

Matthew T. Brown

**Department of Sport and Entertainment Management
University of South Carolina
Associate Professor
Close-Hipp 759
(803) 777-3720**

Academic Preparation

University of Northern Colorado
Greeley, CO
Sport Administration
Doctor of Education; 1999

Western Illinois University
Macomb, IL
Sport Management
Master of Science, 1996

Truman State University
Kirksville, MO
Political Science, Area of Concentration: Business
Bachelor of Arts, 1992

Jefferson College
Hillsboro, MO
Political Science
Associate of Arts, 1990

Professional Work Experience

Professor and Chair
Department of Sport and Entertainment Management
University of South Carolina
Columbia, SC
January 2024 to present

Interim Director
School of Hotel and Tourism Management
University of South Carolina
Columbia, SC
June 2023 to May 2024

Associate Professor and Chair
Department of Sport and Entertainment Management
University of South Carolina
Columbia, SC
August 2013 to July 2020; July 2021 to December 2023

Interim Dean
College of Hospitality, Retail and Sport Management
University of South Carolina
Columbia, SC
August 2020 to June 2021

Associate Professor and Graduate Director
Department of Sport and Entertainment Management
University of South Carolina
Columbia, SC
August 2010 to July 2013

Associate Professor
Department of Sport and Entertainment Management
University of South Carolina
Columbia, SC
August 2005 to 2010

Associate Professor and Undergraduate Coordinator
Division of Sports Administration
Ohio University
Athens, OH
2004 - 2005

Assistant Professor and Undergraduate Coordinator
Division of Sports Administration
Ohio University
Athens, OH
September 2003 - 2004

Assistant Professor and Undergraduate Sport Industry Coordinator
Sports Administration and Facility Management; Physical Education and Sport Sciences
Ohio University
Athens, OH
September 1998 - 2003

Market Research Assistant
Major League Baseball All-Star Game
Denver, CO
Summer 1998

Research Advisor
Sport Marketing Research Institute
Greeley, CO
1997-1998

Teaching Assistant
University of Northern Colorado
Greeley, CO
1996-1998

Correspondent
Sports Business Daily
Denver, CO
1996-1998

Manager of Indoor Facilities and Tennis Professional
Boulder Country Club
Boulder, CO
1996-1997

Assistant Athletic Director
Simpson College
Indianola, IA
1994-1995

Graduate Assistant, Campus Recreation
Western Illinois University
Macomb, IL
1993-1994

Assistant Men's and Women's Tennis Coach
Truman State University
Kirksville, MO
1990-1992

Assistant Tennis Professional
Norwood Hills Country Club
St. Louis, MO
Summer 1990

Tennis Professional
Sunset Tennis Center
Sunset Hills, MO
1988-1994

Scholarly and Creative Accomplishments

Publications

Refereed Publications

- *Gong, H., Watanabe, N.M., Soebbing, B., Brown, M.T., & Nagel, M.S. (2022). Exploring tanking strategies in the NBA: An empirical analysis of resting healthy players. *Sport Management Review*, 25:3, 546-566, DOI: 10.1080/14413523.2021.1970972
- *Gong, H., Watanabe, N.M., Soebbing, B., Brown, M.T., & Nagel, M.S. (2021). Do consumer perceptions of tanking impact attendance at National Basketball Association games? A sentiment analysis approach. *Journal of Sport Management*, 35, 254-265. DOI: 10.1123/jsm.2020-0274
- *Evans, K., Shapiro, S., & Brown, M.T. (2020). External congruence factors contributing to sport sponsorship recall in pest control, pizza, and apparel categories. *International Journal of Sport Management*, 21, 131-150.
- *Horne, E., & Brown, M.T., (2019). The retention of adult sport participants: The challenge of player ratings. *Journal of Applied Sport Management*, 11, 24-35.
- *Gong, H., Watanabe, N.M., Brown, M.T., & Nagel, M.S. (2019). The impact of the Chinese Basketball Association's Asian-born player policy on competitive balance. *Journal of Global Sport Management*, 4(2), 128-148.
- Koesters, T.C., Brown, M.T., & Nagel, M.S. (2017). Defending your sponsorship: The outlawing of "Paid Patriotism". *Sport Marketing Quarterly*, 26, 121-124.
- Blair, J., Titlebaum, P., Brown, M.T., & Dick, R. (2016). Learn what the luxury suite customer wants. *Applied Research in Coaching and Athletics Annual*, 31, 224-248.
- Koesters, T.C., Brown, M.T., & Grady, J. (2015). You agreed to what? Implications of past agreements between donors and athletic support groups. *Sport Marketing Quarterly*, 24, 67-69.
- Bernthal, M.J., Koesters, T.C., Ballouli, K., & Brown, M.T. (2015). Motivations and fan engagement related to professional bass fishing spectatorship. *Sport Marketing Quarterly*, 24, 6-18.
- Brown, M.T., & Koesters, T. (2014). Beware of flying hotdogs: Inherent or unreasonable risks? *Sport Marketing Quarterly*, 23, 47-49.

Titlebaum, P., Gillentine, A., Brown, M.T., Miller, J., Koesters, T., & D'Amico, J. (2014). Sponsorship activation in professional sport. *International Journal of Sport Management*, 15(2), 239-256.

Rascher, D.A., Brown, M.T., Nagel, M.S., & McEvoy, C.D. (2012). Financial risk management: The role of a new stadium in minimizing the variation in franchise revenues. *Journal of Sport Economics*, 13(4), 431-450.

Rascher, D., Nagel, M., Brown, M., & McEvoy, C. (2011, September). Free-Ride, Take it Easy: An Empirical Analysis of Adverse Incentives Caused by Revenue Sharing. *Journal of Sport Management*, 25(5), 373-390.

Brown, M. & Nagel, M. (2010, September). Public recreation facility financing trends: Taxpayer backlash causes new models to emerge. *Journal of Venue and Event Management*, 2(1), 29-36.

Nagel, M. S., & Brown, M. T. (2009). The business of Japanese baseball. *Asian Sport Management Review*, 3(1), 2-25.

Rascher, D. A., Brown, M. T., Nagel, M. S., & McEvoy, C. D. (2009). Where did National Hockey League fans go during the 2004-2005 lockout? An analysis of economic competition between leagues. *International Journal of Sport Management and Marketing*, 5(1/2), 183-195.

Brown, M.T., Zuefle, D.M., & Batista, P.J. (2007). Will the real 12th man please stand up? Texas A&M and Seattle Seahawks settle dispute over right to identify fans as "12th Man." *Sport Marketing Quarterly*, 16, 115-117.

Rascher, D. A., McEvoy, C. D., Nagel, M. S., & Brown, M. T. (2007). Optimal variable ticket pricing in Major League Baseball. *Journal of Sport Management*, 21, 407-437.

Brown, M. T., Rascher, D. A., McEvoy, C. D., & Nagel, M. S. (2007). Treatment of travel expenses by golf course patrons: Sunk or bundled costs and the third law of demand. *International Journal of Sport Finance*, 2, 45-53.

Nagel, M. S., Brown, M. T., Rascher, D. A., & McEvoy, C. D. (2007). Major League Baseball anti-trust immunity: Examining the legal and financial implications of relocation rules. *Entertainment and Sport Law Journal*, 4(3), 1-14.

Brown, M.T., & Rascher, D., & Ward, W. (2006). The use of public funds for private benefit: An examination of the relationship between public stadium funding and ticket prices in the National Football League. *International Journal of Sport Finance*, 1, 109-118.

McEvoy, C.D., Nagel, M.S., DeSchriver, T.D., & Brown, M.T. (2005). Facility age and attendance in Major League Baseball. *Sport Management Review*, 8(1), 19-41.

Brown, M., Nagel, M., McEvoy, C., & Rascher, D. (2004, December). Revenue and Wealth Maximization in the National Football League: The Impact of Stadia. *Sport Marketing Quarterly*, 13(4), 227-235.

Brown, M. (2003, March). An Analysis of On-line Marketing in the Sport Industry: User Activity, Communication Objectives, and Perceived Benefits. *Sport Marketing Quarterly*, 12(1), 48-55.

Brown, M., Kreutzer, A. (2002, December). Reducing Risk in Promotion: The Incorporation of Risk Management Principles by Sport Marketers. *Sport Marketing Quarterly*, 11(4), 252-254.

Brown, M., Daughtrey, C., & Sawyer, L. (2001, October). Application of the Goldstein Model to Public Sport Venue Management Decisions. *International Journal of Sport Management*, 2(4), 330-344.

Brown, M. (1998, January). An Examination of the Content of Official Major League Baseball Team Sites on the World Wide Web. *Cyber-Journal of Sport Marketing*, 2(1), 1-20.

Reviewed Publications

Titlebaum, P., Blair, J., Brown, M.T., & Dick, R. (2012, Winter). Survey says ... *SEAT*, 40-41.

Nagel, M., Rascher, D.A., Brown, M., & McEvoy, C.D. (2005). Collective bargaining. In *Berkshire encyclopedia of world sport* (Vol. 1, pp. 335-339). Great Barrington, MA: Berkshire Publishing Group.

Nagel, M., & Brown, M. (2002, April 22). National Football League Finance: The Impact of New Facilities. *Sports Economics Perspectives*, 1(2). Available: <http://www.sportseconomics.com>.

Brown, M., & Kreutzer, A. (2001, December 24-30). Mason Led the Way in Training Sport Execs. *Sports Business Journal*, 4(36), 28-29.

Book Reviews

Brown, M.T. (2004, July). Sport Facility Management: Organizing Events and Mitigating Risks. *Journal of Sport Management*, 18(3), 296-298.

Books

Brown, M.T., Rascher, D.A., Nagel, M.S., & McEvoy, C.D. (2021). *Financial management in the sport industry* (3rd Ed.). New York: Routledge.

Brown, M.T., Rascher, D.A., Nagel, M.S., & McEvoy, C.D. (2016). *Financial management in the sport industry* (2nd Ed.). Scottsdale, AZ: Holcomb Hathaway.

Brown, M.T., Rascher, D.A., Nagel, M.S., & McEvoy, C.D. (2010). *Financial management in the sport industry*. Scottsdale, AZ: Holcomb Hathaway.

Brown, M.T. (Ed.). (2000). *Financial administration of sport facilities and programs*. North Chelmsford, MA: Anthology Pro.

Book Chapters

Brown, M.T. (2015). Sport finance. In M. Nagel & R. Southall (Eds.), *Introduction to sport management* (2nd Ed.). Dubuque, IA: Kendall Hunt.

Nagel, M. S., & Brown, M. T. (2015). North American professional sports: Creating a competitive balance. In J.W. Lee & R. Hardin *Policy and governance in sport: Issues, organizations, and practical application* (pp. 71-88). Durham, NC: Carolina Academic Press.

Brown, M.T. (2015). An Introduction to Sport Economics. In A. Gillentine & R. B. Crow (Eds.), *Foundations of Sport Management* (3rd Ed.). Morgantown, WV: Fitness Information Technology.

Brown, M. (2010). Sport finance. In M. Nagel & R. Southall (Eds.), *Introduction to sport management* (pp. 275-304). Dubuque, IA: Kendall Hunt.

Nagel, M. S., & Brown, M. T. (2010). World Baseball Classic: Major League Baseball attempts to build its brand internationally. In J. W. Lee (Ed.), *Branded* (pp.113-126). Durham, NC: Carolina Academic Press.

Nagel, M. S., Brown, M. T., Rascher, D. A., & McEvoy, C. D. (2010). Expanding global consumer market for American sports: The World Baseball Classic. In C. Santo, & G. Mildner (Eds.), *Sport and public policy* (pp. 215-229). Champaign, IL: Human Kinetics.

Brown, M.T., & Zuefle, D.M. (2009). An Introduction to Sport Economics. In A. Gillentine & R. B. Crow (Eds.), *Foundations of Sport Management* (2nd Ed.). Morgantown, WV: Fitness Information Technology.

Ammon, R., & Brown, M. (2007). Risk management process. In D. Cotten & J. Wolohan (Eds.), *Law for recreation and sport managers* (4th ed., pp. 288-300). Dubuque, IA: Kendall/Hunt Publishing Company.

Brown, M., & Zuefle, D.M. (2005). Sport economics. In A. Gillentine & B. Crow (Eds.), *Foundations of sport management* (pp. 55-66). Morgantown, WV: Fitness Information Technology.

Brown, M. (2003). Risk Identification and Reduction. In Cotten, D., & Wolohan, J. (Eds.), *Law for Recreation and Sport Managers* (3rd ed.). Dubuque, IA: Kendall/Hunt Publishing Company.

Brown, M.T., Nagel, M.S., & Rascher, D.A. (2003). The Role of Stadia in the USA: Wealth Maximization in the National Football League. In Trosien, G., & Dinkel, M. (Eds.), *Grenzen des Sportkonsums* (pp. 184-192). Heidelberg, Germany: SRH Learnlife AG.

Brown, M. (2002). Web-based Sport Marketing. In Pitts, B.G., & Stotlar, D.K., *Fundamentals of Sport Marketing* (2nd ed.) (pp. 301-326). Morgantown, WV: Fitness Information Technology.

Brown, M. (2001). Risk Identification and Reduction. In Cotten, D., Wolohan, J., & Wilde, J. (Eds.), *Law for Recreation and Sport Managers* (2nd ed.) (pp. 279-291). Dubuque, IA: Kendall/Hunt Publishing Company.

Reports

Ballouli, K., Brown, M, Koesters, T. (2015). An internal and external marketing audit of current consumers, prospect audiences, and industry trends related to camping services at Patriots Point and USS Yorktown. Report completed for the Patriots Point Naval & Maritime Museum.

Harrill, R., Ballouli, K., & Brown, M. (2015). A comprehensive visitor profile, economic impact and destination image study for Patriot's Point and the USS Yorktown. Report completed for the Patriots Point Naval & Maritime Museum.

Harrill, R., Ballouli, K., Brown, M., & Li, R. (2014). A comprehensive visitor profile, economic impact and destination image study for Patriot's Point and the USS Yorktown. Report completed for the Patriots Point Naval & Maritime Museum.

Harrill, R., Ballouli, K., Brown, M., & Li, R. (2013). A comprehensive visitor profile, economic impact and destination image study for Patriot's Point and the USS Yorktown. Report completed for the Patriots Point Naval & Maritime Museum.

Harrill, R., Brown, M., Nagel, M., & Li, R. (2013). Development of a comprehensive and systematic plan for management, branding, and sustainability of South Carolina's four national byways. Report completed for the South Carolina National Heritage Corridor.

Gillentine, A., Regan, T., Brown, M., & Koesters, T. (2013). A market assessment of the Carolina Panthers. Report completed for Moore & Van Allen PLLC.

Bernthal, M., Brown, M., & Harrill, R. (2011). Lutheran music program marketing research. Report completed for the Lutheran Summer Music Academy & Festival.

Brown, M. (2010). Economic sector analysis. Report completed for the Center for Exhibition Industry Research's *7th Annual CEIR Index*.

Brown, M., Bernthal, M., & Nagel, M. (2009). Analysis of the International Association of Assembly Managers Live Nation/Ticketmaster Proposed Merger Survey. Report completed for the IAAM.

Brown, M. (2009). Economic sector analysis. Report completed for the Center for Exhibition Industry Research's *6th Annual CEIR Index*.

Brown, M. (2008). Economic sector analysis. Report completed for the Center for Exhibition Industry Research's *5th Annual CEIR Index*.

Brown, M. T., & Nagel, M. S. (2008). Historical analysis of raceways in North America. Project completed for NASCAR. Report completed for SportsEconomics.

Regan, T., & Brown, M. (2006). Valuation of Columbia Inferno Hockey. Report Completed for Columbia Hockey, LLC.

Brown, M. (2006). Measuring sponsorship return on investment: A need for quantitative analysis. Report completed for the College of Hospitality, Retail and Sport Management, University of South Carolina.

Brown, M. (2003). The Economic Impact of the Golf Course Industry on the State of Ohio. Report completed for the Ohio Golf Course Owners Association.

Daughtrey, C. & Brown, M. (1998). United States Swimming: A Survey of Marketing Techniques. Report completed for United States Swimming.

Refereed Conference Proceedings

Shapiro, S. Gillentine, A., & Brown, M. (2022). Bridging the research-practice divide in sport management education. *30th European Sport Management Conference: Bridging Sport, Tourism & Leisure Management Book of Abstracts*, 468-470.

*Gong, H., Watanabe, N., Soebbing, B., & Brown, M.T. (2020). Resting healthy players and tanking in the NBA. *Proceedings of the North American Society for Sport Management*, 50.

*Gong, H., Watanabe, N., Brown, M., & Nagel, M. (2018). The impact of the Chinese Basketball Association's Asian-born player policy on competitive balance. *Proceedings of the North American Society for Sport Management*, 118-119.

*Evans, K., Shapiro, S., & Brown, M. (2018). External congruence and its effect on sport sponsorship recall. *Proceedings of the North American Society for Sport Management*, 363-364.

McEvoy, C., Bass, J., Brown, M., LeCrom, C., & Stoldt, C. (2017). Rewards and challenges in considering a transition from faculty into administration. *Proceedings of the North American Society for Sport Management*, 32.

Rascher, D., Nagel, M., & Brown, M. (2013). Should San Jose say “No Way” to the Oakland A’s? *Proceedings of the North American Society for Sport Management*, 28, 124-125.

Brown, M., & Gillentine, A. (2011, September). Underestimating Economic Impact: An Analysis of Overlooked Event Attendees. *Commitment in sport management: Book of abstracts*, 47-48.

Grady, J., Brown, M.T., Nurkin, A., & Gillentine, A. (2011, September). Olympic ambush marketing and new media. *Commitment in sport management: Book of abstracts*, 151-152.

Brown, M., & Miller, J. (2011). Implementing Title IX: policy analysis of changes to the Office of Civil Rights enforcement of the 1972 statute. *Proceedings of the 24th Annual Conference on Sport, Physical Activity, Recreation and Law*.

Rascher, D., Brown, M., Nagel, M., & McEvoy, C. (2010). Financial risk management: The role of a new stadium in minimizing the variation in franchise revenues. *Proceedings of the North American Society for Sport Management*, 25, 84-85.

Nagel, M. S., & Brown, M. T. (2009). Exporting the business of baseball: Global impact of the American sports business model. *Proceedings of the Asian Association for Sport Management Conference*, 4, 41-42.

McEvoy, C., DeSchriver, T.D., & Brown, M. (2009). Integrating moneyball into sport management curricula: Using simulation exercises to facilitate instruction on basic financial and economic theory and the impact of this theory on player operations in professional sport. *Proceedings of the North American Society for Sport Management*, 24, 96.

Nagel, M.S., O’Reilly, N., Dickson, G., Gerrard, B., Brown, M., Yeh, K. (2009). Turbulence in world markets: Implications for the future of globalization and sport finance. *Proceedings of the North American Society for Sport Management*, 24, 83.

Grady, J., Brown, M.T., Andrew, D.P.S., & Uecker Mercado, H. (2008). Analysis of factors influencing sport venue manager’ decision making in emergency situations involving spectators with disabilities. *16th EASM Conference Book of Abstracts*, 117-119.

Lawrence, H., Yiamouyiannis, A., Brown, M., & Moran, P. (2008). Enhancing student learning in sport management through applied research. *Proceedings of the North American Society for Sport Management*, 23, 335-336.

Rascher, D. A., Nagel, M. S., Brown, M. T., & McEvoy, C. D. (2007). Exploring the myth that a better seed in the NCAA men’s basketball tournament results in an ex ante higher payout. *Proceedings of the Sport Management Association of Australia and New Zealand Conference*, 13.

DeSchraver, T.D., Rascher, D., Mondello, M., & Brown, M. (2007). Teaching sport financial management: A resource and information sharing session. *Proceedings of the North American Society for Sport Management*, 22, 367.

Brown, M.T., Nagel, M.S., McEvoy, C.D. (2007). The impact of management reforms on financial health in the J.League. *Proceedings of the North American Society for Sport Management*, 22, 50-51.

McEvoy, C. D., Rascher, D. A., Brown, M. T., & Nagel, M. S. (2006). A team-by-team analysis of optimal variable ticket pricing in Major League Baseball. *Proceedings of the Sport Marketing Association*, 4, 71.

Nagel, M. S., Brown, M. T., Rascher, D. A., & McEvoy, C. D. (2006). Marketing Major League Baseball: Globalization and the World Baseball Classic. *Proceedings of the Asian Association of Sport Management*, 2, 172-173.

Brown, M. T., Nagel, M. S., Rascher, D. A., McEvoy, C. D. (2006). Treatment of travel costs as bundled by North American golf tourists. *Proceedings of the Asian Association of Sport Management*, 2, 129-130.

Brown, M.T., & Wright, A. (2006). An econometric analysis of wins and losses in basketball: An application to March Madness. *Proceedings of the North American Society for Sport Management*, 21, 27-28.

Brown, M., Rascher, D., McEvoy, C., & Nagel, M. (2005). Measuring sponsorship return on investment: A need for quantitative analysis. *Proceedings of the Sport Marketing Association*, 3, 68.

Rascher, D., Irwin, R., & Brown, M. (2005). Event marketing based on economic impact analysis. *Proceedings of the Sport Marketing Association*, 3, 79.

Brown, M., Rascher, D., & Nagel, M. (2005). Public funds for private benefit: Equity issues in sport stadia funding and the question of who really pays. *Proceedings of the North American Society for Sport Management*, 20.

Rascher, D., Nagel, M., Brown, M., McEvoy, C. (2005). Is free riding a problem in sports leagues?: Adverse incentives caused by revenue sharing. *Proceedings of the North American Society for Sport Management*, 20.

Rascher, D.A., Nagel, M.S., McEvoy, C.D., & Brown, M.T. (2004, November). Is Free Riding a Problem in Sports Leagues? Adverse Incentives Caused by Revenue Sharing. In Sport Management Association of Australia and New Zealand (Ed.), *10th Annual Sport Management Association of Australia and New Zealand Conference*. Melbourne, Australia: SMAANZ.

Nagel, M., McEvoy, C., Rascher, D., & Brown, M. (2004, November). Exploitation or Maximization of Revenues: The Use of Native Peoples as Mascots. In Sport Management Association of Australia and New Zealand (Ed.), *10th Annual Sport Management Association of Australia and New Zealand Conference*. Melbourne, Australia: SMAANZ.

Rascher, D.A., McEvoy, C.D., Nagel, M.S., & Brown, M.T. (2004, November). Variable Ticket Pricing in Major League Baseball. In Sport Marketing Association (Ed.), *SMA II Conference Program*. Memphis, TN: SMA.

Brown, M.T., Rascher, D.A., McEvoy, C.D., & Nagel, M.S. (2004, November). We've Traveled a Long Distance, Let's not Skimp: A Test of the Alchian-Allen Theorem. In Sport Marketing Association (Ed.), *SMA II Conference Program*. Memphis, TN: SMA.

Rascher, D.A., Nagel, M.S., McEvoy, C.D., & Brown, M.T. (2004, June). Variable Pricing in Baseball: Is it Worth It? In North American Society for Sport Management (Ed.), *19th Annual North American Society for Sport Management Conference Program Guide*. Slippery Rock, PA: NASSM.

Brown, M.T., Rascher, D.A., & McEvoy, C.D. (2004, June). Beyond the Economic Impact Study: Examining Economic Impact Data for Support of the Third Law of Demand. In North American Society for Sport Management (Ed.), *19th Annual North American Society for Sport Management Conference Program Guide*. Slippery Rock, PA: NASSM.

Brown, M.T., & Kreutzer, A.L. (2004, March). Getting Your Bell Rung: Risk Assessment and Management of On-campus Boxing. In Sport and Recreation Law Association (Ed.), *Seventeenth Annual Sport and Recreation Law Association Conference*. Wichita, KS: SRLA.

McEvoy, C.D., Nagel, M.S., Rascher, D.A., & Brown, M.T. (2004, March). Clarett v. NFL: Age Eligibility and Anti-trust Law in Professional Sports. In Sport and Recreation Law Association (Ed.), *Seventeenth Annual Sport and Recreation Law Association Conference*. Wichita, KS: SRLA.

Brown, M.T., Nagel, M.S., & Rascher, D.A. (2003, May). The Impact of Stadia on Wealth Maximization in the National Football League: To Build or Renovate? In North American Society for Sport Management (Ed.), *18th Annual North American Society for Sport Management Conference Program Guide*. Slippery Rock, PA: NASSM.

McEvoy, C.D., Nagel, M.S., DeSchriver, T., & Brown, M.T. (2003, May). The Relationship between Stadium Age and Attendance in Major League Baseball. In North American Society for Sport Management (Ed.), *18th Annual North American Society for Sport Management Conference Program Guide*. Slippery Rock, PA: NASSM.

Brown, M., & Kreutzer, A. (2003, March). Ohio[®] and the Paw. In The Society for the Study of Legal Aspects of Sport and Physical Activity (Ed.), *Sixteenth Annual Sport, Physical Education and Law Conference Program Guide*. Wichita, KS: SSLASPA.

Nagel, M., McEvoy, C., Brown, M., & Rascher, D. (2003, March). Major League Baseball Anti-trust Immunity: Examining the Financial Implications of Current Relocation Rules. In The Society for the Study of Legal Aspects of Sport and Physical

Activity (Ed.), *Sixteenth Annual Sport, Physical Education and Law Conference Program Guide*. Wichita, KS: SSLASPA.

Brown, M., & Nagel, M. (2002, September). Wealth Maximization in the National Football League: The Role of Stadia. In European Association for Sport Management (Ed.), *10th European Sport Management Congress: Future of Sport Management Proceedings*. Firenze: Italy: EASM.

Brown, M. & Nagel, M. (2002, September). The Size of the Sport Industry in the United States: Understanding the Methodologies. In European Association for Sport Management (Ed.), *10th European Sport Management Congress: Future of Sport Management Proceedings*. Firenze: Italy: EASM.

McEvoy, C., Nagel, M., & Brown, M. (2002, May). A Longitudinal Analysis of the Relationship Between New Stadium Construction and Attendance in Major League Baseball. In North American Society for Sport Management (Ed.), *17th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Brown, M., Nagel, M., & McEvoy, C. (2002, May). An Examination of the Effects of New Stadia on Local Revenue Development in the National Football League. In North American Society for Sport Management (Ed.), *17th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Brown, M.T., & Zuefle, D.M. (2001, June). An Evaluation of the National Association of Sports Commissions' Recommendations for Computation of Economic Impact. In North American Society for Sport Management (Ed.), *16th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Veltri, F. & Brown, M.T. (2001, June). A Content Analysis of Sport Retail Web Sites on the World Wide Web. In North American Society for Sport Management (Ed.), *16th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Brown, M. & Kreutzer, A. (2000, Summer). OHIO[®]. In Thomas Sawyer (Ed.), *Journal of Legal Aspects of Sport*. Terre Haute, IN: SSLASPA.

Kreutzer, A.L., & Brown, M.T. (2000, June). Core Business Content: Is there a need for inclusion in sport management curriculum. In North American Society for Sport Management (Ed.), *15th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Brown, M. & Kreutzer, A. (2000, March). OHIO[®]. In The Society for the Study of Legal Aspects of Sport and Physical Activity (Ed.), *Thirteenth Annual Sport, Physical Education and Law Conference Program Guide*. Terre Haute, IN: SSLASPA.

Daughtrey, C., Gillentine, A., & Brown, M. (2000, March). Marketing Swim Meets. In American Alliance for Health, Physical Education, Recreation, and Dance (Ed.), *Research Quarterly for Exercise and Sport*. Reston, VA: AAHPERD.

Brown, M. (2000, January). Internet Commerce: Analyzing Web Site Conversion Efficiency in the Sport Industry. In Sport Management Association of Australia and New Zealand (Ed.), *The Challenge: Sport Management Beyond 2000 - Conference Program for the Third International Sport Management Alliance Conference*. Sydney, NSW Australia: SMAANZ.

Kreutzer, A. & Brown, M. (2000, January). Sport Management or Sport Business: A Greater Need for Business Orientation? In Sport Management Association of Australia and New Zealand (Ed.), *The Challenge: Sport Management Beyond 2000 - Conference Program for the Third International Sport Management Alliance Conference*. Sydney, NSW Australia: SMAANZ.

Brown, M. (1999, June). An Analysis of Internet Marketing in the Sport Industry. In North American Society for Sport Management (Ed.), *14th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Brown, M. (1998, May). A Quasi-longitudinal Examination of the Content of Official Major League Baseball Team Sites on the World Wide Web. In North American Society for Sport Management (Ed.), *13th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Brown, M., Daughtrey, C., & Sawyer, L. (1997, May). The Goldstein Model: Does it Apply to Sport Venues? In North American Society for Sport Management (Ed.), *12th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Gray, D.P., Sharp, L., & Brown, M. (1997, May). A Review of Recent Government Regulation of the Tobacco Industry Advertising and Sponsorship and the Effects on Motorsports in the United States. In North American Society for Sport Management (Ed.), *12th Annual North American Society for Sport Management Conference Program Guide*. Fredericton, NB Canada: NASSM.

Presentations and Posters

Refereed Presentations

Stoldt, C., Kane, J., Baker, R., Andrew, D., & Brown, M. (2023). *Serving as an interim administrator: The good, the bad and sometimes the temporary*. Paper presented at the 2023 COSMA Conference in Tampa, FL.

Shapiro, S. Gillentine, A., & Brown, M. (2022). *Bridging the research-practice divide in sport management education*. Paper presented at the meeting of the European Association of Sport Management in Innsbruck, Austria.

*Gong, H., Watanabe, N., Soebbing, B., & Brown, M.T. (2020, May). *Resting healthy players and tanking in the NBA*. Paper presented at the meeting of the North American Society for Sport Management in San Diego, CA.

*Gong, H., Watanabe, N., Soebbing, B., Brown, M.T., & Nagel, M. (2020, February). *Load management and tanking in the NBA: An empirical analysis of teams resting healthy players*. Paper presented at the 2020 Eastern Economic Association Conference in Boston MA.

Nagel, M., & Brown, M. (2019, October). *Emerging legal issues in eSports*. Paper presented at the 2019 World Association of Sport Management Conference in Santiago, Chili.

Gillentine, A., Baker, B., & Brown, M. (2019, October). *Academic stakeholder alliances: A strategy to advance, broaden and enhance sport management academic programs*. Paper presented at the 2019 World Association of Sport Management Conference in Santiago, Chili.

*Gong, H., Watanabe, N., Soebbing, B., Brown, M.T., & Nagel, M. (2018, November). *The impact of consumer perceptions of tanking on National Basketball League attendance*. Paper presented at the 2018 Southern Economic Association Conference in Washington, D.C.

Evans, K., Shapiro, S., & Brown, M. (2018, October). *Controversial sponsors' influence on intent to purchase sport products*. Paper presented at the meeting of the Sport Marketing Association in Dallas, TX.

*Gong, H., Watanabe, N., Brown, M., & Nagel, M. (2018, June). *The impact of the Chinese Basketball Association's Asian-born player policy on competitive balance*. Paper presented at the meeting of the North American Society for Sport Management in Halifax, Nova Scotia.

*Evans, K., Shapiro, S., & Brown, M.T. (2018, June). *External congruence and its effect on sport sponsorship recall*. Paper presented at the meeting of the North American Society for Sport Management in Halifax, Nova Scotia.

*Evans, K., Brown, M.T. (2018, March). *A new approach to measuring sport sponsorship fit: Brand personality associations*. Paper presented at Sport, Entertainment, and Venues Tomorrow Conference in Columbia, SC.

McEvoy, C., Bass, J., Brown, M., LeCrom, C., & Stoldt, C. (2017, June). *Rewards and challenges in considering a transition from faculty into administration*. Paper presented at the meeting of the North American Society for Sport Management in Denver, CO.

Grady, J., Brown, M.T., & Gillentine, A. (2017, June). *Integrating undergraduate research into the sport management curriculum*. Paper presented at the meeting of the North American Society for Sport Management in Denver, CO.

Evans, K., & Brown, M. (2017, March). *Cutting through the clutter: Sport sponsorship congruency*. Paper presented at the Sport, Entertainment, and Venues Tomorrow Conference in Columbia, SC.

Rascher, D.A., Brown, M., & Nagel, M.S. (2016, June). *Financial valuation of a sporting goods retail store*. Paper presented at the meeting of the North American Society for Sport Management in Orlando, FL.

Rhee, Y., Nagel, M., Brown, M.T., & Connaughton, D. (2015, March). *An analysis of the structure and athletic background of the board of directors in aquatic sport national governing bodies in South Korea and the United States of America*. Paper presented at the Southern Sport Management Conference in Baton Rouge, LA.

Seifried, C., & Brown, M. (2014, April). *Preparing for grad school and beyond*. Paper presented at the annual College Sport Research Institute Conference in Columbia, SC.

Rascher, D., Nagel, M., & Brown, M. (2013, June). Should San Jose say “No Way” to the Oakland A’s? Paper presented at the meeting of the North American Society for Sport Management in Austin, TX.

Rascher, D., Agah, N. & Brown, M. (2012, July). *The value of a name: Do team names impact the amount and source of public financing*. Paper presented at the 87th annual Conference of the Western Economic Association International in San Francisco, CA.

Brown, M., & Gillentine, A. (2011, September). *Underestimating Economic Impact: An Analysis of Overlooked Event Attendees*. Paper presented at the 19th Conference of the European Association for Sport Management in Madrid, Spain.

Grady, J., Brown, M.T., Nurkin, A., & Gillentine, A. (2011, September). *Olympic ambush marketing and new media*. Paper presented at the 19th Conference of the European Association for Sport Management in Madrid, Spain.

Brown, M., & Miller, J. (2011, March). *Implementing Title IX: policy analysis of changes to the Office of Civil Rights enforcement of the 1972 statute*. Paper presented at the 24th Annual Conference on Sport, Physical Activity, Recreation and Law in Savannah, GA.

Rascher, D., Brown, M., Nagel, M., & McEvoy, C. (2010, June). *Financial risk management: The role of a new stadium in minimizing the variation in franchise revenues*. Paper presented at the meeting of the North American Society for Sport Management in Tampa, FL.

Nagel, M. S., & Brown, M. T. (2009, June). *Exporting the business of baseball: Global impact of the American sports business model*. Paper presented at the meeting of the Asian Association of Sport Management in Taipei City, Taiwan.

McEvoy, C., DeSchriver, T.D., & Brown, M. (2009, May). *Integrating moneyball into sport management curricula: Using simulation exercises to facilitate instruction on basic financial and economic theory and the impact of this theory on player operations in*

professional sport. Paper presented at the meeting of the North American Society for Sport Management in Columbia, SC.

Nagel, M.S., O'Reilly, N., Dickson, G., Gerrard, B., Brown, M., Yeh, K. (2009, May). *Turbulence in world markets: Implications for the future of globalization and sport finance*. Paper presented at the meeting of the North American Society for Sport Management in Columbia, SC.

Grady, J., Brown, M.T., Andrew, D.P.S., & Uecker Mercado, H. (2008, September). *Analysis of factors influencing sport venue manager' decision making in emergency situations involving spectators with disabilities*. Paper presented at the meeting of the European Association for Sport Management in Heidelberg, Germany.

Lawrence, H., Yiamouyiannis, A., Brown, M., & Moran, P. (2008, May). *Enhancing student learning in sport management through applied research*. Paper presented at the meeting of the North American Society for Sport Management in Toronto, Canada.

Rascher, D. A., Nagel, M. S., Brown, M. T., & McEvoy, C. D. (2007, November). *Exploring the myth that a better seed in the NCAA men's basketball tournament results in an ex ante higher payout*. Paper presented at the meeting of the Sport Management Association of Australia and New Zealand in Auckland, New Zealand.

DeSchraver, T.D., Rascher, D., Mondello, M., & Brown, M. (2007, June). *Teaching sport financial management: A resource and information sharing session*. Paper presented at the meeting of the North American Society for Sport Management in Ft. Lauderdale, FL.

Brown, M.T., Nagel, M.S., McEvoy, C.D. (2007, June). *The impact of management reforms on financial health in the J.League*. Paper presented at the meeting of the North American Society for Sport Management in Ft. Lauderdale, FL.

McEvoy, C. D., Rascher, D. A., Brown, M. T., & Nagel, M. S. (2006, November). *A team-by-team analysis of optimal variable ticket pricing in Major League Baseball*. Paper presented at the meeting of the Sport Marketing Association in Denver, CO.

Nagel, M. S., Brown, M. T., Rascher, D. A., & McEvoy, C. D. (2006, September). *Marketing Major League Baseball: Globalization and the World Baseball Classic*. Paper presented at the meeting of the Asian Association of Sport Management in Tokyo, Japan.

Brown, M. T., Nagel, M. S., Rascher, D. A., McEvoy, C. D. (2006, September). *Treatment of travel costs as bundled by North American golf tourists*. Paper presented at the meeting of the Asian Association of Sport Management in Tokyo, Japan.

Brown, M.T., & Wright, A. (2006, June). *An econometric analysis of wins and losses in basketball: An application to March Madness*. Paper presented at the meeting of the North American Society for Sport Management in Kansas City, MO.

Brown, M., Rascher, D., McEvoy, C., & Nagel, M. (2005, November). *Measuring sponsorship return on investment: A need for quantitative analysis*. Paper presented at the meeting of the Sport Marketing Association, Tempe, AZ.

Rascher, D., Irwin, R., & Brown, M. (2005, November). *Event marketing based on economic impact analysis*. Paper presented at the meeting of the Sport Marketing Association, Tempe, AZ.

Brown, M., Rascher, D., & Nagel, M. (2005, June). *Public funds for private benefit: Equity issues in sport stadia funding and the question of who really pays*. Paper presented at the meeting of the North American Society for Sport Management Conference, Regina, SK, Canada.

Rascher, D., Nagel, M., Brown, M., McEvoy, C. (2005, June). *Is free riding a problem in sports leagues?: Adverse incentives caused by revenue sharing*. Paper presented at the meeting of the North American Society for Sport Management Conference, Regina, SK, Canada.

Rascher, D.A., McEvoy, C.D., Nagel, M.S., & Brown, M.T. *Variable Ticket Pricing in Major League Baseball*. Sport Marketing Association Conference. November 2004.

Brown, M.T., Rascher, D.A., McEvoy, C.D., & Nagel, M.S. *We've Traveled a Long Distance, Let's not Skimp: A Test of the Alchian-Allen Theorem*. Sport Marketing Association Conference. November 2004.

Rascher, D.A., Nagel, M.S., McEvoy, C.D., & Brown, M.T. *Variable Pricing in Baseball: Is it Worth It?* North American Society for Sport Management Conference, Atlanta, GA. June 2004.

Brown, M.T., Rascher, D.A., & McEvoy, C.D. *Beyond the Economic Impact Study: Examining Economic Impact Data for Support of the Third Law of Demand*. North American Society for Sport Management Conference, Atlanta, GA. June 2004.

Brown, M.T., & Kreutzer, A.L. *Getting Your Bell Rung: Risk Assessment and Management of On-campus Boxing*. Sport and Recreation Law Association Conference, Las Vegas, NV. March 2004.

McEvoy, C.D., Nagel, M.S., Rascher, D.A., & Brown, M.T. *Clarett v. NFL: Age Eligibility and Anti-trust Law in Professional Sports*. Sport and Recreation Law Association Conference, Las Vegas, NV. March 2004.

Brown, M.T., Nagel, M.S., & Rascher, D.A. *The Impact of Stadia on Wealth Maximization in the National Football League: To Build or Renovate?* North American Society for Sport Management Conference, Ithaca, NY. May 2003.

McEvoy, C.D., Nagel, M.S., DeSchriver, T., & Brown, M.T. *The Relationship between Stadium Age and Attendance in Major League Baseball*. North American Society for Sport Management Conference, Ithaca, NY. May 2003.

Brown, M., & Kreutzer, A. *Ohio[®] and the Paw*. Sixteenth Annual Sport, Physical Education and Law Conference, Atlanta, GA. March 2003.

Nagel, M., McEvoy, C., Brown, M., & Rascher, D. *Major League Baseball Anti-trust Immunity: Examining the Financial Implications of Current Relocation Rules*. Sixteenth Annual Sport, Physical Education and Law Conference, Atlanta, GA. March 2003.

Brown, M., & Nagel, M. *Wealth Maximization in the National Football League: The Role of Stadia*. European Sport Management Congress: Future of Sport Management, Jyväskylä, Finland. September 2002.

Brown, M. & Nagel, M. *The Size of the Sport Industry in the United States: Understanding the Methodologies*. European Sport Management Congress: Future of Sport Management, Jyväskylä, Finland. September 2002.

McEvoy, C., Nagel, M., & Brown, M. *A Longitudinal Analysis of the Relationship Between New Stadium Construction and Attendance in Major League Baseball*. North American Society for Sport Management Conference, Canmore, Alberta, Canada. May 2002.

Brown, M., Nagel, M., & McEvoy, C. *An Examination of the Effects of New Stadia on Local Revenue Development in the National Football League*. North American Society for Sport Management Conference, Canmore, Alberta, Canada. May 2002.

Brown, M., & Kreutzer, A. *Risk Management: What Every Marketer Must Understand*. Fifteenth Annual Sport, Physical Education and Law Conference, Baylor, TX. March 2002.

Brown, M.T., & Zuefle, D.M. *An Evaluation of the National Association of Sports Commissions' Recommendations for Computation of Economic Impact*. North American Society for Sport Management Conference, Virginia Beach, VA. June 2001.

Veltri, F. & Brown, M.T. *A Content Analysis of Sport Retail Web Sites on the World Wide Web*. North American Society for Sport Management Conference, Virginia Beach, VA. June 2001.

Kreutzer, A.L., & Brown, M.T. *Core Business Content: Is there a need for inclusion in sport management curriculum*. North American Society for Sport Management Conference, Colorado Springs, CO. June 2000.

Brown, M. & Kreutzer, R. *OHIO[®]*. Thirteenth Annual Sport, Physical Education and Law Conference, Albuquerque, NM. March 2000.

Brown, M. *Internet Commerce: Analyzing Web Site Conversion Efficiency in the Sport Industry*. Third Sport Management Alliance Conference, Sydney, Australia. January 2000.

Kreutzer, A. & Brown, M. *Sport Management or Sport Business: A Greater Need for Business Orientation?* Third Sport Management Alliance Conference, Sydney, Australia. January 2000.

Brown, M. *An Analysis of Internet Marketing in the Sport Industry*. North American Society for Sport Management Conference, Vancouver, BC. June 1999.

Brown, M. *A Quasi-longitudinal Examination of the Content of Official Major League Baseball Team Sites on the World Wide Web*. North American Society for Sport Management Conference, Buffalo, New York. May 1998.

Brown, M., Daughtrey, C., & Sawyer, L. *The Goldstein Model: Does it Apply to Sport Venues?* North American Society for Sport Management Conference, San Antonio, Texas. May, 1997.

Gray, D.P., Sharp, L., & Brown, M. *A Review of Recent Government Regulation of the Tobacco Industry Advertising and Sponsorship and the Effects on Motorsports in the United States*. North American Society for Sport Management Conference, San Antonio, Texas. May 1997.

Refereed Posters

*Evans, K., Shapiro, S., & Brown, M. *External congruence and its effect on sport sponsorship recall*. 2018 North American Society for Sport Management Conference, Halifax, Nova Scotia. June 2018

*Evans, K., Ross, W.J., & Brown, M. *The influence of controversial sponsorships: Perceived fit and affect on consumer attitudes toward sport entities*. 2017 Sport Marketing Association Conference, Boston, MA. November, 2017.

*Horne, E., & Brown, M. *Recruitment and retention of adult sport participants: The challenge of player ratings*. 2016 North American Society for Sport Management Conference, Orlando, FL. June 2016.

Daughtrey, C., Gillentine, A., & Brown, M. *Marketing of Swim Meets*. AAHPERD 2000 National Convention & Exposition, Orlando, FL. March 2000.

Invited Presentations

Brown, M. T. (2021, May). *The new normal – Finance: Covid-19's impact on the sport industry*. Keynote presentation at the 2021 International E-Conference of Sport, Leisure, and Hospitality Management Conference, Taipei, Taiwan.

Grady, J., Brown, M., & Gillentine, A. (2017, October). *Integrating undergraduate research into the sport management curriculum*. Presented at Octoberbest, University of South Carolina, Columbia, SC.

Brown, M. T. (2016, May). *Redefining sport management in the post-millennial era*. Keynote presentation at the 2016 International Conference of Sport, Leisure, and Hospitality Management Conference, Taipei, Taiwan.

Gladden, J., Laird, C., Brown, M., Chin, L., Liptrap, T., & Stolt, C. (2015, February). *Stages of accreditation*. Presented at the Inaugural Commission on Sport Management Accreditation Conference, Philadelphia, PA.

Nagel, M., & Brown, M. (2009, April). *Importing the business of baseball to Japan*. Presented at the College of Hospitality, Retail and Sport Management Research Day, Columbia, SC.

Brown, M., Higgins, E., Hilley, M., Hulen, G., & Thewes, M. (2007, November). *Expectations and reality: Career paths of sport management graduates*. Presented at the International Conference on Sport and Entertainment Business, Columbia, SC.

Nagel, M., & Brown, M. (2007, November). *Where did National Hockey League fans go during the 2004-2005 lockout? An analysis of economic competition between leagues*. Paper presented at the International Conference on Sport and Entertainment Business, Columbia, SC.

Nagel, M. S., & Brown, M. T. (2006, November). *Globalization and the World Baseball Classic*. Paper presented at the International Conference on Sport and Entertainment Business, Columbia, SC.

McEvoy, C. D., Nagel, M. S., DeSchraver, T. D., & Brown, M. T. (2005, September). *Facility age and attendance in Major League Baseball: Examining the honeymoon effect*. Paper presented at the Korean International Sport Management Conference, Seoul, South Korea.

Brown, M.T. *Economic Impact: A Need for Change*. Colloquium, The Ohio State University, Columbus, Ohio. April 2005.

Brown, M.T., & Kreutzer, A. *Stadia and Finance: An Examination of the Financial Role of Stadia in Major League Baseball and the National Football League*. Colloquium, The Ohio State University, Columbus, Ohio. May 2003.

Brown, M., Ammon, R., Nagel, M., & Southall, R. *Going from the Educational Arena to the Professional Arena*. West Georgia Sport Marketing Sport Management Symposium, Carrollton, GA. February 2002.

Kreutzer, A., & Brown, M.T. *Curriculum Needs of Sport Management Programs*. Colloquium, The Ohio State University, Columbus, Ohio. May 2001.

Brown, M. *Curriculum Needs of Sport Management Programs*. Research Presentation, The University of Memphis, Memphis, TN. February 2001.

Bratman, R., Clark, R., Richey, V., & Brown, M.T. *New Paradigms for Success in Sports*. TEAMS 2000, Dallas, TX. October 2000.

Brown, M.T., Schumacher, D., & Snyder, K. *The Real Economic Impact of Sporting Events*. TEAMS 2000, Dallas, TX. October 2000.

Colvin, R., Pachino, R., Smoot, M., Solomon, A., & Brown, M.T. *The Internet for Event Organizers*. TEAMS 2000, Dallas, TX. October 2000.

Davis, M.P., Malnik, J., Samuels, D., & Brown, M.T. *How to Move a Team - Even on Short Notice*. TEAMS 2000, Dallas, TX. October 2000.

Brown, M. *An Analysis of On-Line Marketing Communication in the Sport Industry*. Colloquium, The Ohio State University, Columbus, Ohio. May 1999.

Grants

External Grants

Koesters, T., Brown, M., Shapiro, S., & Watanabe, N. (2019). Charlotte Hornets – Rate Card Study. Fully Funded: \$38,266. Charlotte Hornets.

Ballouli, K., Harrill, R., Brown, M.T. (2018). A Comprehensive Visitor Profile, Economic Impact, and Day Groups Study for Patriots Point and the USS Yorktown: Seasonal Data Collection. Fully Funded: \$25,000. Patriots Point Naval & Maritime Museum.

Brown, M., Oh, H., Curtis, W., & Hwang, Y. (2017). Global Sports Leadership Program. Not Funded: \$270,000. Korean Sports Promotion Foundation.

Ballouli, K., Harrill, R., Brown, M.T., & Koesters, T. (2015). An Internal and External Marketing Audit of Current Consumers, Prospect Audiences, and Industry Trends Related to Camping Services at Patriots Point and USS Yorktown. Fully Funded: \$28,000. Patriots Point Naval & Maritime Museum.

Shaomian, A., Brown, M.T., Heere, B., & Regan, T. (2015). Making Money II. Fully Funded: \$1,000. South Carolina Arts Commission.

Harrill, R., Ballouli, K., Brown, M.T., & Li, R. (2014). A Comprehensive Visitor Profile, Economic Impact and Destination Image Study for Patriot's Point and the USS Yorktown. Fully Funded: \$32,000. Patriots Point Naval & Maritime Museum.

Harrill, R., Li, R., Brown, M., & Ballouli, K. (2013). A Comprehensive Visitor Profile, Economic Impact and Destination Image Study for Patriots Point and the USS Yorktown. Fully Funded: \$32,000. Patriots Point Naval & Maritime Museum.

Harrill, R., Brown, M., Li, R., & Nagel, M. (2012). Development of a comprehensive and systematic plan for management, branding, and sustainability of South Carolina's four National Scenic Byways. Fully Funded: \$69,456. South Carolina Heritage Corridor and the Alfred P. Sloan Foundation.

Gillentine, A., Brown, M.T., Regan, T.H., & Koesters, T.C. (2012). A market assessment of the Carolina Panthers. Fully Funded: \$16,000. Moore & Van Allen PLLC.

Bernthal, M., Brown, M., & Harrill, R. (2011). Lutheran Music Program Marketing Research. Fully Funded: \$15,575. Lutheran Music Program. South Carolina Heritage Corridor and the Alfred P. Sloan Foundation.

Harrill, R., Oh, C., Li, R., Brown, M., Nagel, M., & Cardon, P. (2010) A development and economic impact study of the South Carolina National Heritage Corridor, including the Edgefield and Blackville discovery centers. Fully funded: \$99,000. South Carolina Heritage Corridor and the Alfred P. Sloan Foundation.

Harrill, R., Brown, M., Cardon, P., & Nagel, M. (2010). 7th CEIR Index. Fully Funded: \$46,000. Center for Exhibition Industry Research.

Brown, M., Mercado, H.U., Nagel, M., Roach, F., Grady, J., & Rascher, D. (2009). Industry investigation and economic impact analysis. Not funded: \$1,021,000. International Association of Assembly Managers.

Nagel, M. S., & Brown, M. T. (2009). Competition for live in-person attendance among sport and entertainment events in a local market. Not funded: \$5,000. North American Society for Sport Management.

Brown, M. (2009). An analysis of the business practices of the Chinese Professional Baseball League. Not funded: \$6,500. Taiwan Ministry of Education.

Brown, M., Bernthal, M., & Harrill, R. (2008). Cost effectiveness of exhibition participation. Fully funded: \$50,900. Center for Exhibition Industry Research and the Alfred P. Sloan Foundation.

Harrill, R., Brown, M. T., & Nagel, M. S. Marketing the exhibition industry to ages 20 to 40: Methods and strategies. Not funded: \$50,000. Submitted to the Center for Exhibition Industry Research.

Rascher, D.A., McEvoy, C.D., Nagel, M.S., & Brown, M.T. (2007). Optimal variable ticket pricing. Fall 2007. Not funded: \$430,500. Major League Baseball.

Graham, P.J., Brown, M., Regan, T., Harrill, R. (2006). A study of the sports tourism market in South Carolina. 3/2006 – 10/2006. Not funded: \$35,000. South Carolina Travel and Tourism Coalition.

Brown, M. (2003). Economic Impact Study – Ohio Golf Course Owners Association. Funded in part: \$2,000.

Internal Grants

Brown, M., Nagel, M., & Grady, J. (2009). The financial impact of US college sport on the training of Olympic athletes 9/2009. Funded in part: \$1,000. HRSM – International Travel Grant.

Grady, J. Brown, M., Andrew, D., Mercado, H. (2008). Analysis of factors influencing sport venue manager' decision making in emergency situations involving spectators with disabilities. 9/2008. Funded in part: \$1,250. HRSM – International Travel Grant.

Nagel, M.S., & Brown, M.T. (2007). A comparison of revenue generation activities between Nippon Professional Baseball and Major League Baseball teams. 8/2007 to 7/2009. Funded in whole: \$10,000. HRSM.

Grady, J., Andrew, D.P.S., Brown, M.T., & Mahoney, K. (2006). Identifying best practices in emergency procedures for people with disabilities in the sport and entertainment venue management industries. 7/2006 – 6/2007. Funded in part: \$5,044.95. HRSM.

Brown, M. (2005). Measuring sponsorship return on investment: A need for quantitative analysis. 12/2005 – 6/2006. Funded in part: \$2,150. HRSM.

Reese, J.T., & Brown, M. (2000). The Use of the Annual Georgia Southern Sport Management Conference for Undergraduate Teaching and Learning. Not funded: \$10,859.

Reese, J.T., Brown, M., & Kreutzer, A. (1999). The Use of Video Conferencing for Program Recruitment and Development. Funded in part: \$4,220.

Instruction and Advising

Courses Taught – University of South Carolina

SPTE 440 - Sport and Entertainment Business and Finance (Spring 2023)

SPTE 490 – Topic: Gameday Stadium Operations (Fall 2022)

SPTE 590 – Topic: The History of the Sport Business (Summer 2022)

SPTE 440 - Sport and Entertainment Business and Finance (Spring 2022)

SPTE 440 - Sport and Entertainment Business and Finance (Fall 2021)

SPTE 889 – Dissertation Preparation (Summer 2020)

SPTE 495 - Internship in Sport and Entertainment Management (Summer 2020)

SPTE 790 - Sport and Entertainment Finance (Spring 2020)

SPTE 790 - Sport and Entertainment Finance (Fall 2019)

SPTE 495 - Internship in Sport and Entertainment Management (Summer 2019)

SPTE 790 - Sport and Entertainment Finance (Spring 2019)

SPTE 790 - Sport and Entertainment Finance (Fall 2018)

SPTE 444 – Sport and Entertainment Event Management (Summer 2018)

SPTE 790 - Sport and Entertainment Finance (Spring 2018)

SPTE 790 - Sport and Entertainment Finance (Fall 2017)

SPTE 798 – Independent Study (Summer 2017)

SPTE 790 - Sport and Entertainment Finance (Spring 2017)

SPTE 790 - Sport and Entertainment Finance (Fall 2016)

SPTE 790 - Sport and Entertainment Finance (Spring 2016)

SPTE 201 – Introduction to Sport Management (Fall 2015)

SPTE 499 – Senior Thesis (Fall 2015)

SPTE 201 – Introduction to Sport Management (Spring 2015)

SPTE 440 - Sport and Entertainment Business and Finance (Fall 2014)

SPTE 746 – Risk and Security Management in Public Assembly Facilities (Fall 2013)

SPTE 798 – Independent Study (Fall 2013)

HRSM 788 – Applied Research in HRSM (Fall 2013)

HRSM 795 – Field Project in HRSM (Fall 2013)

SPTE 495 – Internship in Sport and Entertainment Management (Summer 2013)

SPTE 590M - Special Topics in Sport and Entertainment Management (Summer 2013)

SPTE 798 – Independent Study (Summer 2013)

HRSM 795 – Field Project in HRSM (Summer 2013)

SPTE 790 - Sport and Entertainment Finance (Spring 2013)

SPTE 798 – Independent Study (Spring 2013)

HRSM 795 – Field Project in HRSM (Spring 2013)

SPTE 790 - Sport and Entertainment Finance (Fall 2012)

SPTE 798 – Independent Study (Fall 2012)

HRSM 788 – Applied Research in HRSM (Fall 2012)

HRSM 795 – Field Project in HRSM (Fall 2012)

SPTE 495 – Internship in Sport and Entertainment Management (Summer 2012)

SPTE 590M - Special Topics in Sport and Entertainment Management (Summer 2012)

SPTE 590C – Quantitative Concepts in SPTE (Summer 2012)

SPTE 798 – Independent Study (Summer 2012)

HRSM 795 – Field Project in HRSM (Summer 2012)

SPTE 440 - Sport and Entertainment Business and Finance (Spring 2012)

SPTE 798 – Independent Study (Spring 2012)

SPTE 799 – Thesis Preparation (Spring 2012)

HRSM 795 – Field Project in HRSM (Spring 2012)

SPTE 580 - Business Principles in Sport Management (Fall 2011)

SPTE 790 – Sport and Entertainment Finance (Fall 2011)

SPTE 798 – Independent Study (Fall 2011)

HRSM 795 – Field Project in HRSM (Fall 2011)

SPTE 495 – Internship in Sport and Entertainment Management (Summer 2011)

SPTE 590M - Special Topics in Sport and Entertainment Management (Summer 2011)

SPTE 798 – Independent Study (Summer 2011)

HRSM 788 – Applied Research in HRSM (Summer 2011)

HRSM 795 – Field Project in HRSM (Summer 2011)

SPTE 440 - Sport and Entertainment Business and Finance (Spring 2011)

SPTE 570B – The European Model of Sport (Spring 2011)

SPTE 798 – Independent Study (Spring 2011)

HRSM 795 – Field Project in HRSM (Spring 2011)

SPTE 490C – Trends and Issues in Sport and Entertainment Management (Fall 2010)

SPTE 790 – Sport and Entertainment Finance (Fall 2010)

SPTE 495 – Internship in Sport and Entertainment Management (Summer 2010)

SPTE 590M - Special Topics in Sport and Entertainment Management (Summer 2010)

SPTE 440 – Sport and Entertainment Business and Finance (Spring 2010, two sections)

SPTE 440 – Sport and Entertainment Business and Finance (Fall 2009, two sections)

SPTE 495 – Internship in Sport and Entertainment Management (Summer 2009)

SPTE 590M - Special Topics in Sport and Entertainment Management (Summer 2009)

SPTE 440 – Sport and Entertainment Business and Finance (Spring 2009, two sections)

SPTE 440 – Sport and Entertainment Business and Finance (Fall 2008, two sections)

SPTE 490M – Special Topics in Sport and Entertainment Management (Summer 2008)

SPTE 580 – Business Principles in Athletic Management (Spring 2008)

SPTE 440 – Sport and Entertainment Business and Finance (Spring 2008)

SPTE 635 – Sport and Entertainment Event Development (Fall 2007)

SPTE 440 – Sport and Entertainment Business and Finance (Fall 2007)

SPTE 580 – Business Principles in Athletic Administration (Summer 2007)

SPTE 490M – Special Topics in Sport and Entertainment Management (Summer 2007)

SPTE 440 – Sport and Entertainment Business and Finance (Summer 2007)

SPTE 580 – Business Principles in Athletic Management (Spring 2007)

SPTE 440 – Sport and Entertainment Business and Finance (Spring 2007)

SPTE 635 – Sport and Entertainment Event Development (Fall 2006)

SPTE 440 – Sport and Entertainment Business and Finance (Fall 2006)

SPTE 580 – Business Principles in Athletic Administration (Summer 2006)

SPTE 440 – Sport and Entertainment Business and Finance (Summer 2006)

SPTE 580 – Business Principles in Athletic Administration (Spring 2006)

SPTE 110 – Sport in American Life (Spring 2006)

SPTE 635 – Sport and Entertainment Event Development (Fall 2005)

SPTE 110 – Sport in American Life (Fall 2005)

Courses Taught – Ohio University

SAFM 691 – Research Seminar

SAFM 670 – Financial Administration of Sport Facilities and Programs

SAFM 667 – Human Resource Management in Sport Organizations

SAFM 650 – Practicum

SAFM 647 – Athletic Fund Raising

PESS 624 – Risk Management in Athletics

PESS 430 – Sport Sponsorship and Licensing

PESS 425 – Financial Issues in Sport

PESS 412 – Sport Governance & Ethics
PESS 391 – Risk Management in Sport
PESS 350 – Independent Study
PESS 313 – Sport Club Management
PESS 261 – Practicum in Sport Science
PESS 201 – Introduction to Sport Industry

Papers, Theses, and Dissertations

Papers

Cavaco, I. (2002). *Reinventing Reebok: The road to recovery is traveled one deal at a time*. Advisor, Coaching Education Mentored Writing Experience.

Theses

Crowl, R. (2024). *Barriers to baseball: A Comprehensive Analysis of factors that Impact Contract Value in Major League Baseball*. Chair.

Garner, B. (2023). *Analyzing the Impact of Salary Discrepancies between Professional Sports Organizations*. Chair.

Aitchison, P. (2021). *Investigation on relationship between recruiting rankings and team performance of SEC teams in college football*. Chair.

Ayouni, A. (2021). *Developing a host volunteer program for 2022 FIFA World Cup: Challenges and opportunities*. Reader.

Lisson, M. (2020). *Boom or bust: An analysis of designated player spending and team performance in Major League Soccer*. Chair.

Rodgers, B. (2015). *The impact of analytics in the baseball industry*. Chair.

Iwashita, H. (2015). *Dynamic ticket pricing and attendance change in Major League Baseball*. Co-chair.

Rhee, Y. (2014). *An analysis of the structure and athletic background of the board of directors in aquatic sport national governing bodies in South Korea and the United States of America*. Second reader.

Li, X. (2013). *An analysis of the possibilities of applying the North American management model to most large-scale sports facilities in China*. Chair.

Horne, E. (2012). *Is the current United States Tennis Association's adult league system restrictive?* Chair.

Leaks, S. (2011). *Financial structure for soccer's World Cup stadiums*. Chair.

Pulte, K. (2011). *Major League Soccer: The sport and the league in America*. Second reader.

Meehan, M. (2010). *Public assembly facility funding: Current trends and future issues*. Chair.

Stoltmann, N. (2010). *The arms race: The growth of the business of college sport*. Chair.

Lee, N. (2010). *Mergers and acquisitions in the live entertainment industry: The making of Live Nation Entertainment*. Second reader.

Halavazis, A. (2010). *The impact of the economy on salaries of Major League Baseball players*. Chair.

Cline, T. (2009). *Sports in today's economy: How corporate revenue sources will shape sports business during a modern recession*. Second reader.

Bradstreet, L. (2009). *The role of new communication media in the sport marketing mix: Implications for trademark rights holders*. Second reader.

Moorhead, M. (2008). *Analyzing the legal climate which protects sponsors and event organizers from ambush marketing*. Second reader.

MacKinnon, D. (2003). *The National Hockey League's entry draft: Examining the early professionalization of amateur hockey players*. Committee member.

Dissertations

Fisackerly, W. (2024)

Hur, C.H. (2024)

Gong, H. (2020). *The impact of consumer perceptions of tanking on National Basketball Association attendance*. Co-Chair.

Evans, K. (2019). *Finding the perfect match: Dimension analysis and development of the external sponsorship congruence scale*. Co-Chair.

Professional Associations and Activities

North American Society for Sport Management
Positions held:

Student Committee Member 1997-1998
Student Research Paper Competition Reviewer 2002-2004, 2007, 2010
Conference Program Reviewer 2003-2004, 2007-2008, 2010-2012, 2015-
2016, 2018-2019
Member, Finance Committee 2004-2005, 2007 - 2008
Treasurer, 2006 – 2012
Finance and Economics Conference Program Track Chair, 2007, 2017
New Member Initiatives Task Force, 2008-2009
Conference Committee, 2008 – 2013
Garth Paton Award Selection Committee, 2020-2024

1996-present

American Alliance for Health, Physical Education, Recreation, and Dance
1999-2002

National Association of Collegiate Directors of Athletics
1999-2005; 2021 – present
College Athletic Business Management Association; 2021 – present

Sport and Recreation Law Association
1999-2004, 2011

Ohio College Conference for Professional Preparation in Sport Management
Positions Held:
Conference Planning Committee Member, 2000 and 2002;
Executive Board 2001-2004
2000-2004

Sport Marketing Association
2003-2007

Society for Marketing Advances
Position Held:
Review Board, Sport and Event Marketing Track 2005
2005-2006

Sport, Entertainment, and Venues Tomorrow Conference (formerly ICSEB)
Position Held:
Academic Program Coordinator, 2005 - 2008
Competitive Paper Reviewer, 2005 – 2006
Chair, 2013 - present
2005-2008

North American Association of Sports Economists
2008-present

European Association for Sport Management
Conference Session Chair, 2008

Western Economic Association International
2015-present

College Sport Research Institute
Abstract Reviewer, 2018

Editorial Review Boards

Case Studies in Sport Management, 2011 – 2021
Guest Editor, Special Issue on Sport Finance, 2017
International Journal of Sport Management, 2011 – 2014
International Journal of Sports Marketing and Sponsorship, 2011 – 2018
Journal of Sport Management, 2011 – 2015

Manuscript Reviewer

Sport Marketing Quarterly, 2002 - 2003
International Journal of Sport Finance, 2007 – 2008, 2010
Journal of Sport Management, 2008 - 2010
International Journal of Sports Marketing and Sponsorship, 2009 – 2010, 2019 - 2023
International Journal of Sport Management and Marketing, 2010, 2017, 2019, 2020, 2022
Journal of Issues in Intercollegiate Athletics, 2011
Sport Management Review, 2012, 2014, 2015, 2016, 2019
Economic Inquiry, 2015
Journal of Global Sport Management, 2018
European Sport Management Quarterly, 2020
Case Studies in Sport Management, 2022

University and Public Service

Committees

University of South Carolina

University
Faculty Senate, 2006-2009
Advisor, USC Club Tennis, 2006-2010
Advisor, MSEM Graduate Student Association, 2010 – 2013
Graduate Council, 2013 – 2017
Chair Elect, 2015-2016

Chair, 2016-2017
Humanities, Social Sciences, Education, and Related Professional
Programs Committee
Member, 2013-2014
Chair, 2014 – 2015
Academic Policies and Practices Committee
Chair 2015-2016
Member 2016 – 2018, 2022
Provost's Blue Ribbon Committee on Graduate Student Life, 2015-2016
Finance Sub-Committee Co-Chair, 2015-2016
Advisor, Sigma Psi Mu, 2016 - 2021

Faculty Budget Committee, 2019 – 2021, 2024 to present
Chair Elect, 2024 - present
Co-Chair, 2019 – 2021
Faculty Senate Steering Committee, 2019-2021
Future Planning Group – Finance Team, 2020 – 2021
Future Opportunities Subcommittee
Financial Impact Scenarios Subcommittee

College

Interim Dean, 2020-2021
HRTM Chair Search Committee, Chair 2020
RETL Chair Search Committee, Chair 2017-2018
Curriculum Committee, Chair 2009-2010, Member 2010-2012
TSTM/HRSM Search Committee (2 positions), 2007-2008
PhD Development Committee, 2006-2007
Computer Committee, 2006-2007

Department

Chair, 2013-2020; 2021-present
Graduate Director, 2010-2013
SPTE Graduate Committee Member, 2008 - 2010
SPTE Undergraduate Curriculum Revision Committee Chair, 2008 - 2010
SPTE Entertainment Management Search Chair, 2008 - 2009
SPTE Graduate Program Review Member, 2008 – 2009
NASSM '09 Conference Committee Chair, 2007 - 2009
SPTE Faculty Search Committees
Member, 2005-2006, 2010, 2012 - 2013
Chair, 2006-2008, 2011- 2013
Sport and Entertainment Management Club, Advisor, 2005-2008
SEVT Academic Program Committee, 2005-2008
PhD Planning Committee Member, 2010 – 2014
PhD Admission Committee, 2014 – present

University

Faculty Senate, 2004-2005
Finance Committee, 2004-2005
Library Committee, 1999-2002
Sport Marketing Club Advisor, 1999-2005

College

Food and Beverage Policy Committee, 2001
Assistant Director of Business Operations Search Committee, 2001-2002
Faculty Advisory Committee, 2002-2004

School

Enhancement Committee, 1998-2000
Sport Industry Faculty Search Committee, 1998-1999
Sport Industry Curriculum Revisions Chair, 1998-1999, 2002, 2004
Sport Industry Faculty Search Committee Chair, 2000-2005
Director, School of Recreation and Sport Sciences Search Committee, 2001-2002
NFI SAFM/SI Proposal Chair, 2001-2003
Graduate Committee, 2001-2002
Athletic Training Education NFI Search Committee, 2001-2002
Strategic Planning Committee, 2002-2003
Governance Committee, 2003-2004
Development Committee Chair, 2004-2005

Public Service

Columbia, South Carolina

National Eagle Scout Association (BSA)
1993-present

Lexington County Blowfish

Position Held:
Human Resource Advisor 2005-present
2005 - 2021

Pack 337, Boy Scouts of America

Position Held:
Committee Chair 2008 – 2009

Blythewood Baseball League

Positions Held:
Coach/Assistant Coach, 2009 - 2015
Sponsorship Chair, 2009 – 2010
Treasurer, 2012 - 2015

2009 - 2015

Heathwood Hall Episcopal School

Senior Exhibition Outside Expert

2014 – Nicholas Burch – Sabermetrics as a management tool in MLB

South Carolina Department of Education

Sports and Entertainment Marketing and Sports and Entertainment Management

Curriculum Standards Revision Committee, 2015

Troop 202 – Boy Scouts of America

Position Held:

Committee Member/Treasurer 2015 - 2019

Athens, Ohio

Albany Baptist Church, Athletic Director 2000-2002

Southern Ohio Copperheads, Chief Financial Officer 2002-2005

Southern Ohio Collegiate Baseball, Treasurer 2003-2005

Athens High School, Assistant Girls Tennis Coach 2003-2005

Interdisciplinary Contributions

Ohio University

MBA/MSA Dual Degree Program Curriculum Planning 1998-1999

Awards and Honors

Journal of Global Sport Management Best Paper Award - 2019

Garth Paton Distinguished Service Award, North American Society for Sport Management - 2018

Learn, Educate and Develop Supervisory Essentials (LEAD) Graduate - 2015

Pipeline for Academic Leaders (PAL) Fellowship – 2014-2015

Nominated for the Ada B. Thomas Advising award, 2011

The 2009 AASM Conference Outstanding Presentation Award, 2009

Nominated for the Patricia G. Moody Researcher of the Year Award, 2009

Finalist for the Harry E. and Carmen S. Varney Distinguished Teacher of the Year Award, 2007

Jefferson College Alumnus of the Year, 2003