

J. Michael Martinez, Ph.D.

Louisiana State University
Associate Professor
Sport Management
Baton Rouge, LA
jmmartinez@lsu.edu

Formal Education:

Doctor of Philosophy: Middle Tennessee State University Program: Human Performance Specialization: Sport Management	Murfreesboro, TN May, 2009
Master of Science: The University of Southern Mississippi Program: Public Relations	Hattiesburg, MS May, 2003
Bachelor of Science: The University of Southern Mississippi Program: Sport Administration Minor: Business Administration	Hattiesburg, MS December, 2001

Research/Scholarship Interests

My research interests involve quantitative examinations regarding the engagement and experiences of sport employees, sport management students, and the sport consumer. Primarily, my research has examined the areas of a) internal marketing and organizational leadership b) applied management practices in sport; c) organizational commitment among various subsectors of employees within the sport context.

Dissertation:

Martinez, J. M. (2009). Determining employee brand commitment in NCAA division I college athletics: A path analysis of internal marketing practices and their influence on organizational commitment (Order No. 3361587). Available from ProQuest Dissertations & Theses A&I. (304979023).

Peer-Reviewed Paper Publications (n=27)

Graduate Students are underlined

27. Barefoot, A. & **Martinez, J.M.** (Accepted). The Sport Industry Internship Paradigm: Defining the role of internships in the sport labor economy. *International Journal of Sport Management*.
26. White, J., & **Martinez, J.M.** (Accepted with revisions). The new normal: Embracing remote work in intercollegiate athletic departments post-pandemic. *Journal of Emerging Sport Studies*.

25. Seifried, C.S., **Martinez, J.M.**, Miller, J., & Croft, C. (2022). Fighting for legitimacy: The impact of football and stadia at the University of Southern Mississippi. *Journal of Mississippi History*, 84(3/4), 188-223.
24. Otto, M. G., **Martinez, J.M.**, & Barnhill, C. B. (2022). Why engagement matters in sport volunteer motivation. *Journal of Applied Sport Management*, 14(2), 34-45.
23. Miller, J. J., **Martinez, J.M.**, & Stoll, J. (2021). Conducting a special small-scale sporting event in a small city: What motivates people to volunteer? *Managing Sport and Leisure*. Published online: Sept. 20, 2021
<https://doi.org/10.1080/23750472.2021.1980423>
22. Otto, M. G., **Martinez, J.M.**, & Barnhill, C. B. (2021). Impact of engagement on satisfaction and retention among volunteers at college football bowl games. *Journal of Issues in Intercollegiate Athletics*, 14, 387-410.
21. **Martinez, J.M.**, Dixon, A., & Koo, G.Y. (2020). Assessing fan motivation in college sport: Implications for the fan experience. *Journal of Contemporary Athletics*, 14(2).
20. Otto, M. G., **Martinez, J. M.**, & Barnhill, C. R. (2020) The transitioning process: A qualitative case study of international swimming and diving student-athletes competing in the NCAA. *Journal of Amateur Sport*, 6(1), 52-80.
19. Seifried, C. S., Barnhill, C. R., & **Martinez, J. M.** (2019). Traditional and integrated Ph.D. curricula: A study of knowledge creation produced by sport management programs and their faculty. *Journal of Sport Management*, 33, 229-241.
<https://doi.org/10.1123/jsm.2018-0300>
18. **Martinez, J.M.**, Barnhill, C. R., Otto, M. G., & Mosso, A. (2019). The influence of managerial practices and job-related characteristics on employee perceptions of service quality and turnover intention. *Recreational Sports Journal*, 43(1), 35-42.
<https://doi.org/10.1177/1558866119849313>
17. Otto, M. G., **Martinez, J.M.**, & Barnhill, C. R. (2019). How the perception of athletic academic advisors affects the overall college experience of freshmen student-athletes. *Journal of Athlete Development and Experience*, 1(1), 40-52.
16. Barnhill, C. R., & **Martinez, J. M.** (2018). Information seeking during psychological contract development in sport-based small business enterprises: An examination of front office employees in Minor League Baseball. *International Journal of Sport Management*, 19(4), 437-461.
15. Wanless, E. A., **Martinez, J. M.**, Johnson, J. E., & Desmond, L. (2018). Development office organizational structure components affecting intercollegiate athletic contributions: A resource-based view. *International Journal of Sport Management*, 19(4), 412-436.

14. Barnhill, C. R., **Martinez, J.M.**, Andrew, D.P.S., & Todd, W. (2018). Sport commitment, occupational commitment, and intent to quit among high school sports officials. *Journal of Amateur Sport*, 4(1), 1-23.
13. **Martinez, J.M.**, Dixon, A.W., & Montgomery, R. (2018). Examining consumer response to sport sponsorship: A case study among fans of a Group of 5 Division I program. *Global Sport Business Journal*, 6(1), 38-49.
12. Wanless, E. A., Pierce, D. A., **Martinez, J. M.**, Lawrence, H. J., & Kopka, N. (2017). Best practices in athletic donor relations: The NCAA Football Bowl Subdivision. *Journal of Applied Sport Management*, 9(3), 24-37.
11. **Martinez, J. M.**, & Barnhill, C. R. (2017). Enhancing the student experience in online sport management programs: A review of the Community of Inquiry framework. *Sport Management Education Journal*, 11(1), 24-33.
10. **Martinez, J.M.**, Miller, J., & Koo, G.Y. (2016). Organizational commitment among frontline U.S. intercollegiate athletics employees: An application of the Meyer and Allen three-component model. *International Journal of Sport Management*, 17(4), 539-560.
9. Andrew, D. P. S., **Martinez, J. M.**, & Flavell, S. (2016). Examining college choice among NCAA student-athletes: An analysis of gender differences. *Journal of Contemporary Athletics*, 10(3), 201-214.
8. Koo, G.Y., Sung, J., & **Martinez, J. M.** (2015). Effects of team identification on social and emotional adjustment in higher education. *Journal of Intercollegiate Sport*, 8(2), 247-265.
7. Dixon, A.W., **Martinez, J.M.**, & Martin, C.L.L. (2015). Employing social media in college sport: An examination of perceived effectiveness in accomplishing organizational objectives. *International Review Public and Nonprofit Marketing*, 12(2), 97-113.
6. Waggoner, B., Wines, D., Soebbing, B. P., Seifried, C. S., & **Martinez, J. M.** (2014). "Hot hand" in the National Basketball Association point spread betting market: A 34-year analysis. *International Journal of Financial Studies*, 2, 359-370.
5. Pinzon, S., Martin, C.L.L., Kim, M. & **Martinez, J.M.** (2014). An exploration of the impact and needs of brand identity campaigns within divisions of the National Collegiate Athletic Association (NCAA). *Journal of Contemporary Athletics*, 8(4), 263-288.
4. Jubenville, C.B., Lund, B.L., Phillips, M.B., & **Martinez, J.M.** (2014). The effect of a sportsmanship education module on student-athletes' sportsmanship perceptions

- and behaviors in NCAA Division I athletics. *International Journal of Sport Management*, 15(1), 49-70.
3. Dixon, A.W., Henry, M., & **Martinez, J.M.** (2013). Assessing the economic impact of sport tourists' expenditures related to a university's baseball season attendance. *Journal of Issues in Intercollegiate Athletics*, 6, 96-113.
 2. **Martinez, J.M.**, Stinson, J.L., & Jubenville, C.B. (2011). Internal marketing perceptions in intercollegiate athletics and their influence on organizational commitment. *Journal of Issues in Intercollegiate Athletics*, 4, 171-189.
 1. **Martinez, J.M.**, Stinson, J.L., Kang, M., & Jubenville, C.B. (2010). Intercollegiate Athletics and Institutional Fundraising: A Meta-Analysis. *Sport Marketing Quarterly*, 19(1), 36-47.

Invited, Editor Reviewed Publications (n=5)

5. **Martinez, J. M.** (2022). Adding value to the Applied Sport Management Association. *Journal of Applied Sport Management*, 14(1), 3-5.
<https://doi.org/10.7290/jasm14V8Mw>
4. Otto, M., **Martinez, J. M.**, Barnhill, C. R. (2019, May 9). Academic services plays a critical role in the experience of first-year student-athletes. *Athletic Director U*.
<https://athleticdirector.u.com/articles/academic-services-experience-first-year-student-athletes/>
3. **Martinez, J. M.** (2015) Book Review: *Media Relations in Sport* (4th Edition). *Sport Management Education Journal*, 9(1), 74-75.
2. **Martinez, J. M.** (2011) Affinity marketing. *The Encyclopedia of Sports Management and Marketing, Volume 1*. Linda E. Swayne, Mark Dodds eds. pp. 34-36. New York, NY: Sage.
1. **Martinez, J. M.** (2011) Levels of brand familiarity. *The Encyclopedia of Sports Management and Marketing, Volume 1*. Linda E. Swayne, Mark Dodds eds. pp. 760-761. New York, NY: Sage.

Conference and Invited Presentations (N=67)

Academy of Management (Boston, MA) 2023

67. Seifried, C.S., **Martinez, J.M.**, Svensson, P., Qian, Y., Zvosec, C., Soebbing, B., & Agyemang, K. (June 2023). PDW Paper in Management Education Division: Sport Management Research Productivity and Impact for Ranking Considerations.

North American Society for Sport Management (Montréal, Québec, Canada) 2023

- 66. Barefoot, A., & **Martinez, J.M.** (June 2023). Learning to pitch: Analysis of learning objectives, assessments, and content in sport sales courses. *Poster Presentation*.
- 65. **Martinez, J. M.**, Barefoot, A., & White, J. (June 2023). Exploring organizational career management practices in sport management research. *Poster Presentation*.
- 64. **Martinez, J.M.**, & Seifried, C. S. (June 2023). Integrating the Smart Notes method as deliberate practice in sport management graduate academic writing. *Teaching & Learning Fair*.

College Sport Research Institute Conference (Columbia, SC) 2023

- 63. White, J., **Martinez, J.M.**, & Qian, Y. (March, 2023). The influence of internal marketing on work meaningfulness perceptions in collegiate sport employees.

Applied Sport Management Association Conference (Birmingham, AL) 2023

- 62. Barefoot, A., & **Martinez, J.M.** (February). Re-Examining Sport Industry Segmentation in Academic Discourse.
- 61. Seifried, C.S. & **Martinez, J.M.** (February). An Explanation of How Journal Rankings are Developed and the Opportunities for Sport Management.
- 60. **Martinez, J.M.**, Barefoot, A., & White, J. (February). Career mobility of sport industry practitioners: exploring traditional versus new career patterns. [Poster Presentation]

North American Society for Sport Management Conference (Atlanta, GA) 2022

- 59. Barefoot, A., White, J., & **Martinez, J.M.** (June, 2022). Assessing the landscape of ticket sales research in sport management: An integrated review.

College Sport Research Institute Conference (Columbia, SC) 2022

- 58. **Martinez, J.M.**, White, J., & Barefoot, A. (March, 2022). Organizational research on college sport employees: A systematic review

Association of Marketing Theory and Practice Conference (Destin, FL) 2022

- 57. Qian, Y., **Martinez, J.M.**, & Matz, R. (March, 2022). Gamification usage and platform loyalty in esports livestreams: An analysis of unobserved heterogeneity with FIMIX-PLS and IPMA.

Applied Sport Management Association Conference (Indianapolis, IN) 2022

- 56. **Martinez, J.M.**, (February). Keynote address as inaugural Distinguished Service and Mentorship Award. [Invited]
- 55. **Martinez, J.M.**, & Barefoot, A. (February). Examining brand understanding among university recreation administrators.

54. Barefoot, A., & **Martinez, J.M.** (February). Branding as a revenue-generating tactic in minor league sports: An integrated review

Sport Marketing Association (Las Vegas, NV) 2021

53. **Martinez, J.M.** (October). Employee-organizational influences on employee brand citizenship and employee brand commitment among fitness center employees. *Poster Presentation.*

College Sport Research Institute Conference (Virtual) 2021

52. White, J. S., & **Martinez, J. M.** (March 2021). The New Normal: The Changing Work Structure of Intercollegiate Athletics Employees as a Result of Covid-19.

Sport Management Association of Australia and New Zealand (Virtual) 2020

51. White, J. S., & **Martinez, J. M.** (November 2020). Internal Marketing and its Application to Sport: An Integrative Literature Review.

North American Society for Sport Management (Virtual) 2020

50. Otto, M., Barnhill, C. R., & **Martinez, J.M.** (May 2020). The impact of engagement on satisfaction and intention to remain among volunteers at sporting events.

College Sport Research Institute Conference (Columbia, SC) 2020

49. Seifried, C. S., **Martinez, J. M.**, Miller, J. J., & Croft, C. (April 2020). The search for legitimacy through studying football stadia: A historical review of the University of Southern Mississippi. (Conference canceled).

Applied Sport Management Association Conference (Waco, TX) 2020

48. Otto, M. G., **Martinez, J. M.**, & Barnhill, C. R. (February 2020). Why engagement matters in sport volunteer motivation.

47. **Martinez, J. M.**, & Seifried, C. S. (February 2020). Developing the sport employee: Perspectives of organizational career management programs in the sport industry. (Works in Progress Session).

Commission on Sport Management Accreditation (Baton Rouge, LA) 2020

46. Seifried, C. S., **Martinez, J. M.**, Svensson, P., Otto, M. G., Kang, S., & Demiris, T. (February 2020). Doctoral student and master's research assistantship recruiting: Tips for developing recruitment information, open houses, and web sites. (Professional Development Workshop).

Sport Entertainment Venues Tomorrow Conference (Columbia, SC) 2019

45. Miller, J. J., Mayo, Z., & **Martinez, J.M.** (November, 2019). Preparing students for work in the sports and entertainment event management industry.

North American Society for Sport Management (New Orleans, LA) 2019

44. Otto, M., **Martinez, J.M.**, & Barnhill, C. R. (June 2019). Employee engagement in sport: An integrated literature review.

Applied Sport Management Association Conference (Nashville, TN) 2019

43. **Martinez, J. M.**, Otto, M., Barnhill, C. R., & Jubenville, C. B. (February 2019). The relationship of role clarity, job satisfaction, and managerial practices in university recreation employees.
42. Hughes, J., **J.M. Martinez**, White, J., Jubenville, C.B., & Rost, J.K. (February 2019). Athletes from Football Bowl Subdivision schools perceptions of sport specialization and its relationship with perfectionism.

North American Society for Sport Management (Halifax, Nova Scotia, Canada) 2018

41. **Martinez, J.M.** (June 2018). Relationship Marketing as a Model to Engage and Retain Online Sport Management Students. *Poster Presentation*.
40. **Martinez, J. M.**, Barnhill, C. B., & Siefried, C. (June 2018). Knowledge Creation in Traditional or Integrated Doctoral Programs. *Poster Presentation*.
39. **Martinez, J.M.** (June 2018). Integrating Reflective Learning in an Online Graduate Sport Management Course. *Teaching & Learning Fair*.

College Sport Research Institute Conference (Columbia, SC) 2018

38. Otto, M., **Martinez, J.M.**, & Barnhill, C. B. (2018). The transitioning process: A qualitative case study of international swimming and diving student-athletes competing in NCAA competition.

Applied Sport Management Association Conference (Waco, TX) 2018

37. **Martinez, J. M.** (February 2018). Assessing Internal Market Orientation in Sport Organizations. (Works in Progress Session).

North American Society for Sport Management (Denver, CO) 2017

36. **Martinez, J.M.**, & Barnhill, C. R. (June 2017). Employee's Perceived Service Quality and Turnover: The Influence of Managerial Practices and Job-Related Characteristics.
35. Barnhill, C. R., & **Martinez, J.M.** (June 2017). Enhancing Social Presence of Students in Online Sport Management Courses: A Qualitative Assessment of Techniques. *Poster Presentation*.
34. Otto, M., **Martinez, J.M.**, & Barnhill, C. R. (June 2017). How the Perception of Athletic Academic Advisers Affect the Overall College Experience of Freshmen Student-Athletes.
33. **Martinez, J.M.** (June 2017). Strategies for Increasing Student Engagement in Online Graduate Programs. *Teaching & Learning Fair*.

College Sport Research Institute Conference (Columbia, SC) 2017

32. Wanless, E. A., Pierce, D. A., **Martinez, J.M.**, Lawrence, H. J., & Kopka, N. (April 2017). Best practices in NCAA Football Bowl Subdivision Athletic Development.
31. Otto, M., Barnhill, C. R., & **Martinez, J.M.** (2017). A model of communication and psychological contract development of international student-athletes.

Applied Sport Management Association Conference (Baton Rouge, LA) 2017

30. **Martinez, J. M.** (February, 2017). Employer Branding in Sport Organizations: A review of theory and implications for practice. (Works in Progress Session).
29. Wanless, E. A., **Martinez, J. M.**, Johnson, J. E., & Desmond, L. (February, 2017). Organizational Structure Components Affecting NCAA FBS Athletic Development: A Resource-Based View.
28. Otto, M., **Martinez, J. M.**, & Barnhill, C. R. (February, 2017). Student-Athlete Perceptions of Academic Services Quality: Implications for Research.

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

27. **Martinez, J.M.** (May, 2016). Active learning strategies in online learning programs in sport management. *Teaching & Learning Fair*.

Applied Sport Management Association Conference (Baton Rouge, LA) 2016

26. Wanless, E. A., Brewer, R. M., & **Martinez, J. M.** (February, 2016). High profile athletic success as a predictor of FBS athletics revenue generation applied.

Academy of Human Resource Development Conference (Jacksonville, FL) 2016

25. **Martinez, J. M.**, Evans, J. & Werdine, A. (February, 2016). Organizational learning in sport organizations: A conceptual framework for competitive advantage through service quality.

Academy of Management Annual Meeting (Vancouver, British Columbia, Canada) 2015

24. Seifried, C., Soebbing, B. P., **Martinez, J. M.**, & Agyemang, K. J. A. (August, 2015). Division I Football Bowl Subdivision (FBS) bowl games as examples of interorganizational linkages within a cultural industry.

Sport & Entertainment Venues Tomorrow Conference (Columbia, SC) 2014

23. **Martinez, J. M.**, Miller, J. J., Koo, G. Y. (2014, November) Determinants of Organizational Commitment Among Intercollegiate Athletic Department Personnel.

Sport Marketing Association (Philadelphia, PA) 2014

22. **Martinez, J.M.**, Dixon, A.W., Stinson, J.L., & Miller, J.J. (2014, October). Internal Brand Equity: Implications for Revenue Generation in Athletics.

North American Society for Sport Management (Pittsburgh, PA) 2014

21. Carroll, M.S., & **Martinez, J.M.** (2014, May). Utilizing Technology to Create Engaging E-Learning for Teaching Sport Management. *Teaching & Learning Fair*.

- Southern Sport Management Conference (Nashville, TN) 2014
20. **Martinez, J. M.**, Miller, J., Koo, G. Y., & Jubenville, C. B. (2014, March). Determinants of Organizational Commitment Among Intercollegiate Athletics Administrators.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2013
19. Montgomery, R., Dixon, A.W., & **Martinez, J.M.** (2013, November). Evaluating sport sponsorship effectiveness at a mid-major Division I institution.
- Sport Marketing Association Conference (Albuquerque, NM) 2013
18. **Martinez, J.M.**, & Miller, J. (2013, October). Employee Marketing: Implications for Brand-Building in College Athletics.
17. Dixon, A.W., **Martinez, J.M.**, Barrett, M., & Martin, C.L.L. (2013, October). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness.
- North American Society for Sport Management (Austin, TX) 2013
16. **Martinez, J.M.**, & Miller, J. (2013, May). Service-Learning in a "Super Experience". *Teaching and Learning Fair*.
- Sport Marketing Association Conference (Orlando, FL) 2012
15. Dixon, A., **Martinez, J.M.**, & Barrett, M. (2012, October). Assessing fan motivation in college sport: Implications for strategic marketing.
- North American Society for Sport Management (Seattle, WA) 2012
14. **Martinez, J.M.**, Stinson, J., & Dixon, A.W. (2012, May). Internal Marketing in Intercollegiate Athletics Departments: Maximizing Effectiveness Across Job Types.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2010
13. Andrew, D.P.S., **Martinez, J.M.**, & Flavell, S. (2010, November). Factors that contribute to student-athletes' choices to attend Big East Conference member institutions.
- Sport Marketing Association Conference (New Orleans, LA) 2010
12. **Martinez, J.M.**, Stinson, J. & Jubenville, C.B. (2010, October). Internal Marketing Perceptions in Intercollegiate Athletics and their Influence on Organizational Commitment.
- Florida State Sport Management Conference (Tallahassee, FL) 2010
11. Bryan, T., Martin, C. L. L., & **Martinez, J. M.** (2010, October). Media Bias in Sports Journalism: An Exploratory Study.
- Southern Sport Management Conference (Troy, AL) 2010
10. Jubenville, C. B., Goss, B. D., **Martinez, J. M.**, & Lund, B. (2010, April). An Interactive Reality-Based Sportsmanship Platform.

Sport & Entertainment Venues Tomorrow (Columbia, SC) 2009

9. **Martinez, J.M.**, Jubenville, C.B., & Goss, B.D. (2009, November). Employee Brand Commitment in NCAA D1 College Athletics: A Path Analysis of Internal Marketing Practices and Their Influence on Organizational Commitment.
8. Jubenville, C.B., Goss, B.D., **Martinez, J.M.**, & Lund, B. (2009, November). From Scholars to Fans: Adopting a Social Media Platform to Promote Academic Research.

Sport Marketing Association Conference (Cleveland, OH) 2009

7. **Martinez, J.M.**, Stinson, J. & Jubenville, C.B. (2009, October). Intercollegiate Athletics and Institutional Fundraising: A Meta-Analysis.

Southern Sport Management Conference (Troy, AL) 2009

6. Jubenville, C. B., Goss, B. D., & **Martinez, J. M.** (2009, April). Creating affinity through art: the Doug Hess Experience.
5. Jubenville, C. B., Goss, B. D., & **Martinez, J. M.** (2009, April). It all started with a vision: creating a practitioner-friendly, open access journal in the sport management academy.

Sport & Entertainment Venues Tomorrow (Columbia, SC) 2008

4. **Martinez, J.M.**, & Jubenville, C.B. (2008, November). The Relationship of Intercollegiate Athletic Success and Factors of Institutional Identity: A Meta-Analytic Review.

Tennessee Alliance for Health, Physical Education, Recreation & Dance (Franklin, TN) 2007

3. Jubenville, C.B., **Martinez, J. M.**, Gill, J., Churchill, J., & Shelly, J.P. (2007, November). Values Based Sponsorship Case Study: Purity Dairies and One Goal Sports.

Kentucky Alliance for Health, Physical Education, Recreation & Dance (Louisville, KY) 2007

2. Jubenville, C.B., **Martinez, J. M.**, Macbeth, J., & Burt, M.J. (2007, October). Rutherford County, TN Schools Athletic Program in Corporate America: A Case Study Sponsorship.
1. Jubenville, C.B., **Martinez, J. M.**, Gill, J., Churchill, J., & Shelly, J.P. (2007, October). Values Based Sponsorship Case Study: Purity Dairies and One Goal Sports.

Other Presentations

Louisiana State University National Distance Learning Week (Baton Rouge, LA) 2014

1. **Martinez, J. M.** (2014, November). Using the Video Software Camtasia in Online Course Development. *Louisiana State University National Distance Learning Week*, Baton Rouge, LA.

Administrative Appointments

Director of Online Programs for Sport Management

Louisiana State University, August 2014-Present

- Serve as the administrative coordinator for online education for the Sport Management programs within the School of Kinesiology
- Serves as the primary contact for both the MS in Sport Management and BS in Sport Administration through LSU Online
- Responsible for online course scheduling, recruiting, and management of the Master's in Sport Management and bachelor's in Sport Administration
- Serves as the liaison between LSU Online, the College of Human Sciences and Education, and the School of Kinesiology/Sport Management online education

Interim Global Campus Coordinator

Troy University, August 2013 – July 2014

- Make recommendations of class assignments to the Director of the School of Hospitality, Sport and Tourism Management
- Ensure faculty teaching in online classes are certified to teach course prior to assignment
- Lead and monitor the community integration aspects of service activities for full-time Global Campus faculty
 - o To include:
 - Establishing strategy to identify and develop relationships with various organizations
 - Establishing goals for number of organizations to contact within set period of time
 - Ensuring faculty establish and cultivate relationship with contacted organizations
- Coordinate the course design and layout of all online courses for consistency and quality purposes
- Collaborate with Undergraduate and Graduate Program Coordinators to standardize the course design of all undergraduate and graduate courses within Global Campus and Troy Campus for consistency and quality purposes
- Maintain a highly qualified adjunct pool for all online courses
- Point of contact for undergraduate and graduate student issues for online classes
- Point of contact for graduate students preparing to take exit exam
- Participate in program enhancement efforts
- Lead and direct the development and maintenance of the online curriculum and courses
- Liaison between Global Campus faculty and Troy Campus faculty
- Responsible for disseminating university, college, and school information to Global Campus faculty
- Provide relevant information on students, faculty, and the overall program to be used in marketing materials for the undergraduate and graduate programs (i.e., website, social media, brochures, newsletter, etc.)

Faculty Positions

Associate Professor (with tenure)

August 2020 – Present

Louisiana State University
Sport Management

Assistant Professor (tenure-track)
Louisiana State University
Sport Management

August 2014 – July 2020

Assistant Professor (tenure-track)
Troy University
Hospitality, Sport and Tourism Management

May 2009 – July 2014

Graduate Research Assistant
Middle Tennessee State University
Sport Management

August 2007 – May 2009

Adjunct Lecturer
Cumberland University
Hospitality, Sport and Tourism Management

January 2009 – December 2009

Directed student advising and committee work

Served on Masters Comprehensive Exam Committees (n=25; Chaired n=108)

Current doctoral students:

- Jeffrey White (3rd year) – Milestone completed
- Amanda Barefoot (2nd year) – Milestone completed

Past doctoral students:

- Marcella Otto (*2020 Applied Sport Management Association Conference Graduate Student Research Award*)
 - Title: *Exploring the Role of Engagement Among Sport Volunteers at College Football Bowl Games*
 - Awarded Ph.D.: August 2020
 - Initial Employment- Northern Illinois University as tenure-track Assistant Professor (2020)

Served on Doctoral Defense: (n=8)

- Tiffany Demiris (Committee Member – 2022: Sport Management)
- Marcella Otto (**Chaired** – 2020: Sport Management)
- Tatiana Matlasz (Committee Member – 2021: Psychology)
- Danielle Butcher (Committee Member – 2020: Education)
- Benjamin Downs (Committee Member – 2019: Sport Management)
- Anna Ciamparella (Committee Member – 2018: Comparative Literature)
- Melody Baham (Committee Member – 2016: Education)
- Patrick Tutka (Committee Member – 2016: Sport Management)

Served on Doctoral General Exam: (n=9)

- Nathan Baer (Committee Member – 2023: Sport Management)
- Marcella Otto (**Chaired** – 2020: Sport Management)
- Cristina Abarno (Committee Member – 2022: Psychology)
- Tiffany Demiris (Committee Member – 2022: Sport Management)
- Tatiana Matlasz (Committee Member – 2019: Psychology)
- Benjamin Downs (Committee Member – 2018: Sport Management)
- Danielle Butcher (Committee Member – 2017: Education)
- Anna Ciamparella (Committee Member – 2016: Comparative Literature)
- Patrick Tutka (Committee Member – 2015: Sport Management)

Related Professional Positions

Manager of Communications, The University of Southern Mississippi, Hattiesburg, MS, July 2006 – August 2007

Assistant Director of Athletic Media Relations, The University of Southern Mississippi, Hattiesburg, MS, August 2003 – July 2006

Editorial Staff Writer/Webmaster, Pittman Communications, LLC, Hattiesburg, MS, January 1999-July 2003

Graduate Assistant/Athletic Media Relations, The University of Southern Mississippi, Hattiesburg, MS, September 2000-December 2002

Teaching Experience:

Louisiana State University

- KIN 2510 Introduction to Sport Management (Undergraduate: campus and online)
- KIN 3801 Sport Strategies and Planning (Undergraduate: online)
- KIN 4513 Facilities Management in Sport (Undergraduate/Graduate: online)
- KIN 4515 Sport Seminar (Graduate: online)
- KIN 4517 Sport Administration (Graduate: online)
- KIN 4518 Governance and Policy in Sport (Undergraduate/Graduate: campus and online)
- KIN 4900 Independent Study (Graduate: online)
- KIN 7511 Administrative Problems in Kinesiology (Graduate: online)
- KIN 7544 Current Topics in Sport Management (Graduate: campus and online)
- KIN 7516 Organizational Behavior and Theory in Sport Management (Graduate: online)
- KIN 7900 Introduction to Research Methods (Graduate: online)

Troy University

- KHP/HSTM 3355 Introduction to Sport and Fitness Management (Undergraduate)
- KHP/HSTM 3365 Research Methods in Hospitality, Sport and Tourism Management (Undergraduate)
- KHP/HSTM 4430 Sport Marketing (Undergraduate)

- KHP/HSTM 4435 Current Issues in Sport Management (Undergraduate)
- KHP/HSTM 4443 Sport Administration (Undergraduate)
- KHP/HSTM 4452 Sport Communications (Undergraduate)
- SFM 6600 Foundations of Sport Management (Graduate)
- SFM 6604 Statistical Analysis and Interpretation (Graduate)
- SFM 6615 Sport Administration (Graduate)
- SFM 6616 Sport Finance (Graduate)
- SFM 6617 Readings in Sport and Fitness Management (Graduate)
- SFM 6632 Critical Issues in Sport and Fitness Management (Graduate)
- SFM 6640 Sport Marketing (Graduate)
- SFM 6691 Research Methods in Sport and Fitness Management (Graduate)

Middle Tennessee State University

- ATHC 5800 Administration of High School and College Athletics (Undergraduate)

Cumberland University

- HPER 316 Introduction to Sport Management (Undergraduate)
- HPER 409 Facility Maintenance and Design (Undergraduate)

Invited Campus Lecturer/Presentation Locations:

The University of Mississippi, Department of Health, Exercise Science, and Recreation Management; Nebraska Wesleyan University, Department of Health and Human Performance.

Other Research/Consulting Activities

Guided Student Research Projects

7. Barefoot, A.*, & **Martinez, J.M.** (2022). Reviewing ticket sales research in college athletics.
6. White, J.*, & **Martinez, J.M.** (2022). Remote work in college athletics.
5. Otto, M.*, **Martinez, J.M.**, & Barnhill, C. R. (2017). How the Perception of Athletic Academic Advisers Affect the Overall College Experience of Freshmen Student-Athletes.
4. Montgomery, R.*, Dixon, A.W., & **Martinez, J.M.** (2013). Fan Motivation and Sponsor Implications
3. Wasson, C.*, Dixon, A. W., & **Martinez, J. M.** (2013). Social Media Usage Among Major League Soccer Marketing Officers.
2. Harrison, T. B.*, **Martinez, J. M.**, & Shaughnessy, C. H. (2013). Perceived Competitive Advantage Among Division I College Athletes.

1. Dixon, A.W., **Martinez, J.M.**, Barrett, M.*, & Martin, C.L.L. (2012). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness.

Grant Activities

2019

Employer Branding in the Sport Industry: Recruiting and Retaining Sport Employees through Marketing Processes. LSU College of Human Sciences and Education Dean's Faculty Research & Travel Grant. **Martinez, J. M.** (P.I.) **Amount:** \$900. **Status:** Funded.

2018

Employee Engagement in Sport, Fitness and Recreation Settings. Southeastern Conference (SEC) Travel Grant. **Martinez, J. M.** (P.I.) **Amount:** \$900. **Status:** Funded.

2016

Piloting a Structured Student Retention Program in Online Graduate Education: Assessing Impacts on Institutional Commitment, Social Integration and Student Satisfaction Among Graduate Students. Academic Partnerships Research Grant Program. **Martinez, J. M.** (PI). **Amount:** \$1,500. **Status:** Not Funded.

Applying the Community of Inquiry Framework to Enhance Student Engagement in a Graduate Online Program. Academic Partnerships Research Grant Program. **Martinez, J. M.** (Co-PI) & Barnhill, C. R. (Co-PI). **Amount:** \$5,000. **Status:** Not Funded.

Organizational learning in sport organizations: A conceptual framework for competitive advantage through service quality. Office of Research & Economic Development, Louisiana State University, Junior Faculty Travel Grant. **Martinez, J. M.** (P.I.) **Amount:** \$550. **Status:** Funded.

2015

Examining service orientation and service-dominant orientation and the influence on measurable outcomes for major college athletics programs. Southeastern Conference (SEC) Travel Grant. **Martinez, J. M.** (P.I.), Agyemang, K. A. **Amount:** \$1,000. **Status:** Not funded.

Active learning strategies in online learning programs in sport management. Campus Federal Credit Union, Louisiana State University, Teaching Enhancement Grant. **Martinez, J. M.** (P.I.) **Amount:** \$500. **Status:** Funded.

2014

Martinez, J. M. (2014). Scenario Based Learning with Virtual Agents: A Pilot Program of Time Management Skills for Student-Athletes. NCAA Research Committee. (Co-PI). **Amount:** \$50,000. **Status:** Not Funded.

Martinez, J. M. (2014). Ralph E. Powe Junior Faculty Award. **Amount:** \$10,000. **Status:** Not Funded.

Martinez, J. M. (2014). Examining the Influence of Strategic Human Resource Management Practices on Organizational Outcomes in Intercollegiate Athletics. Amount: \$3,500. Louisiana State University. **Status:** Not Funded.

2013

Martinez, J.M. (2013) Paper Presentation Grant, Troy University, Faculty Development Council, \$700 **Status:** Funded.

2012

Martinez, J.M. (2012) Paper Presentation Grant, Troy University, Faculty Development Council, \$725 **Status:** Funded

Martinez, J.M. (2012) Paper Presentation Grant, Troy University, Faculty Development Council, \$375 **Status:** Funded

2011

Jubenville, C.B., **Martinez, J.M.**, Summer, L., & Gillette, K. (2011) NAIA Champions of Character Development Program. John Templeton Foundation. Amount: \$358,000.00 **Status:** Not Funded.

2010

Martinez, J.M. (2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$695 **Status:** Funded

Martinez, J.M. (2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$275 **Status:** Funded

2009

Jubenville, C.B., Marzouka, J.M., & **Martinez, J.M.** (2009) Growing the Game of Women's Basketball From the Inside: A Generation of Dreamers, A Generation of Doers. NCAA Division I Women's Basketball Grant Program. Amount: \$195,000.00 **Status:** Not funded.

Jubenville, C.B., **Martinez, J.M.** & Daughdrill, B. (2009) Agile Ticketing Solutions Fellowship Program, Marty McGinty, Director of Sales, \$25,000.00 **Status:** Not funded.

Jubenville, C.B., & **Martinez, J.M.** (2009) A-Game Sport Management Sales Fellowship Program, Micheal Thompson, Investor/Board Member, \$25,000.00 **Status:** Funded

Martinez, J.M. (2009) Paper Presentation Grant, Troy University, Faculty Development Council, \$750 **Status:** Funded

2008

Jubenville, C.B., Diaz, S., & **Martinez, J.M.** (2008) Interactive, Reality Based Sportsmanship Platform, Center for Sport Policy and Research, Sun Belt Conference, Mr. Wright Waters, \$106,000.00 **Status:** Not funded.

Jubenville, C.B., Diaz, S., & **Martinez, J.M.** (2008) An Examination of Athletes' and Coaches' Knowledge, Values, and Attitudes of Sportsmanship in the Sun Belt Conference: A Three-Prong Approach, Center for Sport Policy and Research, Sun Belt Conference, Mr. Wright Waters, \$60,000.00 **Status:** Not funded.

Jubenville, C.B. & **Martinez, J.M.** (2008) Center for Sport Policy and Research, Brian Shulman, Founder and CEO Learning Through Sports, \$30,000.00 per year for two years (2008-2010) **Status:** Funded

Jubenville, C.B. & **Martinez, J.M.** (2008) Nelligan Sports Marketing Fellowship Program Micheal Lawson, Property Manager, \$20,000.00 **Status:** Not funded.

Jubenville, C.B. & **Martinez, J.M.** (2008) Center for Sport Policy and Research, Middle Tennessee State University, University Foundation, Special Projects Grant \$20,000.00 **Status:** Not Funded

Jubenville, C.B. & **Martinez, J.M.** (2008) Center for Sport Policy and Research, Middle Tennessee State University, College of Graduate Studies, Special Assistance Grant \$15,000.00 **Status:** Funded

2007

Jubenville, C.B. & **Martinez, J.M.** (2007). Learning Through Sports, Brian Shulman, Founder and CEO, \$48,000.00 **Status:** Funded

Jubenville, C.B. Goss, B.D. & **Martinez, J.M.** (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, College of Graduate Studies, Special Assistance Grant \$21,000.00 **Status:** Funded

Jubenville, C.B., Goss, B.D. & **Martinez, J.M.** (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, Department of Health and Human Performance, Special Assistance Grant \$5,000.00 **Status:** Funded

Jubenville, C.B., & **Martinez, J.M.** (2007). Distinguished Lecture Series: Speaker Mr. Douglas Hess, Middle Tennessee State University, Distinguished Lecture Series, \$2,500.00 **Status:** Not Funded

Jubenville, C.B., & **Martinez, J.M.** (2007). Distinguished Lecture Series: Speaker Mr. Brian Shulman, Middle Tennessee State University, Distinguished Lecture Series, \$800.00 **Status:** Funded

Professional Development and Service

Editorial Service

Editorial Board Member

Sport Management Education Journal

2018-Present

2020: (Papers Reviewed: 4)
 2019: (Papers Reviewed: 3)
 2018: (Papers Reviewed: 2)

Journal of Issues in Intercollegiate Athletics 2016-Present
 2020: (Papers Reviewed: 2)
 2019: (Papers Reviewed: 1)
 2018: (Papers Reviewed: 1)
 2017: (Papers Reviewed: 1)
 2016: (Papers Reviewed: 2)

Journal of Applied Sport Management 2013-2017
 2015: (Papers Reviewed: 1)
 2013: (Papers Reviewed: 1)

Special Issue Co-Editor 2014
Journal of Applied Sport Management
 2014: (Papers Reviewed/Editor: 11)

Editor 2021-Present
Journal of Issues in Intercollegiate Athletics
 2022: (Papers Reviewed/Editor: 2)
 2021: (Papers Reviewed/Editor: 31)

Editor 2011-12
Journal of Sport Administration & Supervision
 2012: (Papers Reviewed/Editor: 8)
 2011: (Papers Reviewed/Editor: 7)

Assistant Editor 2008-2011
Journal of Sport Administration & Supervision
 2010: (Papers Reviewed: 2)
 2009: (Papers Reviewed: 2)
 2008: (Papers Reviewed: 1)

Manuscript Review Service

Ad-hoc Manuscript Reviewer 2022
Managing Sport and Leisure (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer 2019
European Journal of Marketing (Papers Reviewed: 1)
Journal of Applied Sport Management (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer 2018
International Journal of Sport Management (Papers Reviewed: 1)
Sport Marketing Quarterly (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer <i>European Journal of Sport Science</i> (Papers Reviewed: 1)	2017
Ad-hoc Manuscript Reviewer <i>International Journal of Sport Management</i> (Papers Reviewed: 1) <i>Sport Management Education Journal</i> (Papers Reviewed: 2)	2016
Ad-hoc Manuscript Reviewer <i>Event Management Journal</i> (Papers Reviewed: 2) <i>International Review on Public and Nonprofit Marketing</i> (Papers Reviewed: 1) <i>Sport Management Education Journal</i> (Papers Reviewed: 1)	2015
Ad-hoc Manuscript Reviewer <i>International Journal of Motorsport Management</i> (Papers Reviewed: 1)	2013
Ad-hoc Manuscript Reviewer <i>Sport Management Education Journal</i> (Papers Reviewed: 1)	2012
Ad-hoc Manuscript Reviewer <i>Journal of Issues in Intercollegiate Athletics</i> (Papers Reviewed: 1)	2011
<u>Conference Abstract Service</u>	
Abstract Reviewer Applied Sport Management Association (Indianapolis, IN)	2021
Abstract Reviewer North American Society for Sport Management Conference (San Diego, CA) North American Society for Sport Management Conference (New Orleans, LA) North American Society for Sport Management Conference (Halifax, Nova Scotia, Canada) North American Society for Sport Management Conference (Orlando, FL)	2015, 2017-2019
Abstract Reviewer CSRI Association Conference (Columbia, SC) CSRI Association Conference (Columbia, SC) CSRI Association Conference (Columbia, SC) CSRI Association Conference (Columbia, SC)	2016-2019
Abstract Reviewer Sport Marketing Association Conference (Chicago, IL) Sport Marketing Association Conference (Dallas, TX) Sport Marketing Association Conference (Boston, MA) Sport Marketing Association Conference (Indianapolis, IN) Sport Marketing Association Conference (Atlanta, GA) Sport Marketing Association Conference (Philadelphia, PA)	2013-2019

Sport Marketing Association Conference (Albuquerque, NM)

Abstract Reviewer	2020-2022
Eastern Academy of Management (Portland, ME)	
Eastern Academy of Management (Virtual)	
Eastern Academy of Management (Virtual)	
Abstract Reviewer	2019-2020
Southern Management Association (St. Pete Beach, FL)	
Southern Management Association (Norfolk, VA)	
Abstract Reviewer	2018
Online Learning Consortium Annual Conference (Orlando, FL)	
Abstract Reviewer (Tourism & Sport Management Division)	2010
Administrative Sciences Association of Canada Annual Conference (Regina, Saskatchewan, Canada)	
<u>Other Review Service</u>	
Book reviewer	2013
<i>Sport Communications, Publicity and Relations</i>	
Jones and Bartlett Learning	

Louisiana State University

Service to the department

1. Director of Online Programs, School of Kinesiology, August 2014-Present.
2. Search committee member, Sport Management Professional Practice faculty position. School of Kinesiology (2021-22).
3. Search committee member, Athletic Training Professional Practice faculty position. School of Kinesiology (2020-21).
4. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2018-19). [Two positions]
5. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2014-15). [Two positions]

Service to the College

1. Committee member, Distance Learning Committee (2015-Present)
2. Search committee member, Associate Dean for Professional Education and Distance Learning (2015).

Service to the University

1. Faculty Senate (August 2019-Present)
2. Committee member, Online Engagement Council (2018-Present)
3. Search committee member, Assistant Vice Provost of Learning Design, Professional Studies and Community Programs (2018).
4. Online Teaching Cohort (Policy Working Group), Louisiana State University, Spring 2016-2018.

Troy University

Service to the department

1. Global Campus Coordinator, School of Hospitality, Sport and Tourism Management, August 2013 – July 2014.
2. Sport and Fitness Management Curriculum Committee, Fall 2009-July 2014.
3. Search committee member, Tenure-track Global Campus faculty position in Fort Walton Beach, FL (2013)
4. Search committee member, Tenure-track Global Campus faculty position in Brunswick, GA (2013)
5. Search committee member, Tenure-track Global Campus faculty position in San Antonio, TX (2012-13)
6. Search committee member, Tenure-track Global Campus faculty position in Orlando, FL (2011)
7. Search committee member, Tenure-track Global Campus faculty position in Columbus, GA (2010)

Service to the College

1. Service learning experience coordinator: Super Bowl XLVII Volunteer Experience in New Orleans, LA (January 2013)
2. Educational Technology Committee representative, Fall 2012-July 2014

Service to the University

1. Vector Team Representative (Student Retention Planning Group), Phenix City Campus, Spring 2014

2. Faculty Development Committee, Phenix City Campus Representative, August 2013 – July 2014.
3. Instructional Design Faculty Feedback Group, Committee Chair, Fall 2012-July 2014

Service to the Community

1. Committee leader, Troop 46, Zachary, LA, Boys Scouts of America, March 2021-Present
2. Selected to the Phenix City/Russell County Chamber of Commerce 2013-14 Leadership Class, August 2013-April 2014
3. Head Elder, Board of Elders, Lutheran Church of the Redeemer, Columbus, GA, October 2011-May 2014
4. Whitewater Educational Stakeholders Committee Member, Columbus, GA, May 2013-May 2014

Other Service

Service to the Profession

1. Applied Sport Management Conference Director, 2016-2017
2. Southern Sport Management Conference Director, 2015
3. Southern Sport Management Conference Co-Director, 2011-2014
4. Exemplary Course Reviewer, Blackboard, 2013
5. Sport Marketing Association, Social Media Committee Member, 2011-2012
6. Southern Sport Management Conference Academic Chair, 2010

Professional Memberships (offices held):

1. Academy of Human Resource (AHRD); 2016
2. Applied Sport Management Association (President); 2015-2017
3. North American Society of Sport Management (NASSM); 2009, 2012, 2014-Present
4. Sport Marketing Association (SMA); 2009-2014, 2019
5. Southern Management Association (SMA); 2019-Present
6. Southern Sport Management Association (Executive Committee member); 2009 – 2015

7. Southern Sport Management Association (President): 2014-2015
8. Southern Sport Management Association (President Elect): 2012-2014
9. Young Professionals of Columbus, GA; 2010
10. Pike County (AL) Young Professionals; 2011-2013
11. College Sports Information Directors Association of America; 2003-2006
12. Football Writers Association of America, 2003-2006
13. Basketball Writers Association of America; 2004-2006
14. Mississippi Press Association; 2000-2003

Professional Development Activities

1. Institute for Emerging Leaders in Online Learning (Online Learning Consortium, Washington State University, Summer 2018)
2. Online Learning Consortium (OLC) Online Teaching Certificate Program (2015-2016)
3. Chancellor's Fellows Leadership Program (Troy University, 2013-2014)
4. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2013)
5. Sport Marketing Association National Conference (Sport Marketing Association, October, 2012)
6. NASSM Conference (North American Society of Sport Management, May, 2012)
7. Southern Sport Management Conference (Southern Sport Management Association, April, 2012)
8. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2011)
9. Southern Sport Management Conference (Southern Sport Management Association, April, 2011)
10. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2010)
11. Sport Marketing Association National Conference (Sport Marketing Association, October, 2010)

12. Southern Sport Management Conference (Southern Sport Management Association, April, 2010)
13. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2009)
14. Sport Marketing Association National Conference (Sport Marketing Association, October, 2009)
15. NASSM Conference (North American Society of Sport Management, May, 2009)
16. Southern Sport Management Conference (Southern Sport Management Association, April, 2009)
17. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2008)
18. Tennessee Alliance for Health, Physical Education, Recreation, & Dance (TAHPERD, November, 2007)
19. Kentucky Alliance for Health, Physical Education, Recreation, & Dance (KAHPERD, October, 2007)

Other Awards and Honors

1. Distinguished Service Award, Applied Sport Management Association, February 2021
2. Troy University Reward Caller of the Month, October, 2010