

CURRICULUM VITAE

B. CHRISTINE GREEN

PRESENT ADDRESSES:

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CURRENT APPOINTMENT:

Professor, Recreation, Sport & Tourism, University of Illinois

Director, Sport+Development Lab

EDUCATION:

1996	Ph.D.	University of Maryland	Sport Management
1994	M.A.	University of Maryland	Sport Management
1985	B.S.	George Washington University	Human Kinetics & Leisure Studies

PROFESSIONAL EXPERIENCE:

2012-2013	<u>Program Coordinator</u> , Sport Management, The University of Texas at Austin
2007-2013	<u>Associate Professor</u> , Department of Kinesiology and Health, The University of Texas at Austin
2009-2012	<u>Director, Undergraduate Studies</u> , Department of Kinesiology and Health, The University of Texas at Austin
2001-2007	<u>Assistant Professor</u> , Department of Kinesiology and Health, The University of Texas at Austin
1998-2001	<u>*Senior Lecturer (tenured)</u> , School of Marketing & Management, Griffith University, Australia * <i>equivalent to Associate Professor in the US academic system</i>
1996-1998	<u>^Lecturer</u> , School of Marketing & Management, Griffith University, Australia ^ <i>equivalent to Assistant Professor in the US academic system</i>
1995-1996	<u>Lecturer</u> , Department of Kinesiology, University of Maryland, College Park

1990-1995

Graduate Teaching Assistant, Department of Kinesiology,
University of Maryland, College Park

RESEARCH FOCUS

My research focuses on sport development. At a conceptual level, sport development is concerned with the ways in which sport programs grow, interact, and are resourced. The study of sport development examines the growth and management of sport at individual, group, community, organizational, and societal levels. The intellectual aim of this work is to elaborate a model that identifies factors that facilitate or inhibit the development of sport at each level, and that describes the separate, cumulative, and interactive effects of those factors within and across levels. The practical outcome of such work is enhanced effectiveness in the governance, administration, marketing, and policymaking for sport programs and sport systems.

PUBLICATIONS: BOOKS

Westerbeek, H., Smith, A., Turner, P., Emery, P., **Green, B.C.**, & Van Leeuwen, L. (2006). *Managing sport facilities and major events* (278 pages), Sydney, NSW: Allen & Unwin.

PUBLICATIONS: BOOK CHAPTERS (PEER REVIEWED)

Green, B.C., & Chalip, L. (2004). Pathways to volunteer satisfaction: Lessons from the Sydney Olympic Games. In R. Stebbins & M. Graham (Eds.), *Volunteering as leisure/leisure as volunteering: An international assessment* (pp. 49-67). Wallingford, UK: CABI International.

PUBLICATIONS: BOOK CHAPTERS (INVITED) (†GRAD STUDENT OR POST-DOC WITH ME AT THE TIME THE WORK WAS COMPLETED)

Green, B.C., & Chalip, L. (2013). Sport management. In S. Brown (Ed.), *Fundamentals of Kinesiology* (2nd ed., pp. 286-302), Dubuque, IA: Kendall Hunt.

Green, B.C., Chalip, L., & Bowers, M.T. (2013). Laissez-faire sport governance in the United States. In I. O'Boyle & T. Bradbury (Eds.), *Sport governance: An international case study perspective* (pp. 20-36). Oxford: Routledge.

Chalip, L., †Lin, Y., **Green, B.C.**, & Dixon, M.A. (2013). The essential role that sense of community plays in consumption of a shared service: Lessons from youth sport. In J. Sundbo & F. Sørensen (Eds.), *Handbook on the experience economy* (pp. 325-338). Cheltenham, UK: Edward Elgar.

Green, B.C. & Bowers, M.T. (2012). Understanding sport consumer behavior. In B. Parkhouse, B. Turner, & K. Miloch (Eds.), *Sport Marketing* (pp. 55-82). Dubuque, IA: Kendall Hunt.

- †Bowers, M., Chalip, L., & **Green, B.C.** (2011). Beyond the façade: Youth sport development in the United States and the illusion of synergy. In B. Houlihan & M. Green (Eds.), *Routledge Handbook of Sports Development* (pp. 173-183). London: Routledge.
- †Bowers, M., Chalip, L., & **Green, B.C.** (2010). United States of America. In M. Nicholson, R. Hoye, & B. Houlihan (Eds.), *Participation in sport: International policy perspectives* (pp. 254-267). London: Routledge.
- Green, B.C.**, & Costa, C. (2010). Consumer behavior in sport. In P. Pederson, J. Parks, L. Thibault, & J. Quarterman (Eds.), *Contemporary sport management* (5th ed., pp. 332-349). Champaign, IL: Human Kinetics.
- Green, B.C.**, & Chalip, L. (2010). Sport volunteerism. In M. Hopwood, J. Skinner, & P. Kitchin (Eds.), *Sports public relations and communications* (pp. 105-122). Oxford, UK: Butterworth-Heinemann.
- Green, B.C.** (2008). Sport as an agent for social and personal change. In V. Girginov (Ed.), *Management of Sport Development* (pp. 129-146). Oxford, UK: Elsevier.
- †Sparvero, E., Chalip, L., & **Green, B.C.** (2008). Laissez faire sport development: Building elite athletes in the United States. In B. Houlihan & M. Green (Eds.), *Comparative Elite Sport Development* (pp. 242-270). Oxford, UK: Butterworth-Heinemann.
- Green, B.C.**, & Costa, C. (2006). Consumer behavior in sport. In J. Parks, L. Thibault, & J. Quarterman (Eds.), *Contemporary sport management* (4th ed., pp.). Champaign, IL: Human Kinetics.
- Jones, I., & **Green, B.C.** (2006). Serious leisure and subculture. In H. Gibson (Ed.) *Sport tourism: Concepts and theories* (pp. 32-49). London: Routledge.
- Green, B.C.** (2005). Flag football. In D. Levinson & K. Christensen (Eds.) *Berkshire Encyclopedia of World Sports* (pp.). Great Barrington, MA: Berkshire.
- Green, B.C.** (2003). Psychology of sport consumer behavior. In J. Parks, B.R.K. Zanger, & J. Quarterman (Eds.), *Contemporary sport management* (3rd ed., pp. 127-146). Champaign, IL: Human Kinetics.
- Green, B.C.** (2001). Action research in youth soccer: Assessing the acceptability of an alternative program. In A. Yiannakis & M. Melnick (Eds.), *Contemporary issues in sociology of sport* (pp. 79-90). Champaign, IL: Human Kinetics.
- Green, B.C.** (2001). Event management: Lessons for design and implementation. In D. Kluka & G. Schilling (Eds.), *Perspectives 3 – The business of sport* (pp. 91-103). Oxford, UK: Meyer and Meyer.

Green, B.C. (2001). Flag football. In K. Christensen, A. Guttman, & G. Pfister (Eds.), *International encyclopedia of women and sport* (pp. 426-428). New York: Macmillan Reference.

PUBLICATIONS: PEER REVIEWED JOURNAL ARTICLES (†GRAD STUDENT OR POST-DOC WITH ME AT THE TIME THE WORK WAS COMPLETED)

Green, B.C., Fairley, S., & †Walsh, D. (submitted for publication). Worlds apart: Volunteers' perceptions of the roles of volunteers and staff. *European Journal of Sport Management*.

†Bowers, M.T., †Giraldo, J.S., †Kessler, S.A., †Ozyurtcu, T. & **Green, B.C.** (submitted for publication). Sport as leisure, sport or leisure: Understanding adult sport participation in the Netherlands and the United States. *Leisure Sciences*.

†Lin, Y.C., Chalip, L., & **Green, B.C.** (in revision). Understanding the Role of Community in Community Sport, *Leisure Sciences*.

†Seo, W.J., **Green, B.C.**, & Sung, Y. (in revision). Framing visual and verbal communication to target sport product markets across cultures. *Journal of Sport Management*.

Fairley, S., Chalip, L., & **Green, B.C.** (in 2nd review). The effects of commitment and identification on consumption, *European Sport Management Quarterly*.

Xing, X., Chalip, L. C., & **Green, B.C.** (accepted for publication). Marketing a social experience: How celebration of subculture leads to social spending during a sport event. *Sport Marketing Quarterly*.

†Bowers, M., **Green, B.C.**, & Chalip, L. (in press). Examining the effects of youth sport settings on the development of creativity, *Creativity Research Journal*.

Taks, M., Misener, L., **Green, B.C.**, & Chalip, L. (2014). Evaluating sport development outcomes: The case of a medium-sized international sport event. *European Sport Management Quarterly*. <http://dx.doi.org/10.1080/16184742.2014.882370>

†Bowers, M.T., **Green, B.C.**, & Siefried, C. (2014). "Let the marketplace be the judge": NASSM founders reflect on the origins and trajectory of sport management. *Journal of Sport Management*.

Taks, M., Misener, L., Chalip, L., & **Green, B.C.** (2013). Leveraging sport events for participation. *Canadian Journal for Social Research*, 3(1), 12-23.

†Bowers, M., & **Green, B.C.** (2013). Reconstructing the community-based youth sport experience: How children derive meaning from unstructured and organized settings. *Journal of Sport Management*, 27, 422-438.

- Fairley, S., Lim, Y., **Green, B.C.**, & Kim, M.L. (2013). Considering cultural influences in volunteer satisfaction and commitment. *Event Management*, 17(4), 337-348.
- †Lee, S., †Seo, W.J., & **Green, B.C.** (2013). Understanding why people play fantasy sport: Development of the Fantasy Sport Motivation Inventory (FanSMI). *European Sport Management Quarterly*, 13, 166-199.
- †Newland, B.L., Dixon, M.A., & **Green, B.C.** (2013). Engaging children through sport: Examining the disconnect between program vision and implementation. *Journal of Physical Activity & Health*, 10, 805-812.
- †Olushola, J., Jones, D.F., Dixon, M.A., & **Green, B.C.** (2013). More than basketball: Determining the sport components that lead to long-term benefits for African-American girls. *Sport Management Review*, 16(2), 211-225.
- Taks, M., **Green, B.C.**, Chalip, L., Kesenne, S., & Martyn, S. (2013). Visitor composition and event-related spending. *International Journal of Culture, Tourism and Hospitality Research*, 7(2), 132-147.
- †Lee, S., †Lee, H.J., †Seo, W.J., & **Green, B.C.** (2012). A new approach to stadium experience: The dynamics of sensoryscape, social interaction, and sense of home. *Journal of Sport Management*, 26, 490-505.
- Hill, B., & **Green, B.C.** (2012). Repeat participation as a function of program attractiveness, socializing opportunities, loyalty and the sportscape across three sport facility contexts. *Sport Management Review*, 15(4) 485-499.
- Green, B.C.**, Murray, N.P., & †Warner, S. (2011). Understanding website useability: An eye-tracking study of the Vancouver 2010 Olympic Games website. *International Journal of Sport Management and Marketing*, 10, 257 - 271.
- Taks, M., Chalip, L., **Green, B.C.**, Kesenne, S., & Martyn, S. (2011). Economic impact analysis versus cost benefit analysis: The case of a medium-sized sport event. *International Journal of Sport Finance*, 6(3), 187-203.
- †Warner, S., †Newland, B.L., & **Green, B.C.** (2011). Beyond motivation: Reconsidering volunteer management tools. *Journal of Sport Management*, 25, 391-407.
- †Seo, W. J., †Lee, S., †Chung, K-S., & **Green, B.C.** (2010). Korean immigrants' sport media use and acculturation in the U.S.. *Korean Society for the Sociology of Sport*, 23(3), 99-129.
- Green, B.C.**, †Lim, S., †Seo, W.J., & Sung, Y. (2010). Effects of cultural exposure through pre-event media. *Journal of Sport & Tourism*, 15(1), 87-100.

- Taks, M., Chalip, L., **Green, B.C.**, Kesenne, S., & Martyn, S. (2009). Factors affecting repeat visitation and flow-on as sources of event strategy sustainability. *Journal of Sport & Tourism, 14*(2), 121-142.
- Snelgrove, R., Taks, M., Chalip, L., **Green, B.C.** (2008). How visitors and locals at a sport event differ in motives and identity. *Journal of Sport & Tourism, 13*(3), 165-180.
- Hill, B., & **Green, B.C.** (2008). Give the bench the boot! Using manning theory to design youth-sport programs. *Journal of Sport Management, 22*, 184-204.
- †Seo, W.J., & **Green, B.C.** (2008). Development and validation of the Motivation Scale for Sport Online Consumption (MSSOC), *Journal of Sport Management, 21*, 82-109.
- †Seo, W.J., **Green, B.C.**, Ko, Y.J., †Schenewark, J., & †Lee, S. (2007). The effect of web cohesion, web commitment, and attitude toward the website on intentions to use NFL teams' websites. *Sport Management Review, 10*, 231-252.
- Fairley, S.F., Kellett, P., & **Green, B.C.** (2007). Volunteering abroad: Motives for travel to volunteer at the Athens Olympic Games. *Journal of Sport Management, 21*, 41-57.
- Costa, C.A., Chalip, L., **Green, B.C.**, & Simes, C. (2006). Reconsidering the role of training in event volunteers' satisfaction. *Sport Management Review, 9*, 165-182.
- Green, B.C.**, Costa, C.A., & Fitzgerald, M.P. (2006). Marketing the host city: Analyzing exposure generated by a sport event. *Strategy and Sponsorship Review*, www.strategyandsponsorship.org/html/ldetalle.php?sec=4&id=17.
- Green, B.C.** (2005). Building sport programs to optimize athlete recruitment, retention, & transition: Toward a normative theory of sport development. *Journal of Sport Management, 19*, 233-253.
- Green, B.C.**, & Jones, I. (2005). Serious leisure, social identity, and subculture in sport tourism. *Culture, Sport, Society, 8*(2), 164-181.
- Chalip, L., **Green, B.C.**, & Hill, B. (2003). Effects of sport event media on destination image and intention to visit. *Journal of Sport Management, 17*, 214-234.
- Green, B.C.**, Costa, C.A., & Fitzgerald, M.P. (2003). Marketing the host city: Analyzing exposure generated by a sport event. *International Journal of Sports Marketing & Sponsorship, 4*, 335-353.
- Green, B.C.**, & Muller, T. (2002). Positioning a youth sports camp: A brand mapping exercise. *Sport Management Review, 5*, 179-199.

- Green, B.C.** (2001). Leveraging subculture and identity to promote sport events. *Sport Management Review*, 4, 1-20.
- Hill, B., & **Green, B.C.** (2000). Repeat attendance as a function of involvement, loyalty, and the sportscape across three football contexts. *Sport Management Review*, 3, 145-162.
- Cleaver, M., **Green, B.C.**, & Muller, T.E. (2000). Using consumer behavior research to understand the baby boomer tourist. *Journal of Hospitality and Tourism Research*, 24, 274-287.
- Green, B.C.**, & Gordon, D. (2000). Marketing to multiple constituencies: Repositioning AUS-north. *Sport Management Review*, 3, 93-118.
- Chalip, L., **Green, B.C.**, & Vander Velden, L. (2000). The effects of polysemic structures on Olympic viewing. *International Journal of Sports Marketing and Sponsorship*, 2, 39-57.
- Green, B.C.**, & Chalip, L. (1999). Lionization or Trivialization? *Annals of Tourism Research*, 26, 703-705.
- Green, B.C.**, & Chalip, L. (1998). Sport volunteers: A research agenda and applications. *Sport Marketing Quarterly*, 7(2), 14-23.
- Green, B.C.**, & Chalip, L. (1998). Sport tourism as a celebration of subculture: The ethnography of a women's football tournament. *Annals of Tourism Research*, 25, 275-291.
- Chalip, L., **Green, B.C.**, & Vander Velden, L. (1998). Sources of interest in travel to the Olympic Games. *Journal of Vacation Marketing*, 4, 7-22.
- Chalip, L., & **Green, B.C.** (1998). Establishing and maintaining a modified youth sport program: Lessons from Hotelling's location game. *Sociology of Sport Journal*, 15, 326-342.
- Green, B.C.**, & Chalip, L. (1998). Antecedents and consequences of parental purchase decision involvement in youth sport. *Leisure Sciences*, 20, 95-110.
- Green, B.C.** (1997). Action research in youth soccer: Assessing the acceptability of an alternative program. *Journal of Sport Management*, 11, 29-44. [abbreviated version published in *Physical Activity Today*, 3(3), Reston, VA: AAHPERD.]
- Green, B.C.**, & Chalip, L. (1997). Enduring involvement in youth soccer: The socialization of parent and child. *Journal of Leisure Research*, 29, 61-77.

PUBLICATIONS: INVITED ARTICLES

Green, B.C. (2002). An interview with Kimmo Lipponen, Director of Corporate Marketing, NOKIA. *International Journal of Sports Marketing and Sponsorship*, 3, 369-381.

PUBLICATIONS: CONFERENCE PROCEEDINGS (PEER REVIEWED) (†GRAD STUDENT OR POST-DOC WITH ME AT THE TIME THE WORK WAS COMPLETED)

†Seo, W.J., **Green, B.C.**, & Sung, K. (2010). Perceptions of visual image and verbal message style in sport advertising: A cross-cultural comparison. *8th Annual Sport Marketing Association Conference*.

†Hill, B., **Green, B.C.**, & Chalip, L. (2002). Determining optimal message speed for pull-through advertisements. In K.R. Evans & L.K. Scheer (Eds.), *2002 Winter AMA Educators' Proceedings: Marketing Theory and Applications*. Chicago, IL: American Marketing Association.

Chalip, L. & **Green, B.C.** (2001). Event marketing and destination image. In G.W. Marshall & S.J. Grove (Eds.), *2001 Summer AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing* (pp. 346-351). Chicago, IL: American Marketing Association.

Chalip, L. & **Green, B.C.** (2001). Leveraging large sports events for tourism: Lessons from the Sydney Olympics. In R.N. Moisey, N.P. Nickerson, & K.L. Andereck (Eds.), *2001: A Tourism Odyssey* (pp. s11-s20). Boise, ID: Travel and Tourism Research Association.

Chalip, L. & **Green, B.C.** (1999). Contextualizing sport management curricula: Lessons from Australia. In A. Elnashar (Ed.), *Developing Strategies of International Cooperation of HPERSD for the New Millennium* (pp. 1-22). Minia, Egypt: New Technology Egypt.

Green, B.C. (1997). Mapping sport consumption: The insufficiency of motive. In D. Shilbury & L. Chalip (Eds.), *Advancing Management of Australian and New Zealand Sport* (pp. 31-41). Melbourne, SMAANZ.

PUBLICATIONS: REPORTS (†GRAD STUDENT OR POST-DOC WITH ME AT THE TIME THE WORK WAS COMPLETED)

†Lin, Y., **Green, B.C.**, Chalip, L., †Hutchinson, R., †Philip, B., †Roberts, C., & †Oliveira, D. (2010). *Lake Travis Swim League final report*. Austin, TX: Lake Travis Swim League.

Green, B.C., Dixon, M.A., & Costa, C. (2007). *Summary report: Active Like Me! evaluation*. Austin, TX: Youth InterACTIVE.

- Green, B.C.,** Dixon, M.A., & Costa, C. (2006). *Instructor perceptions of Youth InterACTIVE program training and implementation*. Austin, TX: Youth InterACTIVE.
- Green, B.C.,** & †Lee, H-J. (2005). *Analysis of parents' and children's satisfaction with UT Athletics Camps*. Austin, TX: University of Texas at Austin, Women's Athletics.
- Green, B.C.,** Dixon, M.A., Fitzgerald, M.P., & †Lee, H-J. (2005). *Feasibility Analysis: Measurement and Evaluation of First Tee Programs*. Austin, TX: The First Tee of Greater Austin.
- Green, B.C.,** Chalip, L., & Costa, C (2004). *Summary Report: Lone Star Classic hotel study*. Austin, TX: Austin Junior Volleyball.
- Chalip, L., Costa, C., & **Green, B.C.** (2003). *Summary Report: Economic impact analysis of the Lone Star Classic National Qualifying Tournament*. Austin, TX: Austin Junior Volleyball.
- Costa, C., **Green, B.C.,** & Chalip, L. (2003). *Analysis of spending at the 2003 Lone Star Classic National Qualifying Tournament*. Austin, TX: Austin Junior Volleyball.
- Fitzgerald, M.P, **Green, B.C.,** & Costa, C.A. (2002). *Content analysis: 2002 NCAA Women's Final Four broadcasts*. San Antonio, TX: San Antonio Sports Foundation.
- Green, B.C.** (2000). *Summary report: Australian University Sport: Member needs for the new millenium*. Brisbane: AUS.
- Green, B.C.,** (2000). *Impacts of the Sydney Olympic Games on inbound tour operators in Australia*. Sydney: ITOA.
- Green, B.C.** (1998). *Summary report: Outcomes of the NCUSA strategic planning forum*. Brisbane: Northern Conference Universities Sport Association [NCUSA].
- Green, B.C.,** Hill, B., & Chalip, L. (1998). *Summary report: ANZ Stadium survey*. Brisbane: Brisbane Broncos Rugby League Club.
- Chalip, L, & **Green, B.C.** (1997). *Using the Sydney Olympics to market Australia to Americans. A report to the Australian Tourist Commission*. Gold Coast, Queensland: Griffith University, Centre for Tourism Research.
- Chalip, L., Kellett, P., & **Green, B.C.** (1997). *Summary report: Outcomes of the NCUSA strategic planning forum*. Brisbane: Northern Conference Universities Sport Association [NCUSA].
- Chalip, L, & **Green, B.C.** (1996). *Development of the destination image scale. A report to the Queensland Tourist and Travel Corporation*. Gold Coast, Queensland: Griffith

University, Centre for Tourism Research.

INVITED PRESENTATIONS (*ABSTRACT PUBLISHED)

Taks, M., **Green, B.C.**, & Chalip, L. (September, 2013). *Workshop: Impacts and strategic outcomes from non-mega sport events for local communities*. Conference of the European Association of Sport Management, Istanbul, Turkey.

Green, B.C. (May, 2013). *Research in sport management: Views of editors and seasoned reviewers*. Past President's Workshop, Annual Conference of the North American Society for Sport Management, Austin, Texas.

Green, B.C. (March, 2010). Beyond the sport behemoth: Managing sport through alternative visions. *2010 Distinguished Lecture Series*, West Virginia University, College of Physical Activity and Sport Sciences, Morgantown, West Virginia.

Green, B.C. (March, 2010). Strength in diversity: Fostering synergies among disciplines. College of Physical Activity and Sport Sciences, West Virginia University, Morgantown, West Virginia.

*McDowell, J., et al. (May, 2008). Getting on the publication plane. Annual Conference of the North American Society for Sport Management, Toronto, Ontario, Canada.

Green, B.C. (April, 2008). Action and participatory research in sport development. Studying Sport Development Conference, Brunel University, London, UK.

***Green, B.C.** (November, 2007). Sport tourism and the celebration of subculture: Creating sustainable tourism product. Keynote address, II International Recreation and Tourism Congress, Maracay, Venezuela.

***Green, B.C.** (November, 2007). Objectives, tactics, & challenges for sport development. Workshop, II International Recreation and Tourism Congress, Maracay, Venezuela.

Green, B.C., & Woolf, J. (October, 2007). Understanding the effects of emotional appeals on health promotions: Can fear and disgust promote physical activity? Sport Management Lecture Series, University of Massachusetts, Amherst, Massachusetts.

Chalip, L., & **Green, B.C.** (April, 2006). From impact to leverage: Toward a new paradigm for sport management research, University of Windsor Faculty of Human Kinetics Distinguished Speaker Series, Windsor, Ontario, Canada.

- Green, B.C.** (November, 2004). Professional development issues: Writing editorial reviews for sport management journals. Annual Conference of the Sport Management Association of Australia and New Zealand, Melbourne, Victoria, Australia.
- Green, B.C.** (November, 2003). Understanding sport event volunteers. McCraw Lecture Series. The University of Texas at Austin.
- Stiers, W., Chalip, L., **Green, B.C.**, & Gladden, J. (November, 2003). Writing for professional/scholarly journals – Insights from journal editors. Inaugural Conference of the Sport Marketing Association, Gainesville, Florida.
- Shani, D., **Green, B.C.**, Chalip, L., & Amis, J. (October, 2002). Workshop on publishing in sport marketing. American Marketing Association Conference on Sports Marketing, Lexington, Kentucky.
- Green, B.C.**, & Chalip, L. (June, 2001). Leveraging the tourism-related benefits of Sydney 2000: A focus on the surrounding communities. Gainesville Sports Organizing Committee's Business of Sport Seminar, Gainesville, Florida.
- ***Green, B.C.** (April, 2000). AUS Members: What do you really want? 2000 Australian University Sport Convention, Sydney, Australia.
- ***Green, B.C.** (April, 2000). All Things to All People? Techniques for marketing university sport to multiple market segments. 2000 Australian University Sport Convention, Sydney, Australia.
- Green, B.C.** (August, 1999) Sponsorship and marketing. Volunteer Involvement Program, Brisbane, Australia.
- Green, B.C.** (March, 1998) Volunteer recruitment and retention. Volunteer Involvement Program, Brisbane, Australia.
- Green, B.C.** (June, 1997). Sponsorship evaluation. Strengthening Community Clubs Conference, Brisbane, Australia.
- Green, B.C.** (June, 1997). Membership recruitment and retention. Strengthening Community Clubs Conference, Brisbane, Australia.
- Green, B.C.** (March, 1997) Volunteer recruitment and retention. Volunteer Involvement Program, Brisbane, Australia.
- Green, B.C.** (April, 1993). Sport development: The myth of vertical integration. American Sports Policy Conference, New Orleans, Louisiana.
- Green, B.C.** (April, 1992). Planning and implementing sport programs to optimize athlete

entrance and advancement: Bases for a prescriptive theory. International Conference on Sport Management Theory, New Orleans, LA.

PEER-REVIEWED CONFERENCE PRESENTATIONS (*ABSTRACT PUBLISHED) (†GRAD STUDENT OR POST-DOC WITH ME AT THE TIME THE WORK WAS COMPLETED)

- *Taks, M., Misener, L., Chalip, L., & Green, B.C. (October, 2013). *Leveraging sport event for participation: An action research approach*. Sport Canada Research Initiative Conference, Ottawa, Canada.
- *† Ogura, T., Okamoto, J., Nakamura, H., & **Green, B.C.** (July, 2013). *Potential contributions of spatial analysis using GIS to sport development and community development research projects: Case study in Austin, TX*. Conference of the Japanese Society of Sports Industry.
- *Taks, M., **Green, B.C.**, & Misener, L. (May, 2013). *Model creation for leveraging sport events for sport participation and development*. Annual Conference of the North American Society for Sport Management, Austin, Texas.
- *†Olushola, J., **Green, B.C.**, Dixon, M.A. (May 2013). *Who's got the power? Examining the differences and similarities between sport participants and sport administrators in the expected and obtained benefits of sport participation*. Annual Conference of the North American Society for Sport Management, Austin, Texas.
- *† Walsh, D., & **Green, B.C.** (May, 2013). *Exploring a possible lucrative and attractive market segment for sport managers: Adulthood sport participation*. Annual Conference of the North American Society for Sport Management, Austin, Texas.
- *† Hill, B., & **Green, B.C.** (May, 2013). *Recall and recognition effectiveness on brands presented in different visual planes and advertisement contexts during a sport telecast*. Annual Conference of the North American Society for Sport Management, Austin, Texas.
- *†Chung, K., Ryu, D.S., **Green, B.C.**, Hwang, G., & Griffiths, R. (May, 2013). *The effects of prior experiences on the perception of live sensory stimuli*. Annual Conference of the North American Society for Sport Management, Austin, Texas.
- *† Lin, Y.C., & **Green, B.C.** (May, 2013). *Sport for development program design for Chinese immigrants*. Annual Conference of the North American Society for Sport Management, Austin, Texas.
- *† Olushola, J., **Green, B.C.**, & Dixon, M.A. (May, 2013). *When and where they enter: Employing Shaw and Frisby's (2006) Fourth Frame in researching African –American women's sporting experiences*. Annual Conference of the North American Society for Sport Management, Austin, Texas.

- *† Smith, N., Gonzales, B., & **Green, B.C.** (May, 2013). *Investigating differences in structure and challenges among sport for development programs*. Annual Conference of the North American Society for Sport Management, Austin, Texas.
- *† Walsh, D., & **Green, B.C.** (May, 2012). *Developing Youth, Creating Fans, Building Communities: Utilizing an Innovative Marketing Vehicle to Deliver Short- and Long-Term Success for Professional Sports Teams*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- *† Berg, B., **Green, B.C.**, & Hunt, T.M. (May, 2012). *Sport Development and the 1968 Olympics: A Case Study of the U.S. Sport System prior to Title IX and Intense Commercialization*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- *† Chung, K., †Ryu, D.S., **Green, B.C.**, & Kang, H.M., (May, 2012). *An Exploration of Immigrant Fathers' Influence on Ethnic Youth Sport Programs*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- *† Ogura, T., & **Green, B.C.** (May, 2012). *Identifying Potential Sport Clusters: GIS Analysis of Spatial Patterns of Bicycling Participants, Non-Profits and Businesses and Facilities*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- ***Green, B.C.**, & Dixon, M.A. (May, 2012). *Creating and Sustaining New Sport Programs: A multi-site study of Girls High School Flag Football*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- *Chalip, L., Taks, M., Misener, L., & **Green, B.C.** (May, 2012). *Bridging the Gap: Planning to Leverage Events for Participation via a Panel of Experts*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- *† Jacobs, B., Newland, B., & **Green, B.C.** (May, 2012). *Exploring Meaning and Purpose in Adult Sport Participation*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- *† Olushola, J., Dixon, M., & **Green, B.C.** (May, 2012). *Beyond Xs and Os: Administrator Roles in the Creation and Maintenance of Interscholastic Sport Programs for African-American Girls*. Annual Conference of the North American Society for Sport Management, Seattle, Washington.
- *Bowers, M., & **Green, B.C.** (February, 2012). *The Importance of "Playing" Sports for Youth: A Seed Grant Research Update*. Conference on Play, Clemson, South Carolina.
- *Dixon, M.A., & **Green, B.C.** (November, 2011). *Sustaining New Women's Sport Programs: Gridiron Football for Girls*. *Annual Conference of the Sport Management Association of*

Australia & New Zealand, Melbourne, Australia.

- * †Ogura, T., †Lim, S.Y., & **Green, B.C.** (October, 2011). Segmenting Cause-related Sport Event Participants. *9th Annual Sport Marketing Association Conference*, Houston, Texas.
- * †Seo, W.J., **Green, B.C.**, Sung, Y. (June, 2011). *The interplay among visual image, communication style, and culture in determining the persuasiveness of sport advertising.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * †Lim, S.Y., †Rundio, A., & **Green, B.C.** (June, 2011). *Cause marketing via sport events: the effect of inspiration on post-event behaviors.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * Doherty, A., **Green, B.C.**, et al. (June, 2011). *Where people play: A research symposium on the development and provisions of community sport.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * †Lin, Y.C., **Green, B.C.** & Chalip, L.(June, 2011). *Parents' preferences and expectations for a youth sport organization.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * †Chung, K.S., †Lee, S., **Green, B.C.**, †Ryu, D.S., Kang, H.M., & Kim, B.H. (June, 2011). *The role of live sensory experiences in cultivating sport fanship.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * †Lee, S., †Lee, H.J., **Green, B.C.**, †Chung, K.S. (June, 2011). *The effects of liminality, communitas, and fan identification on spectator attendance.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * †Bowers, M.T., & **Green, B.C.** (June, 2011). *Examining the effects of youth sport settings on the development of creativity.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * Newland, B., & **Green, B.C.** (June, 2011). *Improving organizational effectiveness: Understanding athletes' socio-cultural adaptation to new training environments.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * †Bowers, M.T., & **Green, B.C.** (June, 2011). *Little League vs. sandlot: Understanding the meanings of formal and informal youth sport experiences.* Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.
- * †Olushola, J., **Green, B.C.**, Dixon, M.A., & Jones, D.F. (June, 2011). *Ballin': Examining the components of sport based interventions which lead to holistic benefits for African-*

American girls. Annual Conference of the North American Society for Sport Management, London, Ontario, Canada.

- * †Bowers, M.T., **Green, B.C.** (February, 2011). *Deconstructing the sport experience: Understanding variations in context.* Conference on the Value of Play, Clemson, South Carolina.
- ***Green, B.C.**, Costa, C., & †Warner, S. (September, 2010). *Factors impacting website useability: An eye-tracking study of the Vancouver 2010 website.* 18th Congress of the European Association for Sport Management, Prague, Czech Republic.
- *Costa, C., **Green, B.C.**, & Daprano, C. (September, 2010). *Nurturing creativity in sport management education.* 18th Congress of the European Association for Sport Management, Prague, Czech Republic.
- *†Olushola, J., Jones, D.F., **Green, B.C.**, & Jones, P. (June, 2010). *Sport participation, mentoring, and life skills: Examining the long-term effects on the well-being of African-American women.* Annual Conference of the North American Society for Sport Management, Tampa, Florida.
- *†Bowers, M.T., & **Green, B.C.** (June, 2010). *Playing video games as a supplement to sport identity: Insights on athlete transitions.* Annual Conference of the North American Society for Sport Management, Tampa, Florida.
- *†Lim, S.Y., †Ogura, T., **Green, B.C.**, & Chalip, L. (June, 2010). *Identifying event features & attributes that enhance the social impact of cause-related sport events: A qualitative approach.* Annual Conference of the North American Society for Sport Management, Tampa, Florida.
- *Jones, D.F., Thairu, M., Cheung, S.Y., Wanderi, M.P., Livingstone, A., & **Green, B.C.** (March, 2010). *Global perspectives on sport management as an academic discipline.* AAHPERD, Indianapolis, Indiana.
- * Taks, M., Misener, L., Chalip, L., & **Green, B.C.** (November, 2009). *Measuring the sport development impact of events: Developing a protocol.* Annual Conference of the North American Society for the Sociology of Sport, Ottawa, Canada.
- *†Lee, H.J., †Lee, S., **Green, B.C.**, & Chalip, L. (May, 2009). *Five senses! How do they affect spectators' stadium experience and intention to revisit.* Annual Conference of the North American Society for Sport Management, Columbia, South Carolina.
- *†Seo, W.J., †Lim, S.Y., **Green, B.C.**, & Sung, J. (May, 2009). *China and the Beijing Olympics: Effects of pre-event media on host nation, host city, and sport event image.* Annual Conference of the North American Society for Sport Management, Columbia, South Carolina.

- *Dixon, M.A., Heere, B., & **Green, B.C.** (May, 2009). *Understanding adult sport participation and community: A multi-national inquiry*. Annual Conference of the North American Society for Sport Management, Columbia, South Carolina.
- *†Ogura, T., †Chung, K.S., & **Green, B.C.** (May, 2009). *Attracting new fans: The role of live event experiences*. Annual Conference of the North American Society for Sport Management, Columbia, South Carolina.
- ***Green, B.C.**, & Doherty, A., (May, 2008) *Beyond motivation: New ways to understand the volunteer experience*. Symposium. Annual Conference of the North American Society for Sport Management, Toronto, Ontario, Canada.
- *†Lee, S., †Seo, W.J., & **Green, B.C.** (May, 2008). *Measuring fantasy sport motivation*. Annual Conference of the North American Society for Sport Management, Toronto, Ontario, Canada.
- *Taks, M., Kesenne, S., Chalip, L., **Green, B.C.**, Martyn, S. (May, 2008). *Visitor composition and event-related spending: The case of a medium sized international sporting event*. Annual Conference of the North American Society for Sport Management, Toronto, Ontario, Canada.
- *Taks, M., Kesenne, S., Chalip, L., **Green, B.C.**, & Martyn, S. (May, 2008). *Challenges for economic impact analyses: The case of a medium sized international sports event*. Conference of the Administrative Sciences Association of Canada, Halifax, Nova Scotia, Canada.
- *Fink, J.S., Sagas, M., **Green, B.C.**, & Chalip, L. (June, 2007). *Developing a research agenda in sport management: Tips for building programmatic, theory building research*. Annual conference of the North American Society for Sport Management, Ft. Lauderdale, Florida.
- *†Xing, X., Chalip, L., & **Green, B.C.** (June, 2007). *How identification with subculture fosters social spending during a sport event: a quantitative examination*. Annual conference of the North American Society for Sport Management, Ft. Lauderdale, Florida.
- *†Seo, W.J., †Lee, S., †Kim, N.S., **Green, B.C.**, & Ko, Y.J. (June, 2007). *Does American and Korean sport media consumption help Korean immigrants' acculturation into the US culture?* Annual conference of the North American Society for Sport Management, Ft. Lauderdale, Florida.
- *†Kim, N.S., †Lee, H.J., †Seo, W.J., Ko, Y.J., & **Green, B.C.** (June, 2007). *Integrating a new culture: Does sport participation affect Korean immigrants' acculturation into the US culture?* Annual conference of the North American Society for Sport Management, Ft. Lauderdale, Florida.

- *†Lee, H.J., & **Green, B.C.** (June, 2007). *Psychographic segmentation of youth sport camps: From the eyes of the parents*. Annual conference of the North American Society for Sport Management, Ft. Lauderdale, Florida.
- *Taks, M., Chalip, L., & **Green, B.C.** (September, 2006). *The symbiosis between sporting events and sport tourism: The case of the Pan-American Junior Athletic Championships 2005*. Annual conference of the European Association of Sport Management, Nicosia, Cypress.
- *†Xing, X., **Green, B.C.**, & Chalip, L. (June, 2006). *The effects of brand utility and product perception on attendance intentions: Sport interest as the mediator*. Annual conference of the North American Society for Sport Management, Kansas City, Kansas.
- *Snelgrove, R., Taks, M., **Green, B.C.**, & Chalip, L. (June, 2006). *Subcultural identification and motivation of spectators at the 2005 Pan American Junior Athletic Championships*. Annual conference of the North American Society for Sport Management, Kansas City, Kansas.
- *†Lee, H.J., & **Green, B.C.** (June, 2006). *Making a winning youth sport camp: What makes kids come back?* Annual conference of the North American Society for Sport Management, Kansas City, Kansas.
- *†Schenewark, J., Dixon, M., & **Green, B.C.** (June, 2006). *The quest for work-family balance and the development of sport and exercise programs*. Annual conference of the North American Society for Sport Management, Kansas City, Kansas.
- *Taks, M. Kesenne, S., **Green, B.C.**, & Chalip, L. (May, 2006). *Economic impact study versus cost-benefit analysis: The case of the Pan-American Junior Athletic Championships 2005*, Joint annual conference of the International Association of Sports Economists and Arbeitskreis Sportökonomie, Bochum, Germany.
- *†Lee, H.J., & **Green, B.C.** (March, 2006). *Who seals the deal? Family member influence on the purchase of sport services for children*. 13th Commonwealth International Sport Conference, Melbourne, Australia.
- *†Funkhouser, L., **Green, B.C.**, & Chalip, L. (November, 2005). *Branding collegiate athletics and collegiate athletic teams: An exploratory study*. Annual conference of the Sport Marketing Association, Tempe, Arizona.
- *Costa, C., Chalip, L., **Green, B.C.**, & †Griffiths, R. (June, 2005). *Parents' and children's event satisfaction are separately and independently determined*. Annual Conference of the North American Society for Sport Management, Regina, Saskatchewan, CA.
- *†Seo, W., **Green, B.C.**, Ko, Y., †Schenewark, J., & †Lee, S. (June, 2005). *Relationship among*

attitude, commitment, cohesions and web consumption in the context of professional teams' websites. Annual Conference of the North American Society for Sport Management, Regina, Saskatchewan, CA.

- ***Green, B.C.**, & Costa, C. (June, 2004). *Capturing visitor spending at youth sport events.* International Sport Management Alliance Conference / Annual Conference of the North American Society of Sport Management, Atlanta, Georgia.
- ***Green, B.C.** & †Arthurson, T. (June, 2003). *Antecedents and Consequences of Continuing Education in Scuba Diving.* Annual Conference of the North American Society for Sport Management, Ithaca, New York.
- ***Green, B.C.** (June, 2002). *Managing sport volunteers: Instrumentalism as a pitfall.* Annual Conference of the North American Society for Sport Management, Canmore, BC, Canada.
- *†Woolf, J., & **Green, B.C.** (June, 2002). *Fitness testing as an augmentation to sport and fitness services.* Annual Conference of the North American Society for Sport Management, Canmore, BC, Canada.
- ***Green, B.C.**, O'Brien, D., & Lai, F. (May, 2002). *Facilitating a Pre-Olympic Games Training Camp: The Experience of Griffith University (Gold Coast) and the British Olympic Association.* AVCC-CEAIE Workshop on Involvement of Australian Universities in the Sydney Olympics 2000, Beijing, China.
- *Chalip, L., & **Green, B.C.** (March, 2002). *Building a confederation of rivals: Using the Olympics to leverage Australian tourism policy.* Annual Conference of the Australian Studies Association of North America, Vancouver, Canada.
- †Hill, B., **Green, B.C.**, & Chalip, L. (February, 2002). *Determining optimal message speed for pull-through advertisements.* 2002 AMA Winter Marketing Educators' Conference, Austin, Texas.
- *Chalip, L., †Kellett, P., & **Green, B.C.** (November, 2001). *In search of volunteer motives: Liminality and meaning.* Annual Conference of the Sport Management Society of Australia and New Zealand, Melbourne, Australia.
- *†Lai, F., & **Green, B.C.** (November, 2001). *Managing Volunteers Under Constant Change: Succeeding by Learning.* Annual Conference of the Sport Management Society of Australia and New Zealand, Melbourne, Australia.
- *†Fairley, S., **Green, B.C.**, Chalip, L., & Cuskelly, G. (October, 2001). *The volunteer experience: Lessons from the Sydney Olympics.* International Year of the Volunteer Conference, Melbourne, Australia.

- Chalip, L., & Green, B.C. (August, 2001). *Event marketing and destination image*. 2001 AMA Summer Marketing Educators' Conference, Washington, D.C.
- *Chalip, L., & Green, B.C. (June, 2001). *2000 Sydney Olympics – Strategies and tactics for leveraging*. Travel and Tourism Research Association 32nd Annual Conference, Fort Myers, Florida.
- *Chalip, L., Brown, G., Jago, L., March, R., Green, B.C., & Purchase, S. (February, 2001). *Monitoring the tourism impacts of the Sydney 2000 Olympics*, Council for Australian University Tourism and Hospitality Education (CAUTHE) 2001 National Research Conference, Canberra, Australia.
- *Green, B.C. (June, 2000). *Marketing participative sport events: The vital roles of community, identity, and psychological involvement*. Annual Conference of the North American Society for Sport Management, Colorado Springs, Colorado.
- *†Fairley, S., & Green, B.C. (January, 2000). *Leveraging rugby league fanship, loyalty and commitment: Tackling the consumption issue*. The Third International Sport Management Alliance Conference, Sydney, Australia.
- *Chalip, L., & Green, B.C. (July, 1999). *Contextualising sport management curricula: Lessons from Australia*. World Congress of the International Council for Health, Physical Education, Recreation, Sport and Dance, Cairo, Egypt.
- *Green, B.C. (June, 1999). *The relative contribution of team loyalty, psychological involvement, and the sportscape*. Annual Conference of the North American Society for Sport Management, Vancouver, British Columbia.
- *Chalip, L., & Green, B.C. (June, 1999). *Sport events versus advertising to promote a city's image*. Annual Conference of the North American Society for Sport Management, Vancouver, British Columbia.
- *Green, B.C., & †Tanabe, L. (June, 1998) *Marathons, motives, and marketing: Segmentation strategies and the Gold Coast Marathon*. Annual Conference of the North American Society for Sport Management, Buffalo, New York.
- *Green, B.C. (May, 1998) *Leveraging subculture and identity to promote sport events*. Advertising and Consumer Psychology Conference, Portland, Oregon.
- *†Tanabe, L., Green, B.C., & Chalip, L. (February, 1998) *Target marketing of sport events with multiple competitions*. 1998 Australian Tourism and Hospitality Research Conference, Gold Coast, Australia.
- *Chalip, L., Green, B.C., & Vander Velden, L. (February, 1998) *Using the 2000 Olympic Games to attract American visitors to Australia*. 1998 Australian Tourism and

Hospitality Research Conference, Gold Coast, Australia.

- ***Green, B.C.** (November, 1997). *Antecedents and consequences of parental purchase decision involvement in junior sport*. Annual Conference of the Sport Management Society of Australia and New Zealand, Auckland, N.Z.
- ***Green, B.C. & Chalip, L.** (August, 1997). *Celebrating subculture and parading identity: A study of American women's football*. Football and Identities Conference, Brisbane, Queensland, Australia.
- ***Chalip, L., Green, B.C., & Scott, N.** (June, 1997). *Measuring destination image*. Annual Conference of the Travel and Tourism Research Association, Virginia Beach, Virginia, U.S.A..
- ***Chalip, L., Vander Velden, L., & Green, B.C.** (June, 1997). *Olympic audiences and international tourism: The psychographics of leveraging an international event*. Annual Conference of the North American Society for Sport Management, San Antonio, Texas, U.S.A..
- ***Green, B.C.** (November, 1996). *Mapping sport consumption: The insufficiency of motive*. Annual Conference of the Sport Management Association of Australian and New Zealand, Lismore, New South Wales, Australia.
- ***Green, B.C.** (June, 1996). *Positioning sport services: The Hotelling model and the challenge of innovative programming*. Annual Conference of the North American Society for Sport Management, Fredricton, New Brunswick, Canada.
- ***Chalip, L., & Green, B.C.** (February, 1996). *Participative sport tourism and the celebration of subculture*. Australian Tourism and Hospitality Research Conference, Coff's Harbour, New South Wales.
- ***Chalip, L., & Green, B.C.** (June, 1992). *The international sport for all movement: Implications for sport management*. Annual Conference of the North American Society for Sport Management, Knoxville, Tennessee.

RESEARCH CONTRACTS/GRANTS:

PENDING

National Institutes of Health – NICHD, R21, *Everyone Plays! A Feasibility Study of Novel Sport Programming for Teen Girls* (\$412,431). MA Dixon (PI), **B.C. Green**, J. Bartholomew, J. Cance, & D. Castelli (Co-Is), July 2014-June 2016.

IN PROGRESS

University of Texas at Austin Special Research Grant, *Understanding sport participation's role on life-event transitions: A life-history narrative analysis* (\$623,42). **B.C. Green** (PI) and D. Walsh (Co-I). February 2013-August 2013.

USA Football, Research Partnership Grant, *Injury Surveillance Study* (\$10,000). **B.C. Green**, M.A. Dixon, & L. Chalip, January 2011-August 2013.

Sport Canada, Sport Participation Research Initiative Grant, *Leveraging sport events for sport development* (\$108,140). M. Taks, L. Chalip, **B.C. Green**, & L. Misener, January 2011-December 2013.

COMPLETED

US Play Coalition, Research Seed Grant, *Deconstructing the Sport Experience: Understanding Variations in Context* (\$3000). M.T. Bowers & **B.C. Green**, February 2011-March 2013.

USA Football, Research Partnership Grant, *Developing High School Girls Flag Football* (\$10,000). M.A. Dixon & **B.C. Green**, May 2011-May 2012.

North American Society for Sport Management, *Improving Organizational Effectiveness: Understanding Athletes' Socio-cultural Adaptation to New Training Environments*. (\$2,000). B.L. Smith, & **B.C. Green**, May 2010.

Hill Country Fellowship. *Understanding the Life Quality Impact of Church-Based Sport Programs*. M.A. Dixon (PI) and **B.C. Green (Co-I)**. (\$3,000). Sept. 2009-August 2010.

The University of Texas at Austin Special Research Grant, *Attracting New Fans: The Role of Live Event Experiences* (\$750). **B.C. Green**, 2009.

Youth InterACTIVE, *Evaluation of Active Like Me! After-school physical activity programs* (\$20,000). **B.C. Green**, C. Costa, & M. Dixon, September 2006 – August 2007.

Youth InterACTIVE, *Determining after-school program elements of successful physical activity programs for children* (\$5000). **B.C. Green**, C. Costa, & M. Dixon, Summer 2006.

The University of Texas at Austin Special Research Grant, *Development of a Television Commercial using Disgusting Images to Determine People's Attitudes and*

- Behaviors Towards Sport and Exercise Participation* (\$750). **B.C. Green**, 2005.
- Social Science and Humanities Research Council of Canada, *Economic Impact and Tourism Behaviour: The Case of the Pan-American Junior Track and Field Championships* (\$62,748). M. Taks, S. Martyn, L. Chalip, **B.C. Green**, & S. Kessene, 2005-2007.
- The First Tee of Greater Austin, *Measurement and Evaluation Feasibility Study* (\$5300). **B. C. Green**, M.A. Dixon, M.P. Fitzgerald, & C.A. Costa, 2005.
- RGK Center for Philanthropy and Community Service, Academic Innovation Award, *Bridging the Gap: Designing Volunteer Management Systems to Meet the Instrumental Needs of Event Managers and the Experiential Needs of Event Volunteers* (\$4,860). **B. C. Green**, 2004.
- Austin Junior Volleyball, *Hotel Impact Study of the Lone Star Classic* (\$4500). **B. C. Green**, C. Costa, & L. Chalip, 2004 (1 year).
- Austin Junior Volleyball, *Economic Impact Study of the Lone Star Classic* (\$5000). C. Costa, **B.C. Green**, & L. Chalip, 2003 (1 year).
- Japanese Institute of Sport Sciences, *Examining Cooperative Research Initiatives with Olympic Training Centers* (\$600). **B.C. Green** & D. Funk, 2003 (1 year).
- San Antonio Sports Foundation, *Content analysis of the 2002 NCAA Women's Final Four Basketball coverage* (\$850). M.P. Fitzgerald, **B.C. Green**, & C.A. Costa, 2002 (1 year).
- Research support scheme, PVC Business, Griffith University, *Event research: International networking* (\$5000). L. Chalip, **B.C. Green**, D. Zakus, D. O'Brien, & T. Harrison-Hill, 2000 (1 year).
- Australian University Sport, *Membership needs and future trends* (\$10,000). **B.C. Green**, 2000 (1 year).
- CRC for Sustainable Tourism, *Leveraging hallmark events for flow-on tourism: Lessons from the Sydney Olympics* (\$235,921). L. Chalip, **B.C. Green**, B. Faulkner, G. Brown, 1999 (3 years).
- SPIRT Scheme, Australian Research Council and Sydney Organising Committee for the Olympic Games Grants, *The relationship between volunteers' experiences and commitment at the Olympic Games: Building a model for recruiting and retaining event volunteers*. (\$69,758) **B.C. Green**, L. Chalip, G. Cuskelly, and M. Raybould, 1999 (2 years).

CRC for Sustainable Tourism and Queensland Tourist and Travel Corporation Research Grants, *Tourism Product Development for the Ageing Baby Boomer Segment* (\$20,000). T.E. Muller, C. Areni, L.Chalip, **B.C. Green**, W. Faulkner, 1998 (1 year).

Faculty Research Grant (Faculty of Business & Hotel Management), *Hallmark events as tourist promotion: The effects of event-based and travel-based promotional media on destination image* (\$3,104). L. Chalip and **B.C. Green**, 1997 (1 year).

Faculty Research Grant (Faculty of Business & Hotel Management), *The impact of sport identity and attendance motivation on spending at participative sport events* (\$4804.56). **B.C. Green** and L. Chalip, 1996 (1 year).

OTHER EVIDENCE OF MERIT OR RECOGNITION

FINANCIAL AWARDS:

RGK Center for Philanthropy and Community Service, Academic Innovation Award, *Bridging the Gap: Designing Volunteer Management Systems to Meet the Instrumental Needs of Event Managers and the Experiential Needs of Event Volunteers* (\$4,860). B. C. Green, 2004.

Summer Research Assignment, University of Texas, *Model Building for Volunteer Management: Blending Instrumental and Experiential Needs* (\$10,444). B.C. Green, 2002.

GU Teaching and Learning Excellence Committee, *Vice-Chancellor's Teaching Bursary* (\$4,000). B.C. Green, 2000.

HONORS AND NON-FINANCIAL AWARDS

2010-13 *Fellow in the Joe R. & Teresa Lozano Long Endowed Faculty Fellow Fund*, The University of Texas at Austin.

2013 *W. James Whyte Visiting Research Fellowship*, University of Queensland, Queensland, Australia.

2011 *Distinguished Service Award*, Sport Management Association of Australia & New Zealand.

2007-10 *Fellow in the Lee Hage Jamail Regents Chair in Education*, The University of Texas at Austin.

2005 *Research Fellow*, North American Society for Sport Management.

- 2001 *Honourable Mention, Griffith Award for Excellence in Teaching Certificate of Commendation, Honours and Postgraduate Supervision Award Category.*
- 2000 *Outstanding Service Award, BOA 2000 Holding Camp, British Olympic Association.*
- 2000 *Honourable Mention, Griffith Award for Excellence in Teaching Certificate of Commendation, Honours and Postgraduate Supervision Award Category.*
- 1999 *Griffith Award for Excellence in Teaching Certificate of Commendation, Honours and Postgraduate Supervision and Teaching Award Category.*
- 1992 *Phi Alpha Epsilon Honor Society, College of Health & Human Performance*
- 1992 *Phi Kappa Phi National Honor Society*

TEACHING

COURSES TAUGHT (UNDERGRADUATE):

Sport And Recreation Facility Management, *University of Illinois*
International Sport Event Management, *University of Texas*
Sociological Aspects of Sport, *University of Texas*
Sport and Event Promotion, *University of Texas*
Sport Marketing, *University of Texas*
Management of Sport and Health Promotion Programs, *University of Texas*
Fieldwork in Sport Management, *University of Texas*
Fieldwork in Kinesiology, *University of Texas*
Sport Facility Planning and Management (Convenor), *Griffith University*
Sport Organisation and Governance (Convenor), *Griffith University*
Operations for Golf Programs (with Gary Wolfe & PGA Australia), *Griffith University*
Field Project, *Griffith University*
Various sport activities, *University of Maryland*

Courses Taught (Honours):

Honours Research Methods, *Griffith University*
Honours Research Methods & Data Analysis Techniques, *Griffith University*
Specialist Readings I and II, *Griffith University*

Courses Taught (Graduate):

Marketing Research for Sport, *University of Texas*
Sport Organizational Behavior, *University of Texas*
Sport Public Relations and Sales, *University of Texas*
Seminar in Sport Development, *University of Texas*
Sport Finance, *University of Texas*
Sport & Special Event Management, *University of Texas*
Organisational Behaviour, *Griffith University* [MBA]
Research Project II, *Griffith University* [MBA]
Foundations of Sport Management, *University of Maryland*
Sport Organization and Behavior Management, *University of Maryland*

ADVISING AND RELATED STUDENT SERVICE

PHD RESEARCH SUPERVISION

COMMITTEE CHAIR

- Wu, G. (PhD candidate). *Understanding the role of event design on consumers' attitudes toward the event*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Walsh, D.W. (PhD candidate). *Examining the interrelationships among sport and life transitions for successful aging*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Lin, Y. (PhD candidate). *Designing sport programs to assist the acculturation efforts of Taiwanese immigrants*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Giraldo, J.S. (PhD candidate). *The role of commercial video game play in learning performance-relevant sport knowledge: Using FIFA 2011 to complement soccer programming*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Chung, K. (May 2014). *Understanding the role of sport parenting in the acculturation process of first generation Korean immigrants to the United States*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Olushola, J. (December 2013). *Identifying critical components of successful sport-for-development programs for African-American women*. Department of Kinesiology & Health Education, The University of Texas at Austin. (co-advisor with M. Dixon).

Wang, C.H. (December 2012). *Managing stakeholder alliances for major events*. Department of Kinesiology & Health Education, The University of Texas at Austin. (co-advisor with L. Chalip).

Griffiths, R. (May 2012). *Parent identity and youth sport volunteerism*. Department of Kinesiology & Health Education, The University of Texas at Austin.

Bowers, M. (2011). *Context matters: The role of settings in sport development*. Department of Kinesiology & Health Education, The University of Texas at Austin.

Seo, W.J. (2010). *Understanding the impact of visual image and communication style on consumers' response to sport advertising and brand: A cross-cultural comparison*. Department of Kinesiology & Health Education, The University of Texas at Austin.

Woolf, J. (2007). *The effects of disgust-eliciting persuasive messages on physical activity*. Department of Kinesiology & Health Education, The University of Texas at Austin.

Hill, B. (2005). *Processing pull-through advertisements screened during sporting telecasts*. School of Marketing & Management, Griffith University, Gold Coast, Australia.

Fairley, S. (2004). *Fan identification, consumption, and travel behaviours: Exploring fans as a niche market for tourism*. School of Marketing & Management, Griffith University, Gold Coast, Australia.

SECONDARY SUPERVISOR

Lai, F.Y. (2001). *Globalization and sport diffusion*. School of Marketing & Management, Griffith University, Gold Coast, Australia.

Harrison-Hill, T. (2000). *Implications of long-haul travel on the marketing implications for international travel*. School of Tourism & Hospitality Management, Griffith University, Gold Coast, Australia.

COMMITTEE MEMBER

Birdsell, J. (PhD Candidate). *Narrative Analysis of the Role and Experiences of Sport Mascots*. Department of Communication Studies, The University of Texas at Austin.

Ozyurtcu, T. (PhD Candidate). Department of Kinesiology & Health Education, The University of Texas at Austin.

Lim, S.Y. (PhD Candidate). *Managing sport for Korean women's empowerment*. Department of Kinesiology & Health Education, The University of Texas at Austin.

- Lee, S. (August, 2013). *Identifying Emotions Associated with Professional Sport Team Brands and Its Impacts on Sport Consumer Behavior in the Advertising Setting*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Berg, B. (August, 2012). *Examining the sustainability of the Governor's Physical Fitness Initiatives*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Kelley, D. (August, 2012). *Constructing the framework for mentoring African American male student-athletes in higher education*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Gnagy, E. (August, 2012). *Examining risk taking in golf: A decision study*. Department of Kinesiology & Health Education (Sport & Exercise Psychology), The University of Texas at Austin.
- Edwards, J.R.J. (April, 2012). *The Professionalization of Recruitment and Retention Player and Coach Strategies, Processes, and Support Mechanisms: An Exploratory Study Insight into Local Youth Club Hockey Organizations, Canada's Governing Organizations, Intercollegiate, and Major Junior Hockey Organizations Operating in Canada's Elite Level Hockey Development System*. Faculty of Physical Education and Recreation, University of Alberta, Alberta, Canada.
- Newhouse-Bailey, M. (May, 2012). *Examining the impact of youth sport on the family unit*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Wheeler, K. (May, 2012). *Examining sibling cohesion in high performing sibling groups*. Department of Family Studies, The University of Texas at Austin.
- Warner, S. (May, 2010). *Sport and social structures: Building community on campuses*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Winkler, C. (May, 2008). *NCAA academic eligibility standards for competition in Division III- Comparison to Division I standards-Comparison between Division III Universities- Potential effect on competitive equity*, Department of Educational Administration, The University of Texas at Austin.
- Sparvero, E. (2008). *Leveraging professional sport franchises*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Trendifilova, S. (2008). *Environmental management of urban outdoor sport: The case of disc golf*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Bourne, N. (2008). *History and application of periodization theory in American track and field*. Interdisciplinary Research, The University of Texas at Austin.

- Schenewark, J. (2008). *Work-family balance: Examining antecedents and consequences for coaches*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Xing, X. (2008). *Sport fanship meaning and structure across two national cultures: Toward a sport consumption culture theory*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Ziakas, V. (2007). *Leveraging an event portfolio for rural community and sport tourism development: An exploratory ethnographic study*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Kim, N.S. (2007). *The role and effectiveness of sport for violence prevention: Evaluation of school-based programs*. Department of Kinesiology & Health Education, The University of Texas at Austin.
- Creasy, A. (May, 2006). *The effects of gender, year in school, plans to play professionally and identity on student athletes' adoption of goal orientations in academics*. Department of Educational Psychology, The University of Texas at Austin.

MASTERS RESEARCH SUPERVISION

COMMITTEE CHAIR

- Lee, J. (in progress). *How themes of stories affect interest and intention to travel to events*. Master of Science, Department of Kinesiology & Health Education, The University of Texas at Austin.
- Walsh, G. (co-chair, December, 2011). *Creating an enjoyment focused competitive swimming program: A conjoint analysis of acceptability*. Master of Science, Department of Kinesiology & Health Education, The University of Texas at Austin.
- Ozcurtzu, T. (May, 2011). *Examining the cultural beliefs and values of sport specialization*. Master of Science, Department of Kinesiology & Health Education, The University of Texas at Austin.
- Anderson, L. (2010). *Short-term and long-term effects of coach leadership behaviors*. Master of Science, Department of Kinesiology & Health Education, The University of Texas at Austin.
- Lee, H.J. (2006). *The dynamics of family purchase decision and children's influence within the family purchase decision for recreational services*. Master of Arts, Department of Kinesiology & Health Education, The University of Texas at Austin.
- Ticen, K. (2004). *Examining the characteristics of enduringly great college baseball programs*.

Master of Arts, Department of Kinesiology & Health Education, The University of Texas at Austin.

Tanabe, L. (1997). *Target marketing of sport events with multiple competitions: Lessons from the Gold Coast Marathon (awarded high distinction)*. Master of Business Administration Honours Report, Griffith University, Gold Coast, Australia.

COMMITTEE MEMBER

Wu, G. (2010). *Consumer perceptions of apparel that carries a sport brand and/or a fashion brand*. Master of Science, Department of Kinesiology & Health Education, The University of Texas at Austin.

Forrest, K.E. (2010). *Gender disparities in competitive cycling: An analysis of the structural, socio-cultural, and individual factors affecting female participation in Texas*. Master of Arts, Department of Women's Studies, The University of Texas at Austin.

Lee, S. (2006). *Factors influencing the intention to purchase sport team licensed apparel*. Master of Arts, Department of Kinesiology & Health Education, The University of Texas at Austin.

Xing, X. (2004). *Examining the co-branding effects of events and destinations*. Master of Arts, Department of Kinesiology & Health Education, The University of Texas at Austin.

UNDERGRADUATE HONORS RESEARCH SUPERVISION

PRIMARY SUPERVISOR

Boven, Z. (2013). *Rowing as a tool for positive youth development*. Plan II Honors Thesis. The University of Texas at Austin.

Yen, I. (2010). *The greatest game ever marketed: Commercialization of the sports industry*. Plan II Honors Thesis. The University of Texas at Austin.

In Australia, the Honours degree is a 1 year research degree completed after an undergraduate degree. Successful completion of an Honours Degree (not a Masters degree) is prerequisite to enrolling for a Doctoral Degree.

Fairley, S. (1999). *Fan involvement, identification, and consumption in Rugby League (awarded 1st class Honours)*. School of Marketing & Management, Griffith University, Gold Coast, Australia.

Arthurson, T. (1997). *Antecedents and consequences of continuing education in scuba diving (awarded 1st class Honours)*. School of Marketing & Management, Griffith University,

Gold Coast, Australia.

ADMINISTRATIVE AND COMMITTEE SERVICE: THE UNIVERSITY OF TEXAS AT AUSTIN

University

1. Co-chair, Event and Entertainment Management Curriculum Committee, 2001-2003.
2. Faculty Fellow: UT Residence Hall Association, 2004-2006.
3. Summer Study Abroad Committee, 2010-present.
4. Evaluator, Study Abroad Course Equivalents, 2010-2013.

College of Education

1. Faculty Technology Committee, 2003 – 2012.
2. Faculty Technology Vision Plan Committee, 2003 – 2012.

Department of Kinesiology & Health Education

1. Search Committee, Ass't/Assoc. Professor of Sport Management, 2004.
2. Undergraduate Advisory Council, 2004-2012, Chair, 2009-2012.
3. Undergraduate Major Advisory Council (Sport Management), Chair (2005-09), 2005-2013.
4. Graduate Studies Committee, 2001 – 2013.
5. Sport Management Committee, 2001 – 2013, Chair, 2012-2013.
6. Post Tenure Review Committee, 2004-2006.
7. Dean's Fellows Committee, 2001 – 2004.
8. Merit: Teaching Committee, 2002 – 2004, Chair 2003-4.
9. Merit: Scholarship Committee, 2004-5, Chair.
10. Graduate Student Travel Committee, 2007, Chair 2008 - 2010.
11. Search Committee, Assistant Professor of Sport Management, 2007.
12. Budget Council, 2007 – 2013.
13. Departmental Review Committee (IRB), 2008 – 2012.
14. KHE Career Advisory Council, 2008- 2012.
15. Undergraduate Advisor, 2009 – 2012.
16. Management Team, 2009 – 2013.

ADMINISTRATIVE AND COMMITTEE SERVICE: GRIFFITH UNIVERSITY, AUSTRALIA

1. Convenor, Bachelor of Business with Honours, Gold Coast Campus, 2000 – 2001.
2. Faculty of Commerce and Management Staff Committee (elected), 2000.
3. Sexual Harrassment Contact Officer, 1996 - 1997.
4. Faculty Liaison, Gumurri Centre, 1996 - 1997.
5. School Committee (elected), 1997-2001.
6. Convenor, Master of Sport Management Course Committee, 1999.
7. Planning Team, Master of Sport Management, 1999-2001.
8. Honours Liaison, 1997 - 2000.
9. Member, 17 selection panels.
10. Tertiary Schools EXPO, 1996, 1997, 1998.

11. Open Day, 1996, 1997, 1999, 2001.

ACADEMIC AND PROFESSIONAL SERVICE

Editorship

Editor, Sport Management Review, Aug. 2004 – Nov. 2007.
Associate Editor, Journal of Sport Management, June 2012-present.
Associate Editor, Journal of Sport & Tourism, January 2006 – present.
Associate Editor, Sport Management Review, Nov. 2001 – Aug. 2004.
Case Study Editor, Sport Management Review, Nov. 2000 – Aug. 2004.

Editorial Board Member

European Sport Management Quarterly, 2000 – present.
International Journal of Sport Management, 1999 – 2004.
Journal of Global Academy of Marketing Science, 2010 – present.
Journal of Sport Management, 2000 – present.
Journal of Sport & Tourism, 2005-present.
Sport Management Review, 1997 - present.

Executive Board Member

President-elect, North American Society for Sport Management, June 2013-present.
Sport Management Association of Australia & New Zealand, Nov. 2005-2007.

Book Proposal Reviewer

Holcomb Hathaway Publishers, 2003.
Routledge Press, 2008, 2009, 2010.

Manuscript Reviewer – Ad hoc

Annals of Tourism Research, 2001,2003, 2004.
Event Management, 2008, 2009.
International Journal of Hospitality Management, 2009.
International Journal of Sports Management and Marketing, 2009.
International Journal of Sports Marketing & Sponsorship, 2000-2003.
International Review for the Sociology of Sport, 1996 - 1999.
Journal of Applied Sport Psychology, 2012.
Journal of Leisure Research, 1996.
Journal of Sport Management, 1997, 1998, 1999, 2000.
Pacific Tourism Review, 1999
Psychology and Marketing, 1996.
Scandinavian Journal of Medicine and Science in Sport, 1996.
Sport Marketing Quarterly, 1999, 2000.
Tourism Geographies, 2010.
Tourism Management, 2012.
Tourism Research International, 2005.

Proceedings Reviewer

Proceedings of the Summer American Marketing Association Educators' Conference, 2004.

Proceedings of the Summer American Marketing Association Educators' Conference, 2002.

Proceedings of the 2nd Annual Conference of the Sport Management Association of Australia and New Zealand, 1996.

Proceedings of the 1998 CAUTHE (Tourism Research and Education) Conference, 1998.

Proceedings of the Australia & New Zealand Marketing Educators Conference, 2000.

Proceedings of the Australia & New Zealand Marketing Educators Conference, 2001.

Reviewer, Conference Abstracts

Annual Conference of the Sport Marketing Association, 2011, 2012.

Annual Conference of the North American Society for Sport Management, 2005, 2006, 2008, 2009.

Third International Sport Management Alliance Conference, 1999.

Association for Consumer Research 2000 Asia-Pacific Conference, 1999.

Conference Planning:

Conference Organizing Committee, 2013 Conference of the North American Society for Sport Management, Austin, Texas.

Chair & Organiser, Special Symposium: New perspectives on managing event volunteers. 2001 Conference of the Sport Management Association of Australia and New Zealand, Melbourne, Australia.

Program chair, 1998 Sport Management Association of Australia and New Zealand Conference, 1997 – 1998.

Steering Committee, 1998 Australian Tourism Research and Education Conference, 1996 - 1998.

OTHER PROFESSIONAL SERVICE:

International

International Federation of American Football

Local Organizing Committee & Liaison, U-19 World Championship, Austin, Texas, 2012.

British Olympic Association

Director, Volunteer Systems, BOA Pre-Olympic Training Camps, 2000.

Australian University Sport

Conference Development Committee for National Integration, 1999.
Northern Conference Universities Sports Association (now AUS-north)
Director of Planning & Marketing, 1998 – present
Director of Planning, 1997-1998
Selection Panel, Marketing and Administration Manager, August - October, 1997
Representative to national planning session, Australian Universities Sports Federation, July, 1997.
Convenor, Strategic Planning Forum, March, 1998.
Co-convenor, Strategic Planning Forum, May, 1997.
Dispute Committee, NCUSA Games, 1998.
Queensland Department of Sport and Recreation, Aboriginal Community Development and Sport Series, Tallebudgera, May 2000
Workshop leader, Recruiting and Retaining Volunteers
Strengthening Community Clubs Conference, Brisbane, June, 1997
Workshop leader, Sponsorship evaluation workshop
Presenter, Membership recruitment and retention
Volunteer Involvement Program, Brisbane, Queensland
Presenter, Volunteer recruitment and retention seminar, 1997, 1998.
Presenter, Sponsorship and marketing seminar, 1999.
Queensland Weightlifting Association, November, 1997, 1998
Selection Committee, Annual awards
Masters of Sport Facility Management, University of Western Sydney, 1998-2000
Expert Advisory Panel

COMMUNITY SERVICE:

Marketing Consultant, USA Football, USA vs The World, 2010.
Marketing Consultant, Texas Stars Hockey, 2010.
Marketing Consultant, Texas Motor Speedway, 2008.
Marketing Consultant, University of Texas Basketball, Austin, Texas, 2005-06.
Marketing Consultant, University of Texas Women's Softball, Austin, Texas, 2005.
Marketing Consultant, HoopZone, Austin, Texas, 2005.
Marketing Consultant, Austin Outlaws Women's Professional Football Club, Austin, Texas, 2005.
Consultant, Collaborative for Sensory Motor Integration, Texas, 2005.
Consultant, First Tee of Greater Austin, Austin, Texas, 2004.
Marketing Consultant, University of Texas Summer Sport Camps, Austin, Texas, 2004.
Consultant, Mizuno Lone Star Classic National Qualifying Tournament, Austin Juniors Volleyball Club, Austin, Texas, 2003.
Consultant, Community S.H.A.R.E. Foundation, Greensboro, North Carolina, 1994 - 1996.
Consultant, Freestate Soccer Alliance, Bowie, Maryland, 1993-1996.
Board Member, Campus Recreation Student Services Board, University of Maryland, College Park, Maryland, 1992-1993.
Convenor, Teaching Elementary Volleyball, Prince George's County Public Schools,

Maryland. August, 1992.

MEMBERSHIPS AND AFFILIATIONS:

National Recreation and Parks Association
North American Society for Sport Management
Sport Management Association of Australian and New Zealand
US Play Coalition