Morse, A.** (2023). Revisiting impact of division affiliation on secondary ticket market price: National Football League. [\*Journal of Applied Sport Management\*](#) 15(2), 30-39.

Mayer, K.C., **Morse, A.**, Padhye, Y., (2023). Top-ranked higher education institutions: An investigation of the sport management academic discipline. [\*Sport Management Education Journal\*](#), (Ahead of Print), doi: <https://doi.org/10.1123/smej.2022-0046>.

Lee, Y., **Morse, A.**, Hyun, M., Shapiro, S. L., & Drayer, J. (2023). Does time matter? How Major League Baseball secondary market sellers make ticket pricing decisions. [\*Sport, Business, Management: An International Journal\*](#), 13(3), 397-415.

- 1 citation
- Scopus CiteScore: 2.3
- 2019 ABDC Rating: C

Seifried, C., Oja, B., **Morse, A.** (2022). American football and facilities at the University of Colorado: Contributions toward building the institution before Folsom Field. [\*Journal of Emerging Sport\*](#), Vol. 7., 1-22.

- 1 citation

Paek, B.M., **Morse, A.**, Hutchinson, S., & Lim, C.H. (2021). Examining the relationship for sport motives, relationship quality, and sport consumption intention. [\*Sport Management Review\*](#), 24(2), 322-344.

- 35 citations
- Acceptance rate: 7.3%
- Scopus CiteScore: 6.5
- Impact Factor: 6.577
- Source Normalized Impact per Paper (SNIP): 2.835
- SCImago Journal Rank (SJR): 1.566
- 2019 ABDC Rating: B

## Refereed Publications (Continued)

Paek, B.M., **Morse, A.**, Kim, M., & Jung, H. (2021). Sport consumer flow and shopping well-being in online shopping. [\*International Journal of Sport Marketing and Sponsorships\*](#), 22(4), 721-736.

- 10 citations
- Scopus CiteScore: 3.0
- Impact Factor: 2.938
- 5-Year Impact Factor: 2.859
- 2019 ABDC Rating: B

Romano, A., Riggs, J., **Morse, A.**\*\*\*, Sung, Y.T. (2021). Intercollegiate athletics marketing generated revenue: Within autonomy football bowl subdivision. [\*Journal of Applied Sport Management\*](#), 13(1), Article 4.

Patchett, E., Oja, B., **Morse, A.**\* (2021). Conceptual frameworks for understanding diversity and inclusion in collegiate recreation. [\*Recreational Sports Journal\*](#), 45(2), 161-170.

- 1 citation

Martyn, J., Oja, B. & **Morse, A.**\*\*\* (2020). Investigating multiplicity: Institutional logics and Division II commuter student-athletes. [\*Journal of Intercollegiate Sport\*](#), 13(1), 2-23.

Traugutt, A., **Morse, A.**, Rascher, D., Fowler, B. (2020). Coaching salary disparity and team performance: Evidence from the Football Bowl Subdivision. [\*Journal of Applied Business and Economics\*](#), 22(1), 11-24.

- 1 citation
- 2019 ABDC Rating: C

Brannigan, K.J. & **Morse, A.** (2020). An empirical investigation of the variables influencing contributions in NCAA Division I athletics: A quantitative analysis. [\*The Sport Journal\*](#).

- 5 citations

Martyn, J., Stensland, P., Kropp, D., Oja, B., Bass, J., & **Morse, A.**\*\*\* (2020). Institutional logic multiplicity among NCAA division I student-athletes and their respective institutions. [\*Global Sport Business Journal\*](#), 8(1), 88-104

Traugutt, A., Sellars, N., & **Morse, A.**\*\*\* (2018). Salary disparities between men's and women's head coaches: An investigation of the NCAA Power Five conferences. [\*The Journal of Sport\*](#), 6(1), Article 4.

- 8 citations
- Social Science Research Network (SSRN): 631 views; 213 downloads

Augustin, J., Traugutt, A., & **Morse, A.**\*\*\* (2018). The effects of beer sales on attendance at collegiate football games. [\*The Journal of Sport\*](#), 6(1), Article 2.

- 7 citations
- SSRN: 466 views; 104 downloads

## Refereed Publications (Continued)

Park, Jin., Park, Jiy., Williams, A., & **Morse, A.**\*\*\* (2017). Exploring the roles of mentoring relationships on female student-athletes' career development. [\*Journal of Issues in Intercollegiate Athletics\*](#), 10, 175-182.

- 11 citations

Mayer, K., **Morse, A.**, & DeSchrive, T. (2017). Intercollegiate football and luxury suites: An investigation of factors related to price. [\*Sport Marketing Quarterly\*](#), 26(2), 75-86.

- 10 citations
- SSRN: 135 views; not available for download
- Impact Factor: 0.694 (2017)
- h-index: 49 (Source: Harzing's Publish or Perish)
- SMQ acceptance rate from October 2016 to 2017 was 15.25%
- ABDC Rating: B

Mayer, K., **Morse, A.**, Eddy, T., Love, A. (2017). Constraint factors affecting non-attendance in collegiate volleyball. [\*International Journal of Sport Management and Marketing\*](#), 17(3), 182-199.

- 8 citations
- SSRN: 210 views; not available for download
- ABDC: B

Dodds, M., DeGaris, L., **Morse, A.**, Velez-Colon, L. & Perricone, D. (2015). Increasing baseball revenue from the female market. [\*Case Studies in Sport Management\*](#), 4(1), 1-7.

- 1 citation

Popp, N., Weight, E., Dwyer, B., **Morse, A.**, & Baker, A. (2015). Measuring degree satisfaction among graduates and current students in sport management master's degree programs. [\*Sport Management Education Journal\*](#), 9(1), 25-38.

- 19 citations
- ABDC: C

**Morse, A.** & McEvoy, C. (2014). Qualitative research in sport management: Case study as a methodological approach. [\*The Qualitative Report\*](#), 19(How to Article 17), 1-13.

- 171 citations
- SSRN: 5,833 views; 1,932 downloads
- SSRN's Top Ten download list (#6): Econometric & Statistical Methods - Special Topics, 26 June 2014 through 25 August 2014.

**Morse, A.** (2013). Season ticket holder no-shows: An attendance dilemma at Mississippi State baseball games. [\*Case Studies in Sport Management\*](#), 2(1), 1-15.

McEvoy, C., **Morse, A.**, & Shapiro, S. (2013). Factors influencing NCAA Division I athletic department revenues. [\*Journal of Issues in Intercollegiate Athletics\*](#), 6(14), 249-267.

- 66 citations
- SSRN: 2,006 views; 718 downloads

## Refereed Publications (Continued)

Love, A., Kavazis, A., **Morse, A.**, & Mayer, K.C. (2013). Soccer-specific stadiums and attendance in Major League Soccer: Investigating the Novelty Effect. [\*Journal of Applied Sport Management\*](#), 5(2), 32-46.

- 18 citations
- SSRN: 1,521 views; 396 downloads
- ABDC: C

Love, A., **Morse, A.**, Ruibley, B. (2013). Understanding sporting event volunteers' experiences: A critical incident approach. [\*Journal of Contemporary Athletics\*](#), 7(2), 69-86.

- 14 citations
- SSRN: 507 views, 107 downloads

Love, A., Hardin, R., Koo, G.Y., **Morse, A.** (2011). Effects of motives on satisfaction and behavioral intentions of volunteers at a PGA TOUR event. [\*International Journal of Sport Management\*](#), 12(1), 86-101.

- 77 citations
- SSRN: 1,152 views, 294 downloads
- ABDC: B

Drayer, J., Shapiro, S., Dwyer, B., **Morse, A.**, & White, J. (2010). The effects of fantasy football participation on NFL consumption: A qualitative analysis. [\*Sport Management Review\*](#), 13(2), 129-141.

- 147 citations
- SSRN: 1,449 views; 351 downloads
- 16<sup>th</sup> most downloaded Sport Management Review article January-December 2011
- Impact Factor (as of June 2018): 3.516
- 2010 ABDC Rating: A

Shapiro, S., Drayer, J., Dwyer, B., **Morse, A.** (2009). Punching a ticket to the big dance: A critical analysis of at-large selection into the NCAA Division I men's basketball tournament. [\*Journal of Issues in Intercollegiate Athletics\*](#), 1(2), 46-63.

- 9 citations
- SSRN: 460 views; 49 downloads

## Refereed Publications (Continued)

**Morse, A., Shapiro, S., McEvoy, C., & Rascher, D. (2008)** The effects of roster turnover on attendance in the National Basketball Association. [\*International Journal of Sport Finance\*](#), 3(1), 8-18.

- 45 citations
- SSRN: 1,115 views; 179 downloads
- 5-year Impact Factor: 0.689 (SCImago SJR)
- Eigenfactor Score: 0.000401
- ArticleInfluence Score: 0.2484
- 506 of 1,410 in aggregate rankings. (IDEAS/RePEc)
- 311 of 822 in Business, Management and Accounting (SCImago SJR)
- 258 of 606 in Economics, Econometrics and Finance. (SCImago SJR)
- ABDC: C

McEvoy, C. & **Morse, A. (2007)**. An investigation of the relationship between television broadcasting and game attendance. [\*International Journal of Sport Management and Marketing\*](#), 2(3), 222-235.

- 35 citations
- SSRN: 518 views; 122 downloads
- ABDC: B

## Submitted Manuscripts Currently In-Review (\*Dissertation Advisor, \*\* Thesis Advisor, \*\*\*Research Advisor)

Mondt, A., **Morse, A.**, Stotlar, D. (In-Review). An eye-tracking investigation at the U.S. Olympic swim trials.

## Non-Refereed Publications (Book Contributions, Trade Journals, & Interviews Conducted)

Romano, A., Riggs, J., **Morse, A.**, & Sung, Y. (2022). How to increase corporate sponsorship spending. [AthleticDirectorU.com](http://AthleticDirectorU.com)

**Morse, A. (2021)**. Reference Pricing in the Sport Industry. In Corsten, K., *Sportsindustrien og dens omverden - ledelse og kommerialisering I Sport*. [English translation: The Sports Industry and its surroundings - management and commercialization in sports].

**Morse, A. (2017)**. Program Experiential Learning: Sport Marketing Research Institute. In Foster-Brown, S.B. & Dollar, J., *Experiential Learning in Sport Management: Internships and Beyond*, 2<sup>nd</sup> ed. Morgantown, WV: FiT Publishing.

**Morse, A. (2017)**. Industry Insider: Spencer McAnally. *Sport Marketing Quarterly*, 26(4), 197-198.

**Morse, A. (2016)**. Industry Insider: Grant Jostol. *Sport Marketing Quarterly*, 25(1), 4-6.

**Morse, A. (2015)**. Industry Insider: Sean Pyun. *Sport Marketing Quarterly*, 24(4), 203-206.

- 2 citations

## **Refereed Abstracts/Conference Presentations** (\*Dissertation Advisor, \*\* Thesis Advisor, \*\*\*Research Advisor)

- Lee, Y. & **Morse, A.** (2023). The power of tweets: How official tweets affect Major League Baseball secondary market sellers' ticket pricing decisions. Abstract accepted for presentation at the SMA Conference in Tampa, FL.
- Paek, B. & **Morse, A.** (2023). Assessing Sports Consumer Flourishing: Focusing on Fantasy Baseball and Social Media Engagement. Abstract accepted for presentation at the SMA Conference in Tampa, FL.
- Paek, B. & **Morse, A.**, Sung, Y., & Jung, H. (2022). Effects of social media engagement and perceived value on sport consumers' flourishing: An empirical model from regulatory engagement theory. Presented at the SMA Conference in Charlotte, NC.
- Lee, Y., Sung, Y., **Morse, A.**\*\*\* (2022). New policies and restrictions: Secondary market ticket prices in Major League Baseball spring training. Presented at the SMA Conference in Charlotte, NC.
- Brannigan, K. & **Morse, A.**\* (2022). An investigation of outsourcing ticket sales in division I college athletics. Presented at the SMA Conference in Charlotte, NC.
- Romano, A., Schuetz, L., **Morse, A.**\*\*\* (2022). Using Eye-Tracking to Understand Real-time Consumer Behaviors During Division I Basketball. Presented at the SMA Conference in Charlotte, NC.
- Romano, A., Lee, Y., **Morse, A.**\*\*\*, & Shapiro, S. (2022). Consumer perceptions of a Secondary ticket market: The case of StubHub and Major League Baseball. Presented at the NASSM Conference, Atlanta, GA.
- Brannigan, K, Martyn, J., & **Morse, A.** \*\*\* (2021). The impact of winning on donor contributions: A comparison of NCAA men's basketball and football. Abstract submitted for poster presentation at the Global Sport Business Association Conference, Nassau, Bahamas. Did not present due to international Covid19 travel restrictions.
- Martyn, J., **Morse, A.**, Brannigan, K. (2021). Forming institutional values: A hypothesized model of the interinstitutional system and National Collegiate Athletic Association embedded agents. Accepted for poster presentation at the Global Sport Business Association Conference, Nassau, Bahamas. Did not present due to international Covid19 travel restrictions.
- Romano, A. & **Morse, A.** (2021). Consumers' visual attention and explicit memory of sponsorships: An eye-tracking investigation at the 2021 U.S. Olympic swim trials. Presented at the SMA Conference, Las Vegas, NV.
- Lee, Y., **Morse, A.**, Drayer, J., Hyun, M. (2021). Does time matter? How major league baseball secondary market sellers make ticket pricing decisions. Poster presented at the SMA Conference, Las Vegas, NV.
- Romano, A., Riggs, J., **Morse, A.**\*\*\*, & Sung, Y. (2021). Factors impacting revenue Generation within the Power Five Institutions. Virtual presentation at ASMA hosted by Schreiner University.

## Refereed Abstracts/Conference Presentations (Continued)

- Daly, S., **Morse, A.\***, Oja, B., Larson, M., & Iyer, V. (2020). Perceived servant leadership behaviors and employee outcomes in National Association of Collegiate Athletics Association Division III athletics departments: The moderating role of trust in-leader and organizational tenure. Poster presentation at the 2020 College Sport Research Institute Conference, Columbia, SC (Canceled due to Covid19).
- Paek, B. & **Morse, A.\*\*\*** (2020). Assessing a conceptual framework with sport consumers' social media engagement and subjective well-being: In the context of regulatory engagement theory. Virtual poster presented at the NASSM Conference, San Diego, CA.
- Fowler, B., Schuetz, L., **Morse, A.\*\*\*** (2020). Utility maximization and player procurement: An investigation of major league baseball. Virtual poster presented at the NASSM Conference, San Diego, CA.
- Martyn, J., Stensland, P., Kropp, D.C., Oja, B.D., Bass, J.R., & **Morse, A.** (2020). Institutional logic multiplicity among NCAA Division I student-athletes and their respective institutions. Presented at the Global Sports Business Association Conference, Cozumel, Mexico.
- Martyn, J., Brannigan, K., Oja, B.D., & **Morse, A.\*\*\*** (2020). Safety and security in an institutionalized setting: How professional sport safety managers build and maintain stadium and arena security. Poster presented at the Global Sports Business Association Conference, Cozumel, Mexico.
- Paek, B.M., **Morse, A.**, Kim, M.K., Yu, H., Jung, H.Y. (2019). Understanding online sport consumers in sports team merchandise: An application of flow theory and shopping well-being. Poster presented at the SMA Conference, Chicago, IL.
- Brannigan, K. & **Morse, A.** (2019). An empirical investigation of the variables influencing contributions in NCAA Division I athletics: A quantitative analysis. Poster presented at the SMA Conference, Chicago, IL.
- Fowler, B. & **Morse, A.\*\*\*** (2019). The implications of wage dispersion and team performance: An investigation of the National Basketball Association. Presented at the SMA Conference, Chicago, IL.
- Paek B., **Morse, A.**, Park, Jiy. (2019). Developing online sport consumer behavior: Online Sport Consumer Information Search Behavior (OSCISB). Poster presented at the NASSM Conference, New Orleans, LA.
- Fowler, B., Smith, J., Brannigan, K., Nordstrom, H., & **Morse, A.\*\*\*** (2019) Ice hockey officiating retention: A qualitative understanding of junior ice hockey officials' motivations. Poster presented at the NASSM Conference, New Orleans, LA.
- Ouyang, L., Rondon, A., & **Morse, A.\*\*\*** (2018). Testing the moderating effect of switching barriers on the relationship between satisfaction and repurchase intention. Presented at the SMA Conference, Dallas, TX.



### **Refereed Abstracts/Conference Presentations (Continued)**

- Park, Jiy. & **Morse, A.\*** (2018). Examining the effects of social media on brand equity of the NBA. Poster presented at the SMA Conference, Dallas, TX.
- Martyn, J., Zaagan, A., & **Morse, A.\*\*\*** (2018). Major League Soccer attendance: A longitudinal evaluation utilizing Generalized Estimating Equations Model (GEE). Presented at the SMA Conference, Dallas, TX.
- Seifried, C., **Morse, A.**, & Oja, B. (2018). The modernization of football at the University of Colorado: A story of Gamble Field and Folsom Field. Presented at the CSRI Conference, Columbia, SC.
- Park, Jiy. & **Morse, A.\*\*\*** (2017). Exploring the relationship of social media to the brand personality of the National Basketball Association. Poster presented at SMA Conference, Boston, MA.
- Park, Jin., Park, Jiy., & **Morse, A.\*\*\*** (2017). Exploring the Roles of Mentoring Relationships on Female Student-Athletes' Career Development. Poster presented at the NASSM Conference, Denver, CO.
- Traugutt, A., Rascher, D., & **Morse, A.\*\*\*** (2017). Salary disparity and team performance: Evidence from the Football Bowl Subdivision. Presented at the 2017 CSRI Conference, Columbia, SC.
- Traugutt, A., Sellars, N., **Morse, A.\*\*\***, Augustin, J. (2017). An investigation of salary discrepancies between men's and women's head coaching positions in NCAA Power Five conferences. Presented at the CSRI Conference, Columbia, SC.
- Wagner, S., **Morse, A.**, Shapiro, S. (2017). The effect men's basketball and football success has on undergraduate enrollment and quality of student at Southeastern Conference institutions. Presented at the ASMA Conference, Baton Rouge, LA.
- Augustin, J., Traugutt, A., & **Morse, A.\*\*\*** (2016). The effects of alcohol sales on student attendance at collegiate football games. Presented at the CSRI Conference, Columbia, SC.
- Mayer, K., **Morse, A.**, & DeSchrive, T. (2015). Factors influencing the price of luxury suites in collegiate sports. Presented at the SMA Conference, Atlanta, GA.
- Love, A., Pflieger, A., & **Morse, A.** (2015). Social networks, time use, and classroom performance: An examination of sport management graduate student success. Presented at the Southern Sport Management Association Conference Baton Rouge, LA.
- Rhoads, J. & **Morse, A.\*\*** (2014). CLV and relationship marketing in the National Football League. Poster presented at the SMA Conference, Philadelphia, PA.
- Popp, N., Weight, E., **Morse, A.**, & Baker, A. (2014). Assessing stakeholder satisfaction of graduate sport management programs. Presented at the NASSM Conference, Pittsburgh, PA.

### **Refereed Abstracts/Conference Presentations (Continued)**

- Cork, B., Pfleegor, A., **Morse, A.**\*\*\* (2014). A happy marriage? The honeymoon effect and the new wave of sport facility construction. Poster presented at the NASSM Conference, Pittsburgh, PA.
- Pfleegor, A., **Morse, A.**\*\*\*, Cork, B. (2014). The Past, Present, & Future of Davis Wade Stadium: A Historic Structure Report. Poster presented at the CSRI Conference, Columbia, SC.
- McEvoy, C., **Morse, A.**, & Shaprio, S. (2012). Factors influencing collegiate athletic department revenues. Presented at the SMA Conference, Orlando, FL.
- Mayer, K., **Morse, A.**\*\*, Eddy, T., & Love, A. (2012). An empirical analysis of factors that affect student non-attendance at Mississippi State volleyball. Presented at the SMA Conference, Orlando, FL.
- Love, A., Kavazis, A., **Morse, A.**, & Mayer, K.C. (2012). The influence of soccer specific stadiums on attendance in Major League Soccer. Presented at the NASSM Conference, Seattle, WA.
- Morse, A.** (2011). Social media use in grassroots marketing: A case study of the Ford Motor Company. Presented at the SMA Conference, Houston, TX.
- Morse, A.** (2011). Fundraising and development: A formative assessment. Presented at the CSRI Conference, Chapel Hill, NC.
- Love, A., **Morse, A.**, & Ruihley, B. (2011). Understanding sport volunteers' experiences: A critical incident approach. Presented at the Southern Sport Management Conference, Troy, AL.
- Kim, S. & **Morse, A.** (2010). A qualitative analysis of youth marketing in the National Football League. Presented at the SMA Conference, New Orleans, LA.
- McEvoy, C., **Morse, A.**, & Shapiro, S. (2010). An analysis of the factors influencing revenue production in college athletics. Presented at the CSRI Conference, Chapel Hill, NC.
- Morse, A.** & Stotlar, D. (2009). Perceptions of ticket pricing in Major League Baseball: A case study on the Colorado Rockies. Presented at the SMA Conference, Cleveland, OH.
- Morse, A.** & Love, A. (2009). Academic Progress Rates and their relationship to on-court success in NCAA division I men's and women's basketball. Presented at the CSRI Conference, Chapel Hill, NC.
- Love, A., Hardin, R., Koo, G.Y., **Morse, A.** (2009). Mediating effects of satisfaction on the relationship between motivation and behavioral intentions for volunteers at a PGA TOUR event. Presented at the NASSM Conference, Columbia, SC.

### **Refereed Abstracts/Conference Presentations (Continued)**

- Kim, S., Wang, J., **Morse, A.** (2008). Profiling golfers on the basis of innovativeness: Cluster analysis verse diffusion theory. Presented at the NASSM Conference, Toronto, CN.
- Shapiro, S., Drayer, J., Dwyer, B., **Morse, A.** (2008). Punching a ticket to the big dance: Determinants and financial implications of at-large selection to the NCAA Division I men's basketball tournament. Presented at the Issues in College Sport Symposium, Memphis, TN.
- Drayer, J., **Morse, A.**, Shapiro, S., Dwyer, B., White, J. (2007). Assessing the impact of fantasy football participation on consumption behavior. Presented at the SMA Conference, Pittsburgh, PA.
- Min, S., **Morse, A.**, Kim, S. (2007). An empirical analysis of the effectiveness of World Wrestling Entertainment marketing strategies. Poster presented at the 2007 NASSM Conference, Fort Lauderdale, FL.
- Shapiro, S. & **Morse, A.** (2007). Ancillary price determination in Major League Baseball: An empirical analysis. Presented at the 2007 NASSM Conference, Fort Lauderdale, FL.
- Morse, A.** & Shapiro, S. (2006) The effects of roster turnover on attendance in the National Basketball Association. Presented at the 2006 SMA Conference, Denver, CO.
- Wang, J., Shapiro, S., **Morse, A.**, Giannoulakis, C., Min, S., & Gray, D. (2006). Volunteer motivation in non-profit sporting events within Colorado. Presented at the 2006 SMA Conference, Denver, CO.
- McEvoy, C. & **Morse, A.** (2005). An investigation of the relationship between television broadcasting and game attendance. Presented at the 2005 SMA Conference, Tempe, AZ.

### **Invited Presentations**

- Morse, A.** & Romano, A. (2021). Future Trends in Sponsorship: Using eye tracking software to measure effectiveness of recall and recognition at live sporting events. Virtual Keynote presentation at the Taiwan Asian Association for Sport Management (TASSM) conference, Taipei, Taiwan.
- Morse, A.** (2019). How sport events interact with social media. Invited panelist for the International Sport Management Forum at National Taiwan Sport University (NTSU), Taoyuan City, Taiwan.
- Morse, A.** (2018). Financing collegiate athletics. Invited guest lecture at National Taiwan University (NTU), Taipei, Taiwan.
- Morse, A.** (2018). Financing collegiate athletics. Invited guest lecture at the National Taiwan Sport University (NTSU), Taoyuan City, Taiwan.
- Morse, A.** (2018). History of ticket sales in sport. Invited guest lecture at the National Taiwan Sport University (NTSU), Taoyuan City, Taiwan.

### Invited Presentations (Continued)

- Rhoads, J. & **Morse, A.** (2015). CLV and relationship marketing in the National Football League. Poster presented at the MSU College of Education 8th Annual Faculty/Student Research Forum, Mississippi State, MS.
- Morse, A.** (2013). Revenue generation in collegiate athletics. Keynote speaker at the 2013 Wayne State College Sport Management Symposium, Wayne, NE.
- Love, A., Hardin, R., Koo, G. Y., & **Morse, A.** (2009). Mediating effects of satisfaction on the relationship between motivation and behavioral intentions for volunteers at a PGA TOUR event. Poster presented at the MSU College of Education 2nd Annual Faculty/Student Research Forum, Mississippi State, MS.
- Love, A., & **Morse, A.** (2009). The Sport Industry and Sport Administration. Presentation given to the MSU MBA Association, Mississippi State, MS.
- Morse, A.** (2007). Major League Baseball fans' perception of variable ticket pricing in the Rocky Mountain Region. Poster presented at the 2007 University of Northern Colorado Research Days, Greeley, CO.
- Morse, A.** (2006). Everyone has a price: Ticketing trends in professional sports. Poster presented at the 2006 University of Northern Colorado Research Days, Greeley, CO.
- Drayer, J., Wang, J., **Morse, A.**, Shapiro, S., & Giannoulakis, C. (2006). *USA Taekwondo Research*. Presented at the 2006 Research and Statistics Colloquium at the University of Northern Colorado, Greeley, CO.

### Scholarly Activity In-Progress

- Morse, A.**, Trautgutt, A., Sellars, N., Mayer, K., DeSchriver, T. (Manuscript in-progress). Working title: Placement of sport management programs within institutions of higher learning. To be submitted to *Case Studies in Sport Management*.
- Hubbard, B. & **Morse, A.** (Manuscript in-progress). Working title: Collegiate recreation and students with disabilities: A case for adaptive programming.
- Paek, B. & **Morse, A.**, Sung, Y., & Jung, H. (Manuscript in-progress). Effects of social media engagement and perceived value on sport consumers' flourishing: An empirical model from regulatory engagement theory. To be submitted to *Sport Management Review*.
- Brannigan, K. & **Morse, A.\*** (Manuscript in-progress). An investigation of outsourcing ticket sales in division I college athletics. To be submitted to *The Qualitative Report*.
- Mondt, A., Schuetz, L., **Morse, A.\*\*\*** (Manuscript in-progress). Using Eye-Tracking to Understand Real-time Consumer Behaviors During Division I Basketball.

## External Funding

#BearsGiveBack Fundraising Campaign, pledges of \$900 (Spring 2022)  
NASSM Research Grant, Co-PI, Unfunded submission of \$2,000 (Summer 2022)  
Proctor & Gamble Higher Education Grant, Unfunded submission of \$10,000 (Fall 2021)  
NASSM Research Grant, Co-PI, Funded submission of \$1,650 (Summer 2021)  
Sport Administration Fund-raising donation of \$715.00 (Spring 2019)  
Korean Culture Research Support Grant for SMRI, Co-PI submission of \$1,600 (Spring 2019)

- Successfully awarded \$800 with \$800 matching from SES; totaling \$1,600

NIRSA Grant, PI/Advisor for submission of \$6,683 (Fall 2018)

- Successfully awarded \$2,000

Sport Administration Fund-raising donation of \$1,300.00 (Spring 2018)  
Sport Administration Fund-raising donation of \$260.00 (Summer 2014)  
#HailStateDay pledges of \$11,320.39 for the Department of Kinesiology (Spring 2014)  
#HailStateDay pledges of \$1,080.55 for the Sport Administration Program (Spring 2014)  
National College Athletic Association, Unfunded Grant Submission of \$10,000 (Spring 2014)  
Sport Administration Fund-raising pledges of \$1,320.75 (Summer 2013)  
TEAMS Conference, Service Grant of \$12,632 gift-in-kind (Fall 2012)  
Sport Administration Fund-raising pledges of \$2,715 (Summer 2012)  
adidas Group, Donation of \$220, gift-in-kind (Spring 2011)  
TEAMS Conference, Service Grant of \$5,745 gift-in-kind (Fall 2011)  
Fund-raising & Development Course, Donations of \$2,985 (2010-2011)  
Ford Motor Company, Donation of \$1,500 (Fall 2010)  
TEAMS Conference, Service Grant of \$10,210 gift-in-kind (Fall 2010)  
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2010)  
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2009)  
TEAMS Conference, Service Grant of \$8,103 gift-in-kind (Fall 2009)  
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2008)  
TEAMS Conference, Service Grant of \$10,742 gift-in-kind (Fall 2008)

## Internal Funding

Department of KiND Travel Fund of \$2,000 (Fall 2022)  
Provost Travel Award submission of \$1,500 awarded \$1,051.36 (Spring 2022)  
School of Sport and Exercise Science Research Grant of \$2000 (Summer 2021)  
School of Sport and Exercise Science Virtual Conference Fund of \$75 (Fall 2020)  
Assessment Mini-Grant Funded for \$2,287.29 (2019)  
School of Sport and Exercise Science Travel Fund of \$2,000 (Fall 2019)  
School of Sport and Exercise Science Travel Fund of \$2,000 (Fall 2018)  
Assessment Mini-Grant Unfunded Submission of \$2,259.52 (2018)  
School of Sport and Exercise Science Travel Fund of \$2,000 (Fall 2017)  
Provost Travel Grant, Unfunded Submission of \$2,007 (Fall 2017)  
School of Sport and Exercise Science Travel Fund of \$1,000 (Fall 2016)  
Office of Sponsored Programs SSI Unfunded Grant Submission of \$5,999 (Spring 2016)  
School of Sport and Exercise Science Travel Grant of \$1,063.88 (Fall 2015)  
Office of Research and Economic Development, Travel Grant of \$220 (Spring 2015)  
College of Education, Travel Grant \$220 (Spring 2015)  
Department of Kinesiology, Travel Grant \$220 (Spring 2015)  
Office of Research and Economic Development, Travel Grant of \$410 (Fall 2014)  
College of Education, Travel Grant \$410 (Fall 2014)  
Department of Kinesiology, Travel Grant \$410 (Fall 2014)  
Department of Kinesiology, Data Collection Grant \$743.61 (Spring 2014)

## **Internal Funding (Continued)**

Department of Kinesiology, Travel Grant \$667.50 (Spring 2014)

Office of Research and Economic Development, Travel Grant of \$450 (Fall 2013)

Office of Research and Economic Development, Travel Grant of \$750 (Fall 2009)

## **Higher Education Teaching**

The University of Northern Colorado – Greeley, Colorado (August 2015-Present)

*Full Professor – Graduate Faculty with Doctoral Research Endorsement (Present)*

*Associate Professor – Graduate Faculty with Doctoral Research Endorsement*

*Program Coordinator for M.S. and Ph.D. in Sport Administration (2016-Present)*

*Program Coordinator for M.S. Sport Administration Extended Campus (2016-Present)*

*Director of the Sport Marketing Research Institute (2016-Present)*

*Sport Administration Assessment Coordinator (2017-Present)*

*Program Coordinator, Founder, and Developer of the Sport Administration*

*B.S. Program (2017)*

Responsibilities include, but not limited to:

Undergraduate, Masters, and Doctoral advisement and mentorship

Curriculum development (development of syllabi, exams, and evaluation)

On-Campus Courses Taught:

SES 270 Introduction to Sport Management

SES 451 Sport Sales

SES 492 Undergraduate Internships

SES 551 Sport Sales

SES 570 Program Management

SES 576 Sport Promotions and Marketing

SES 622 Directed Individual Study

SES 650 Financial Management of Sport Organizations

SES 660 Personnel Management

SES 670 Sport in Higher Education

SES 671 Fundraising & Development in Sport

SES 675 Management of Sport Facilities and Equipment

SES 692 Graduate Internships

SES 694 Doctoral Seminar in Advanced Consumer Behavior

SES 705 Doctoral Seminar in Sport Administration

SES 755 Practicum in College Teaching

On-Campus Program Online Courses Taught:

SES 452-001 Sport in Film (undergraduate)

SES 576-900 Sport Promotions and Marketing

SES 622-900 Directed Individual Study

SES 671-900 Fundraising & Development in Sport

SES 688-900 Legal Aspects of Sport

SES 694-970 Sport in Film (graduate)

Extended-Campus Courses Taught Online:

SES 570 Program Management

SES 576 Sport Promotions and Marketing

SES 675 Management of Sport Facilities and Equipment

### **Higher Education Teaching (Continued)**

SES 671 Fundraising & Development in Sport  
SES 678 Event Development and Management  
SES 688 Legal Aspects of Sport  
SES 692 Graduate Internships

Mississippi State University - Starkville, Mississippi (August 2014-August 2015)

*Level II Associate Professor with Tenure*

*Co-Director of the Undergraduate Sport Studies Program*

*Co-Director of the Graduate Sport Administration Program*

Responsibilities include, but not limited to:

Undergraduate and graduate advisement

Curriculum development (development of syllabi, exams, and evaluation)

Courses Taught:

SS 8823/3103 Sport Sponsorship

SS 8803 Sport Law

SS 8710/4396 Sport Industry Internship

SS 4803 Seminar in Sport Studies

SS 4503/6503 Sport Promotion and Sales Management

KI 4990/6990 Special Topics in Sport Promotion and Sales Management

Mississippi State University - Starkville, Mississippi (August 2008-August 2014)

*Level II Assistant Professor*

*Co-Director of the undergraduate Sport Studies Program*

*Co-Director of the graduate Sport Administration Program*

Responsibilities include, but not limited to:

Undergraduate and graduate advisement

Curriculum development (development of syllabi, exams, and evaluation)

Courses Taught:

SS 8823/3103 Sport Sponsorship

SS 8803/3203 Sport Law

SS 8833/3403 Event and Facility Management

SS 8710/4396 Sport Industry Internship

SS 8213/4203 Funding of Sport

SS 4803 Seminar in Sport Studies

KI 4990/6990 Sport Promotion and Sales Management

KI 6990 Fundraising and Development

PE 8123 Sport Administration

PE 6990 Fiscal Implications of Sport Management

PE 4990/6990 Special Topics in Business of Fantasy Sports

PE 4990/6990 Special Topics in Sport in Higher Education

PE 4990 Special Topics in Senior Seminar: Research Foundations

PE 4990 Special Topics in Sport Sponsorship

PE 4990 Special Topics in Sport Management

## **Higher Education Teaching (Continued)**

August 2005-May 2008

University of Northern Colorado - Greeley, Colorado

*Teaching and Research Assistant*

Responsible for development of syllabi, lectures, exams, and evaluation for a variety of lecture-based and activity classes:

SES 461 Administration and Law

SES 153 Weight Training, SES 150 Walking and Jogging,

SES 146 Aerobics, SES 129 Downhill Skiing, SES 114 Golf

SES 111 Bowling, SES 101 Flag Football, SES 100 Basketball

Prepared and presented lectures for graduate level classes:

SES 650 Financial Management for Sport Organizations

SES 576 Sport Promotion and Marketing

SES 570 Program Management

June 2007-July 2007

AIMS Community College - Greeley, Colorado

*Golf Instructor*

## **Invited Guest Lectures – University of Northern Colorado**

SES 123 Introduction to Sport and Exercise Science (Fall 2018 & 2019)

- Introduction to Sport Management

## **Invited Guest Lectures – Mississippi State University**

EP 2013 Introduction to Exercise Science (Fall of 2008 – Spring of 2015)

- Introduction to Sport Management

KI 8303 Research Methods

- Introduction to Qualitative Research Methods (Fall 2013-2014)

## **Dissertation Committees – University of Northern Colorado**

Dissertation Committee Advisor for Betsey Hubbard, Sport Administration (2023-Present)

Dissertation Committee Advisor for Taylor Sawyer, Sport Administration (2022-Present)

Dissertation Committee Advisor for Yash Padhye, Sport Administration (2022-Present)

Dissertation Committee Advisor for Yohan Lee, Sport Administration (2021-Present)

Dissertation Committee Advisor for Alicia Romano, Sport Administration (2021-2023)

Dissertation Committee Advisor for Danny Garcia, Higher Ed/Student Affairs (2021-Present)

Dissertation Committee Advisor for David Shimokawa, Sport Administration (2020-Present)

Dissertation Committee Member for Tyler Hajek, Sport Administration (2020-Present)

Dissertation Committee Advisor for Bomin Paek, Sport Administration (2019-2022)

Dissertation Committee Advisor for Logan Schuetz, Sport Administration (2020-2022)

Dissertation Committee Advisor for Kyle Brannigan, Sport Administration (2020-2021)

Dissertation Committee Advisor for Brian Fowler, Sport Administration (2018-2021)

Dissertation Committee Advisor for Nicole Sellars, Sport Administration (2018-2021)

Dissertation Committee Advisor for Jacob Augustin, Sport Administration (2017-2021)

Dissertation Committee Member for Matthew Brinton, Higher Ed/Student Affairs (2017-2021)

Dissertation Committee Co-Advisor for Jay Martyn, Sport Administration (2018-2020)

Dissertation Committee Advisor for Sean Daly, Sport Administration (2016-2020)



### **Dissertation Committees – University of Northern Colorado (Continued)**

Dissertation Committee Advisor for Lei Ouyang, Sport Administration (2016-2020)  
Dissertation Committee Co-Advisor for Erin Patchett, Sport Administration (2017-2019)  
Dissertation Committee Faculty Rep for Drew Lail, Higher Ed/Student Affairs (2019)  
Dissertation Committee Advisor for Alex Traugutt, Sport Administration (2017-2018)  
Dissertation Committee Advisor for Jiyoung Park, Sport Administration (2017-2018)  
Dissertation Committee Member for Brittany Jacobs, Sport Administration (2017-2018)  
Dissertation Committee Advisor for Emily Must, Sport Administration (2016-2018)  
Dissertation Committee Advisor for Nicole Furuiye, Sport Administration (2016-2018)  
Dissertation Committee Advisor for Dean Ekeren, Sport Administration (2016-2017)  
Dissertation Committee Co-Advisor for Alex Rondon, Sport Administration (2016-2017)  
Dissertation Committee Member for Janet Howes, Sport Administration (2016)  
Dissertation Committee Advisor for Kerry Fischer, Sport Administration (2015-2019)

### **Dissertation Committee – Mississippi State University**

Dissertation Committee Member for Charrod Dodd, Economics (2009-2010)

### **Thesis Committee –University of Northern Colorado**

Thesis Committee Chair for Francisco Logan, Sport Administration (2023).

### **Thesis Committees – Mississippi State University**

Thesis Committee Chair for Sivas Vivekanandan, Sport Administration (2013-2014)  
Thesis Committee Chair for Julie Rhoads, Sport Administration (2013-2014)  
Thesis Committee Member for Young Ha Kim, Sport Administration (2013)  
Thesis Committee Member for Brandon Bolen, Economics (2012)  
Thesis Committee Chair for K.C. Mayer, Sport Administration (2011-2012)  
Thesis Committee Chair for Michael Grimes, Sport Administration (2010-2011)

### **Internal Mentorship**

Dean's Citation for Outstanding Dissertation: Alicia Romano (2023)  
Dean's Citation Award for Excellence: Alicia Romano (2023)  
Dean's Citation Award for Excellence: Yohan Lee (2023)  
UNC Research Celebration Advisor for Yohan Lee (2023)  
UNC Research Celebration Advisor for Alicia Romano (2023)  
UNC Research Celebration Advisor for Betsey Hubbard (2023)  
UNC Research Celebration Award Advisor for Finalist, Alicia Romano (2022)  
SMA Student Paper Award Winner, Advisor for Alicia Romano (2021)  
NHS Student Research Fund Advisor for Alicia Romano, submission of \$2,440 (Fall 2021)

- Successfully funded at \$500

Dean's Citation Award for Excellence: Brian Fowler (2021)  
Dean's Citation for Outstanding Dissertation Nominee: Brian Fowler (2021)  
Dean's Citation Award for Excellence: Nicole Sellars (2021)  
Dean's Citation for Outstanding Dissertation Nominee: Nicole Sellars (2021)  
NHS Student Research Fund Advisor for Bomin Paek, \$1,000 unfunded (Spring 2021)  
Dean's Citation for Outstanding Dissertation: Jay Martyn (2020)  
Dean's Citation Award for Excellence: Jay Martyn (2020)  
Dean's Citation for Outstanding Dissertation: Erin Patchett (2019)  
Dean's Citation Award for Excellence: Erin Patchett (2019)

### **Internal Mentorship (Continued)**

Research Excellence Award Winner- Graduate Social Sciences; Advisor (2019)

- Brian Fowler; Wage dispersion and team performance: An investigation of the National Basketball Association.

UNC Research Celebration Award Advisor for Finalist Bomin Paek (2019)

Daniels Fund Ethics Initiative Mentor (2019)

- 2 students mentored

Dean's Citation for Outstanding Dissertation: Alex Traugutt (2018)

Dean's Citation Award for Excellence: Alex Traugutt (2018)

UNC Research Celebration Advisor for Jiyoung Park (2018)

UNC Research Celebration Advisor for Alex Traugutt (2018)

UNC Research Celebration Award Advisor for Finalist, Jiyoung Park (2017)

UNC Research Celebration Award Advisor for Finalists Nicole Sellars, Alex Traugutt, and Jacob Augustin (2017)

UNC Research Celebration Award Advisor for Jacob Augustin and Alex Traugutt (2016)

Graduate Student Research Symposium Presentation Advisor for Sivas Vivekanandan (2015)

Research Award Program, Graduate Category Nomination for Sivas Vivekanandan (2015)

Research Award Program, Graduate Category Nomination for Sivas Vivekanandan (2014)

Faculty Representative for Sport Marketing Association Case Study Competition (2013)

- 1<sup>st</sup> Place Finish, Graduate Student Division, Albuquerque, New Mexico.

Supervised Directed Individual Studies: 24 undergraduates; 50 graduates (2008-Present)

Supervised Internships: 185 undergraduates; 76 graduates (2008-Present)

### **Sport Administration Program Development**

Co-developed, Online Sport Administration Masters program at Northern Colorado (2017)

Developed, Sport Administration Undergraduate program at Northern Colorado (2016)

Co-developed, Sport Administration Doctor of Philosophy at Mississippi State (2015)

Co-developed, Sport Studies Undergraduate program at Mississippi State (Summer 2008)

### **Doctoral Curriculum Development at the University of Northern Colorado (\*Co-Developed)**

SES 705 Seminar in Sport Marketing Research & Experimental Design I\* (Fall 2022)

SES 790 Seminar in Sport Consumer Behavior (Fall 2018)

### **Graduate Curriculum Development at the University of Northern Colorado (\*Co-Developed)**

SES 694 Special Topic: Revenue Generation in Sport\* (Fall 2022)

SES 551 Sport Sales (Fall 2020)

SES 625 Special Topics: Advanced Sport Sponsorships\* (Fall 2022)

SES 694 Special Topics: Sport in Film (Summer 2018)

SES 675 Fundraising & Development in Sport (Fall 2016)

### **Online Graduate Curriculum Development at the University of Northern Colorado**

SES 694-970 Special Topic: Sport in Film (Summer 2018)

SES 671-900 Fundraising & Development in Sport (Summer 2018)

SES 688-900 Legal Aspects of Sport Law Online Course (Spring 2018)

SES 576-900 Sport Promotion and Marketing Online Course (Spring 2017)

**Undergraduate Curriculum Development at the University of Northern Colorado**

SES 451 Sport Sales (Fall 2020)

Developed the approved curriculum and four-year plan for creation of the program (2016-2017)

SES 461 Sport Governance & Law (Fall 2016)

SES 478 Sport Marketing (Fall 2016)

**Online Undergraduate Curriculum Development at the University of Northern Colorado**

SES 452 Sport in Film (Fall 2020)

SES 498 Experimental Course: Sport in Film (Summer 2019)

**Doctoral Curriculum Development at Mississippi State University**

KI 8923 Doctoral Seminar in Sport Studies (2014-2015)

**Graduate Curriculum Development at Mississippi State University**

SS 6503 Sport Promotion and Sales Management

SS 8823 Sport Sponsorship

SS 8803 Sport Law

SS 8833 Event and Facility Management

SS 8710 Sport Industry Internship

SS 8213 Funding of Sport

KI 6990 Special Topics in Sport Promotion and Sales Management

KI 6990 Special Topics in Fundraising and Development

PE 8123 Sport Administration

PE 6990 Fiscal Implications of Sport Management

PE 6990 Special Topics in Business of Fantasy Sports

PE 6990 Special Topics in Sport in Higher Education

**Undergraduate Curriculum Development at Mississippi State University**

SS 3103 Sport Sponsorship

SS 3203 Sport Law

SS 3403 Event and Facility Management

SS 4203 Funding of Sport

SS 4396 Sport Industry Internship

SS 4503 Sport Promotion and Sales Management

SS 4803 Seminar in Sport Studies

PE 4990 Special Topics in Senior Seminar: Research Foundations

PE 4990 Special Topics in Business of Fantasy Sports

PE 4990 Special Topics in Sport in Higher Education

PE 4990 Special Topics in Sport Sponsorship

PE 4990 Special Topics in Sport Management

## **Editorial Board Member**

Sport Marketing Quarterly (2021-Present)

- 2 manuscripts reviewed as board member

Journal of Global Sport Management (2021-Present)

- 1 manuscript reviewed as board member

Journal of Issues in Intercollegiate Athletics (2013-Present)

- 19 manuscripts reviewed as board member
- 4 manuscripts reviewed for the 2018 Outstanding Journal Article of the Year Award

Case Studies in Sport Management (2012-Present)

- 17 manuscripts reviewed as board member
- 1 manuscript reviewed for Special Issue on Strategic Management in Sport Business
- 1 manuscript reviewed for Special Issue on Organizational Behavior in Sport Management (2018)

## **Special Editor for Sport Marketing Quarterly: Interviews Edited**

Nagel, M. (2017). Industry Insider: Donna Goldsmith. *Sport Marketing Quarterly*, 26(3), 127-129.

Nagel, M. (2017). Industry Insider: Jami Pardi. *Sport Marketing Quarterly*, 26(2), 61-62.

Nagel, M. (2017). Industry Insider: Bill Powell. *Sport Marketing Quarterly*, 26(1), 3-5.

Nagel, M., & Koesters, T. (2016). Industry Insider: Adam Lippard. *Sport Marketing Quarterly* 25(4), 135-137.

Nagel, M. (2016). Industry Insider: Nicholas Horbaczewski. *Sport Marketing Quarterly*, 25(3), 75-78.

Nagel, M. (2016). Industry Insider: Joyce Caron-Mercier. *Sport Marketing Quarterly*, 25(2), 75-78.

## **Ad Hoc Article Editor**

SAGE Open (2017)

- 1 article editorship
- Primary role as the Article Editor was to run the peer-review process. This entails more responsibility than serving as a traditional reviewer. Secured two reviewers, and then made the final decision on the paper after the reviews had been returned.

## **Ad Hoc Reviewer**

Journal of Sport Behavior (2021)

- 1 manuscript reviewed

International Journal of Sport Management and Marketing (2020)

- 2 manuscripts reviewed

International Journal of Sports Marketing and Sponsorship (2019)

- 1 manuscript reviewed

Journal of Sports Economics (2019)

- 1 manuscript reviewed

International Journal of Financial Studies (2018)

- 1 manuscript reviewed

SMQ Special Issue on Experimental Research in Sport Consumer Behavior (2018)

- 2 manuscripts reviewed

Journal of Intercollegiate Sport (2018)

- 1 manuscript reviewed

International Journal of Markets and Business Systems (2016)

- 1 manuscript reviewed

International Journal of Accounting and Finance (2016)

- 1 manuscript reviewed

International Journal of Sport Management and Marketing (2016)

- 1 manuscript reviewed

International Journal of Sport Management and Sponsorship (2014-2015)

- 3 manuscripts reviewed

CSSM Special Issue on Strategic Management in Sport Business (2014)

- 1 manuscript reviewed

Sport Management Review (2013-2014)

- 2 manuscripts reviewed

International Journal of Sport Communication (2013-2014)

- 2 manuscripts reviewed

International Journal of Sport Communication Special Issue on Twitter (2013)

- 1 manuscript reviewed

Journal of Issues in Intercollegiate Athletics (2008-2012)

- 2 manuscripts reviewed

## **Conference Abstract Reviewer**

College Sport Research Institute Conference (2019)

- 4 abstracts reviewed

College Sport Research Institute Conference (2018)

- 4 abstracts reviewed

College Sport Research Institute Conference (2017)

- 3 abstracts reviewed

SMA Conference (2016)

- 6 abstracts reviewed

SMA Conference (2015)

- 9 abstracts reviewed

NASSM Conference (2015)

- 2 abstracts reviewed

## **Conference Abstract Reviewer (Continued)**

- Southern Sport Management Conference (2014)
  - 8 abstracts reviewed
- College Sport Research Institute Conference (2014)
  - 4 abstracts reviewed
- Southern Sport Management Conference (2014)
  - 12 abstracts reviewed
- SMA Conference (2014)
  - 4 abstracts reviewed
- SMA Conference (2013)
  - 6 abstracts reviewed
- NASSM Conference (2011)
  - 3 abstracts reviewed
- College Sport Research Institute Conference (2011)
  - 6 abstracts reviewed
- College Sport Research Institute Conference (2010)
  - 6 abstracts reviewed

## **Book Review/Chapter Review**

- Sport Law by Sharp, L., Moorman, A., & Claussen, C. for Holcomb Hathaway (2012)
- Children Moving by Parker, et al. Reviewed and edited section in chapter on Creating a Learning Environment: Safety & Negligence (2023)

## **External Service**

- External Promotion to Full Professor Reviewer (2021)
  - 2 reviews
- External Promotion and Tenure Reviewer (2020)
  - 1 review
- External Promotion to Full Professor Reviewer (2019)
  - 1 review
- External review of proposed Ph.D. program for Northern Illinois University (2019)
- Sport Sales Workshop and Job Fair, Denver, CO (2019)
  - Moderator for Kroenke Sports VP Panel
- Sport Marketing Association
  - Vice President of Industry Affairs (Elected in 2015 to 2017)
    - Special Editor of SMQ, sponsorship sales, and executive council duties
    - Oversaw sponsorship sales totaling \$19,550 (2017)
    - Oversaw sponsorship sales totaling \$19,700 (2016)
    - Executive Board meeting in Boston in Fall 2017
    - Executive Board meeting in Boston in Spring 2017
    - Executive Board meeting in Indianapolis in Spring 2016
    - Executive Board meeting in Indianapolis in Fall 2016
    - Sport Marketing Quarterly, Editorial Board meeting in Indianapolis in Fall 2016
- North American Society of Sport Management
  - Student/Faculty Mentor Meeting (2012, 2014, 2016, 2017, 2019)
- External Promotion and Tenure Reviewer (2015)
  - 1 review

## **External Service (Continued)**

- North American Society of Sport Management
  - Student Research Paper Competition Reviewer (2015)
    - 4 papers reviewed
- North American Society of Sport Management
  - Nominating Committee, 2-year term (2012-2014)

## **Internal Service – University**

- Faculty Success Tips Panel; three panels (Fall 2023)
- New Faculty Orientation Panel: Teaching, Research, & Service (Fall 2023)
- Elected to Board of Athletic Control (2023-Present)
- Chair of External Program Review for Sport Administration (Spring 2022)
- Graduate School Graduation Banner Bearer (Spring 2022)
- Elected to Graduate Faculty Council (2020-2023)
  - Standards Sub-committee (2020-Present)
    - Graduate Faculty/Doctoral Research Endorsement Status Reviews
    - Dean's Citation Application Reviews
    - Dissertation Reviews for Outstanding Dissertation Award
- Elected to Faculty Senate (2019-2020)
  - Academic Policies Committee (2019-2020)
- Presidential Investiture: Graduate School Banner Bearer (2019)
- Daniels Fund Ethics Initiative Mentor (2019)
  - 2 students mentored
- Provost Taskforce: Academic Portfolio (2018-2019)
  - Sub-Committee: New and Expanded Academic Programs
- Elected to Graduate Faculty Council (2016-2019)
  - Standards Sub-committee: Vice Chair (2018-2019)
  - Standards Sub-committee (2016-2019)
    - Graduate Faculty/Doctoral Research Endorsement Status Reviews
    - Dean's Citation Application Reviews
    - Dissertation Reviews for Outstanding Dissertation Award
- University of Northern Colorado Athletic Department Recruiting (2012-2020)
- Applied Statistics and Research Methods search committee member (2016-2017)
- Honor Code Faculty Council Member (2014-2015)
- Mississippi State Athletic Department Recruiting (2008-2015)
- Appointed to the Athletic Council at Mississippi State University (2009-2010)

## **Internal Service – College**

- College of Natural and Health Sciences Policy & Procedures Committee (2016-2018)
  - Committee wrote policies & procedures for joint appointments within the college
  - Revised Tenure and Promotion policies & procedures within the college
- Foreign Language Education Department faculty search committee member (2012)
- Elected Chair of College of Education Diversity Council (2010-2012)
- Elected member of the College of Education Faculty Council (2008-2010)

## **Internal Service – Department/School**

Chair of the Sport Administration Assistant Professor search committee (2021-2022)  
Summer Transfer Student Orientation (2018-2021)  
Summer Freshman Orientation (2018-2019)  
Sport Administration Assessment Coordinator (2017-Present)  
Exhibitor booth at the SMA Conference, graduate recruiting (2017)  
Exhibitor booth at the ASMA Conference, graduate recruiting (2017)  
Founder and Co-developer of the Sport Administration Online-M.S. Program (2017)  
Founder and Developer of the Sport Administration B.S. Program (2017)  
Program Coordinator of Sport Administration Undergraduate Program (2017-Present)  
Program Coordinator of Sport Administration Graduate Programs (2016-Present)  
Program Coordinator of Sport Administration Extended Campus Program (2016-Present)  
Director of the Sport Marketing Research Institute (2016-Present)  
Exhibitor booth at the SMA Conference, graduate recruiting (2017)  
Exhibitor booth at the SMA Conference, graduate recruiting (2016)  
Exhibitor booth at the CSRI Conference, graduate recruiting (2016)  
Exhibitor booth at the Denver Outlaws Career Fair, Extended Campus recruiting (2016)  
Chair of the Sport Administration Assistant Professor search committee (2015-2016)  
Chair of the Sport Administration Assistant/Associate Professor search committee (2015-2016)  
School of Sport & Exercise Science Evaluation Committee (2015-2016)  
Group Leader, Department of Kinesiology Strategic Planning (2015)  
Department of Kinesiology Graduate Council (2014-2015)  
Department of Kinesiology Promotion and Tenure Committee (2014-2015)  
Chair of Public Relations Committee for Kinesiology (2010-2015)  
Co-Director, Sport Studies Program (2008-2015)  
Co-Director, Sport Administration Program (2008-2015)  
Department of Kinesiology Curriculum Committee (2008-2015)  
Department of Kinesiology Scholarship Committee (2008-2010)  
Department of Kinesiology Technology Committee (2008-2010)

## **Community Service**

American Legion Golf Tournament in Greeley, Colorado (2016)

- Consulting for organization of the tournament

Watch D.O.G.S. Program at Tozer Elementary in Windsor, Colorado (2015)

- Assisted in the classroom and provided additional security for the grounds

## **Professional Honors, Awards, and Nominations**

College of Natural and Health Sciences Faculty Research Mentor of the Year (2017-2018)

- Graduate Level Award Recipient; \$600 for Professional Development

Irvin Atly Jefcoat Award Nominee (2012)

- Advising Award

Hal Parker Faculty Award Recipient (2011)

- \$2,500 Teaching, Research, and Service Award



## **Professional Development – Consulting/Expert Contribution**

Sport Marketing Research Institute (SMRI) - University of Northern Colorado

Director of the Sport Marketing Research Institute (2016-Present)

- 1 proposal submitted & accepted with USA Swimming (Spring 2021)
- Consulted USA Rugby on a feasibility study grant (Fall 2019)
- Korean Culture Research Support Grant, Co-PI for submission (Spring 2019)
  - Successfully awarded \$700 with \$800 matching from SES; totaling \$1,500
- 2 Proposals submitted; 1 accepted by SBRNet (2019)
  - Project #1: \$720.00
- 1 Proposal submitted & accepted with Budweiser Events Center (2019)
- 1 Proposal submitted to SBRNet (2018)
- 3 Proposals submitted to the United States Olympic Committee (2016)

Center for Sport Marketing Innovation - University of Kansas

Affiliate Faculty Member (2022-Present)

Sport Consumer Research Lab - University of Arkansas

Advisory Board Member (2016-2022)

Research Consultant for Hong Kong Baptist University

Remuneration commensurate with consulting activities for research (2019)

Academic Consultant for the University of Northern Illinois

Remuneration commensurate with consulting activities for online teaching (2016)

Research Consultant for Temple University

Remuneration commensurate with consulting activities for research (2016)

United States Court of Appeals for The 9th Circuit, Case Nos. 09-cv-1967 CW/09-cv 3329 CW

NCAA, *Defendant-Appellant v. Edward O'Bannon* (2015)

Co-signatory, Brief of Amicus Curiae, invitation by Cotchett, Pitre & McCarthy

National Labor Relations Board, Case 13-RC-12135

Northwestern University and the College Athletes Players Association (2014)

Co-signatory, Brief of Amicus Curiae on invitation by the National Labor Relations Board

Learfield Sports Properties

Mississippi State University Bulldog Properties (2011-2015)

Coordinate student volunteers/interns

Mississippi State University Recreational Sports

Sponsorship Consultant for Adidas proposal (2011)

## **Professional Development – Consulting/Expert Contribution**

Sport Administration Research Center (SARC)

Co-Founder, Sport Administration Research Center (2008-2015)

Founder and Executive Director of the Sport Business Lab

Ford Motor Company (2010)

\$15,000 budget to create and implement a marketing plan

Professional Golf Association

Viking Classic Event Management Supplemental Support (2008-2010)

\$6,850 service grant

Mississippi Special Olympics for Area 6

Event/Personnel Management (2008-2015)

Assist with coordination of student volunteers who manage the event

Sport Marketing Research Institute (SMRI)

Co-Director of SMRI (Spring 2007-Spring 2008)

Active member (2005-2008)

Director of United States Olympic Committee Project (2007-2008)

\$15,000 contract involved 35 National Governing Bodies

Colorado State Athletics, traffic flow study (Fall, 2007)

Remuneration and perquisites included

Denver Nuggets, market researcher (Spring 2006, Spring 2007)

Remuneration and perquisites included

Colorado Avalanche, market researcher (Spring 2006, Spring 2007)

Remuneration and perquisites included

USOC, researcher and consultant (Spring 2007)

Remuneration included

Sport Business Research Network (SBRnet), Data consultant (Spring 2007)

Remuneration included

USA Taekwondo, market researcher and consultant (Summer 2006)

Travel and accommodations paid in full for onsite data collection

Sport Marketing Association Conference

Denver Conference, Director of VIP Services (Fall 2006)

## **Professional Development - Research Reports**

Budweiser Events Center Research (2019)

*Fan Experience at the Budweiser Events Center Research Report*

Ford Motor Company Project (2010)

*Social Networking/Marketing Consultant Report*

United States Olympic Committee Project (2007-2008)

*Market Data Reports for 35 National Governing Bodies*

USA Taekwondo National Governing Body Research Report (2006)

*On-site Membership Satisfaction Study at Junior National Taekwondo Championships*

### **Professional Development – Teaching and Learning Fair/Symposium Presentations**

Martyn, J. & **Morse, A.**\*\*\* (2019). Bringing the business of sport inside your classroom.  
Presented at the 2019 NASSM Conference in New Orleans, LA.

**Morse, A.** & Traugutt, A. (2017). Virtual Reality: From the sport marketing classroom to the sport marketing industry. Presented at the 2017 SMA Conference in Boston, MA.

Rondon-Azcarate, A. & **Morse, A.**\*\*\* (2017). Sport event management bid assignment.  
Presented at the 2017 NASSM Conference in Denver, CO.

**Morse, A.** & Love, A. (2014). Collaboratively teaching sport marketing across sport administration curriculum. Presented at the 2014 SMA Conference in Philadelphia, PA.

**Morse, A.** & Rye, M. (2014). Collaborative teaching in facility management across academic departments and within the community. Presented at the 2014 NASSM Conference Teaching and Learning Fair in Pittsburgh, PA.

### **Professional Development – Teaching and Learning Fairs/Symposiums Attended**

Sport Marketing Association Annual Conference (2022)  
Teaching and Learning Fair in Charlotte, North Carolina  
North American Society for Sport Management Annual Conference (2022)  
Teaching and Learning Fair in Atlanta, Georgia.  
North American Society for Sport Management Annual Conference (2019)  
Teaching and Learning Fair in New Orleans, Louisiana.  
Sport Marketing Association Annual Conference (2018)  
Teaching and Learning Fair in Dallas, Texas  
Sport Marketing Association Annual Conference (2017)  
Teaching and Learning Fair in Boston, Massachusetts  
North American Society for Sport Management Annual Conference (2017)  
Teaching and Learning Fair in Denver, Colorado.  
Sport Marketing Association Annual Conference (2016)  
Teaching and Learning Fair in Indianapolis, Indiana.  
North American Society for Sport Management Annual Conference (2016)  
Teaching and Learning Fair in Orlando, Florida.  
Sport Marketing Association Annual Conference (2015)  
Teaching and Learning Fair in Atlanta, Georgia.  
Sport Marketing Association Annual Conference (2014)  
Teaching and Learning Fair in Philadelphia, Pennsylvania.  
North American Society for Sport Management Annual Conference (2014)  
Teaching and Learning Fair in Pittsburgh, Pennsylvania.  
North American Society for Sport Management Annual Conference (2012)  
Teaching and Learning Fair in Seattle, Washington.  
Sport Marketing Association Annual Conference (2011)  
Teaching and Learning Symposium in Houston, Texas.  
Sport Marketing Association Annual Conference (2010)  
Teaching and Learning Fair in New Orleans, Louisiana.  
North American Society for Sport Management Annual Conference (2009)  
Teaching and Learning Fair in Columbia, South Carolina.

### **Professional Development – Conferences Attended Without Presentation**

American Kinesiology Association Annual Workshop - Leading through Times of Uncertainty:  
The Future of Higher Education, Work, and Kinesiology, Virtual (2021)  
Applied Sport Management Association Conference, Nashville, TN (2019)  
Sport Sales Workshop and Job Fair, Denver, CO (2019)

- Attended the workshop on Inside Ticket Sales and Job Fair with students

Sport Sales Workshop and Job Fair, Denver, CO (2018)

- Attended the workshop on Inside Ticket Sales and Job Fair with students

American Marketing Association Conference, San Francisco, CA (2017)

- Selected as a focus group participant for experiential learning in marketing

Sport Marketing Association Conference, Indianapolis, IN (2016)

- Attended the SMA Executive Board Meeting

North American Society for Sport Management Annual Conference, Orlando, FL (2016)

- Attended the CSSM Editorial Board Meeting

American Marketing Association Conference, Las Vegas, NV (2016)

- Selected as a focus group participant for marketing plans in education

Sport Marketing Association Conference, Albuquerque, NM (2013)

- Faculty Representative for the Graduate Case Study Competition

### **Professional Development –Fellowships**

American Kinesiology Association Leadership Institute Fellow (2024)

### **Professional Development - Workshops Attended On-campus**

Active Shooter Training (Fall 2023)  
College of Natural & Health Sciences DEI Day (Spring 2023)  
Level Up Engagement (gamification) Learning Community (Spring 2023)  
Using the Phish Alert Button - Report Suspicious Emails using Microsoft 365 (Fall 2022)  
Hiring Committee Equity, Diversity, and Inclusion Training (Fall 2021)  
Hiring Committee Bias Training (Fall 2021)  
Panopto Tools for Engagement Webinar (2021)  
Panopto Basics Webinar (2021)  
Introduction to Zoom Webinar (2020)  
Canvas: Updates (2020)  
Canvas: Working with the classroom template (2020)  
Strategic Enrollment and Student Success Lunch & Learn: Action Team 4 (2019)  
Strategic Enrollment and Student Success Lunch & Learn: Overall Strategy (2019)  
Outlook: Ways to Tame Your Inbox and Calendar (2018)  
Virtual Reality in the Classroom Workshop (2017)  
Digital Measures at UNC (2015)  
Grant Writing Workshop (2015)  
Using Google Analytics to Understand Your Website Visitors (2014)  
Using Rubrics in MyCourses (2014)  
How to Evaluate an Online Course (2014)  
Human Subjects Research Training (2008, 2010, 2012, 2013, 2014)  
Promotion and Tenure: Does Teaching Still Matter? (2012)  
Grant Writing II (2008)  
Introduction to SPSS 16 (2008)

### **Professional Development - Associations and Affiliations**

North American Society of Sport Management (NASSM)  
Sport Marketing Association (SMA)  
College Sport Research Institute (CSRI)  
American Kinesiology Association (AKA)  
American Marketing Association (AMA)  
Southeastern Conference Sport Educators Collaborative (SEC<sup>2</sup>)

### **Professional Development – Media Coverage**

WalletHub.com (Spring 2023)  
[Super Bowl Fun Facts-The Big Game By The Numbers](#)  
The Washington Post (Fall 2022)  
[The sports world loves Twitter. Will that love survive Elon Musk?](#)  
The Syracuse Post-Standard  
Interviewed about the impact of Covid19 on Intercollegiate Athletic Department budgets (Spring 2022)  
Bozeman Daily Chronicle  
Interviewed about salary equity publication (Spring 2020)  
USA Today  
Fundraising and Development interview with Thomas Schad (July 2019)  
WalletHub.com  
[2018's Best Baseball Cities: Ask the Experts](#) (October 2018)  
Tao of Sports Podcast - Sport Administration Education, Revenue Generation in Sport  
<http://www.sportstao.com/> (August 15, 2016)  
WalletHub.com  
[2015's Best & Worst Cities for Baseball Fans: Ask the Experts](#) (June 2, 2015)  
USA Today  
NCAA Basketball Tournament Dodges Conference Bias (March 16, 2010)  
Chicago Tribune  
Home TV Policy Aids Declining Hawks Interest Blackouts; Blackouts Hurt Expansion Of Fan Base (Archive for Thursday, September 27, 2007)

### **Professional Development – Courses Taken**

Mississippi State University  
EDF 9453 Introduction to Qualitative Research Education (Audited with Dr. Xu)

## **Experience in the Sport Industry**

May 2003-2004

Illinois State University - Normal, Illinois

*Athletic Marketing Graduate Assistant*

Sponsorship sales

Internal and external marketing and promotions

August 2001-July 2002

Lincoln Saltdogs Baseball - Lincoln, Nebraska

*Director of Group Sales*

Group ticket and picnic package sales

Lincoln Saltdogs sky suite rentals

University of Nebraska baseball sky suite rentals

August 2000-August 2001

Lincoln Saltdogs Baseball - Lincoln, Nebraska

*Ticket Account Executive*

Season ticket sales & group ticket sales

Picnic packages

Saltdogs sky suite rentals

May 2000-August 2000

Lincoln Lightning Indoor Football - Lincoln, Nebraska

*Internship-Assistant to the General Manager*

Sponsorship sales

Marketing and promotions

March 1999-August 1999

Denton Community Activities Committee - Denton, Nebraska

*I-80 Little League President and Tournament Director*

*Director of Baseball and Softball Operations*

## **Computer Skills**

Competency in computer programs includes, but is not limited to:

Qualtrics, SPSS 25, NVivo, SurveyMonkey, Blackboard, Canvas, Digital Measures,

Zoom, Microsoft Teams, Slate, URSA, OnBase, CAPP compliance, Power BI,

MyCourses/Banner, Microsoft Office, Google Analytics, Adobe, Facebook, LinkedIn,

Twitter

## **Educational Honors**

Denton Dollars for Scholars Scholarship Fund (1996-2000, 2003-2006)

Shapiro, S. & **Morse, A.** (Fall 2006). Ancillary price determination in

Major League Baseball: An empirical analysis. Poster presentation selected to represent the College of Natural and Health Sciences at the University of Northern Colorado's 2007 Student Research Celebration