

**James (Jay) M. Gladden**  
**School of Physical Education and Tourism Management**  
**Indiana University Purdue University Indianapolis**  
**901 West New York Street, Room 251 B**  
**Indianapolis, IN 46202-5193**  
**317.278-2826 (o)**  
**317.278-2041 (fax)**  
**jamglad@iupui.edu**

**EDUCATION:**

**Ph.D., Sport Management**, September 1997. University of Massachusetts at Amherst. Dissertation: *Evaluating Brand Equity in the Team Sport Setting*.

**M.S., Sport Management**, June 1991. The Ohio State University.

**B.A., Communication Arts & Sciences**, May 1988. DePauw University

**EXPERIENCE:**

7/09 – Present      **Dean, Indiana University School of Physical Education and Tourism Management**  
**Indiana University Purdue University Indianapolis**

- Lead school containing three departments, one auxiliary unit (Camp Brosius), 33 full-time faculty, and 12 full-time staff members with a nearly \$6M annual budget
- Launched M.S. Event Tourism, minors in Sports Marketing, Event Management, Hospitality Management, Tourism Management, and Coaching, and certificates in Youth Physical Wellness Programming
- Created Sports @ IUPUI, multi-disciplinary collaboration across eight IUPUI schools to link expertise in sports to Indianapolis economic strategy around sports. Plan release of “Economic Impact of the Sports Capitol” report in January 2015
- Launched Center for Physical Activity in Wellness and Prevention to coordinate and promote faculty interests in the use of Physical Activity. Developing core capabilities related to worksite wellness offerings
- Created Department of Student Success and grew student support staff from one to five between 2009 and 2014
- Between 2012 and 2014, increased applications to school programs from 269 to 365, increased freshman enrollment in school programs from 130 to 185, and increased yield on beginner students from 38% to 51% Increased Freshman/Sophomore retention rates from 75% in 2008-09 to 83% in 2012-13 and overall retention rates from 83% in 2008-09 to 87% in 2012-13.
- Increased number of degrees conferred by school from 243 in FY 2009-10 to 312 in FY 2013-14
- Increased budget from \$5.5M in 2010-11 to \$6.0M in 2014-15 during a time of limited increases in state appropriation and tuition/fees
- Increased number of service learning hours completed by school students from 6,588 in 2009-10 to 60,846 in 2013-14 positioning school as the leader on campus
- Collaborated with faculty to revise promotion and tenure guidelines to increase research expectations, create and define a multi-track workload model and increase internal funding for research

**EXPERIENCE (CONT.):**

3/07-  
6/09                    **Associate Dean**  
Isenberg School of Management, University of Massachusetts, Amherst

- Oversaw special projects related to reports and proposals for central administration, building renovations, key personnel issues and space management
- Supported faculty research efforts by promoting research accomplishments and facilitating Outstanding Research Award
- Oversaw the Information Technology function for the school, which includes a department of 7 people and an annual budget of \$240,000 (excluding salaries)
- Supported the Dean with faculty and staff management, including the creation of an annual mentoring program for faculty
- Point person for maintenance of AACSB accreditation which included strategic planning, faculty qualifications, and coordination of learning outcomes assessment
- Worked with Dean and Director of Finance for the Isenberg School on a wide variety of budget-related issues, including development of a budgeting process

9/06-  
2/07                    **Acting Department Head, Department of Sport Management**  
Department of Sport Management, University of Massachusetts at Amherst

- Serve as Department Head on an Interim basis due to a sabbatical leave
- Oversee the successful hiring of a Director for the Department's Center for Spectator Sport Research
- Assist Isenberg School of Management development officers on fundraising visits
- Managed all items related to departmental operations including personnel actions (for a staff of 11 faculty members and 3 staff members), budget issues, marketing of the department, and constituent communications

9/01-  
6/07                    **Graduate Program Director, Department of Sport Management**  
Department of Sport Management, University of Massachusetts at Amherst

- Specific responsibilities centered on the recruitment, selection, and retention of masters degree students
  - Responded to over 300 student inquiries annually
  - Reviewed approximately 125-150 applications annually
  - Coordinated annual on-campus interview process for 50 prospective Masters students
  - Developed marketing strategies to increase recruitment and retention of women and minority students at the graduate level
  - Identified, developed, proposed and oversaw Masters curriculum enhancements, which included the addition of a MBA/MS Sport Management dual degree
  - Developed a mentoring program within the Department of Sport Management

**EXPERIENCE (CONT.):**

- 9/97 – **Associate Professor (Assistant Professor from 9/97 to 9/03)**  
6/09 Department of Sport Management, University of Massachusetts at Amherst
- Teach undergraduate and graduate classes in sport management.
    - Courses taught at the undergraduate level include: Sport Marketing, Sport Management Policy, Introduction to Sport Management, Sport Event Sponsorship, Sport Event Management, International Sport Management
    - Classes taught at the Graduate level include: Sport Marketing, Applied Sport Marketing Research, and the MBA Practicum for MBA/MS Sport Management students
    - Create experience-based learning projects for students that engaged organizations such as Boston College Athletics, Boston Red Sox, Major League Soccer, Major League Lacrosse, Twins Enterprises, WNBA, and US Soccer
  - Oversee numerous independent studies for undergraduate, masters, and doctoral students from 1997-2006
  - Chair six doctoral dissertations (all in Sport Management):
    - John Clark (Ph.D. 2001)
    - Artemis Apostolopoulou (2002)
    - Craig Hyatt (2003)
    - Chunsuk Yoon (2009)
    - Jeff Mott (2009)
    - Joe Cobbs (2009)
  - Serve on three dissertation committees:
    - Jin-Bae Hong (Sport Management - 2004)
    - Thaddeus France (Education - 2006)
    - Darren Yopyk (Psychology – 2006)
    - David Tyler (Sport Management – 2012)
  - Chair one undergraduate thesis and two undergraduate honors projects
  - Generate grant and research contract funding totaling \$234,500 with companies such as Compaq Computers, Major League Soccer, the NCAA, and the Anschutz Entertainment Group

**EXPERIENCE (cont.):**

9/94 – **Teaching Associate for Sport Management**  
6/97 University of Massachusetts at Amherst

- Served as sole instructor for Sport Management undergraduate courses including: Sport Marketing, International Sport Management, and Introduction to Sport Management
- Assisted in the Sport Event Management class in which 30 graduate and undergraduate students organized and managed “Haigis Hoopla,” an annual 3-on-3 basketball tournament that attracted 435 teams, 1,500 participants and over 10,000 spectators

3/91 – **Project Manager**  
9/94 DelWilber + Associates, St. Louis, MO.

- Designed and implemented market research programs for a variety of sport, special event, and corporate clients including the Los Angeles Dodgers, Taco Bell, and the Maryland Preakness Celebration.
- Performed research and/or wrote long-term strategic marketing plans for university athletic departments including the University of California at Berkeley, Iowa State University, and Purdue University
- Assisted in the management of sport/special events including the Chrysler-Plymouth Tournament of Champions (women’s professional golf) and the 7Up Shootout (nationally televised men’s college basketball doubleheader)

9/88 – **District Sales Representative**  
6/89 Ralston Purina Company, Stevens Point, WI

- Supervised a territory of 75 retail stores and one grocery warehouse
- Secured new item distribution, sold additional product to support displays and promotions, and coordinated product merchandising and pricing efforts

**PUBLICATIONS IN REFEREED JOURNALS:**

Gladden, James M., George R. Milne, and William A. Sutton (1998). “A conceptual framework for assessing brand equity in Division I college athletics,” *Journal of Sport Management*, 12 (1), 1-19.

Sutton, William A., Richard L. Irwin & James M. Gladden (1998). “Tools of the Trade: Practical Research Methods for Events, Teams and Venues,” *Sport Marketing Quarterly*, 7 (2), 45-49.

**PUBLICATIONS IN REFEREED JOURNALS (CONT):**

Gladden, James M. and George R. Milne (1999). "Examining the Importance of Brand Equity in Professional Sport," *Sport Marketing Quarterly*, 8 (1), 21-29.

- Recognized as one of the top 20 articles over the last 20 years in *Sport Marketing Quarterly* (2011).

Gladden, James M. and Mark A. McDonald (1999). "The Brand Management Efforts of a Niche Specialist: New Balance in the Athletic Footwear Industry," *The International Journal of Sports Marketing and Sponsorship*, 1 (2): 168-184.

Gladden, James M. and Daniel C. Funk (2001). "Understanding Brand Loyalty in Professional Sport: Examining the Link between Brand Associations and Brand Loyalty." *The International Journal of Sports Marketing and Sponsorship*, 3 (1), 45-69.

Gladden, James M. and Richard Wolfe (2001). "Sponsorship and Image Matching: The Case of Intercollegiate Athletics." *The International Journal of Sports Marketing and Sponsorship*, 3 (1), 71-98.

Gladden, James M., Irwin, Richard L., and William A Sutton (2001). "Managing North American Major Professional Sport Teams in the New Millennium: Building, Sharing, and Maintaining Equity." *Journal of Sport Management* 15 (4), 297-317.

- Reprinted in Weed, M. (Editor) (2013), *Sport and Leisure Management*, SAGE Publications.

Gladden, James M. and Daniel C. Funk. (2002) "Developing an Understanding of Brand Associations in Team Sport: Empirical Evidence from Consumers of Professional Sport." *Journal of Sport Management*, 16 (1), 54-81.

Mahony, Daniel F., Makoto Nakazawa, Daniel C. Funk, Jeff James, & James M. Gladden (2002) "Motivational Factors Impacting the Behavior of J. League Spectators: Implications for League Marketing Efforts." *Sport Management Review*, 5 (1), 1-24.

Mahony, D.F., Gladden, J.M., & Funk, D.C. (2003). "Examining Athletic Donors at NCAA Division I Institutions." *International Sports Journal*, 7(1): 9-28.

Lachowetz, T., & Gladden, J.M. (2003) "A Framework for Understanding Cause-Related Marketing Programs (CRMP) in the Spectator Sport Industry." *International Journal of Sports Marketing and Sponsorship*, December/January: 205-225.

Robinson, M.J. & Gladden, J.M. (2003). "Thinking Strategically about Marketing: A Conceptual Framework for Understanding Brand Equity in Recreation and Intramural Sports." *Recreational Sports Journal*, 27 (2): 7-19.

Gladden, J.M., Mahony, D.F., & Apostolopoulou, A. (2005) "Toward a Better Understanding of College Athletic Donors: What are the Primary Motives?" *Sport Marketing Quarterly* 14(1): 18-30.

**PUBLICATIONS IN REFEREED JOURNALS (CONT):**

McKelvey, S. & Gladden, J.M. (2006). An exploration of corporate sport marketers' perceptions of ambush marketing. *International Journal of Sport Management* 7 (3): 1-19.

Apostolopoulou, A., Clark, J, and Gladden, J.M. (2006). From H-Town to Mo-Town: The Importance of Super Bowl Entertainment. *Sport Marketing Quarterly*, 15 (4): 223-231.

Kerr, A. & Gladden, J.M. (2008). Extending the Understanding of Professional Team Brand Equity to the Global Marketplace. *International Journal of Sports Management and Marketing*, 3 (1/2): 58-77.

Mott, J.W. & Gladden, J.M. (2009). Coaches as Brand Builders: What is Important? *International Journal of Sports Management and Marketing*, 10 (1)

Clark, J.S., Apostolopoulou, A., & Gladden, J.M. (2009). Real women watch football: Gender differences in the consumption of the NFL Super Bowl broadcast. *Journal of Promotion Management*, 15(1-2), 165-183.

**RESEARCH GRANTS AND CONTRACTS:**

University of Massachusetts Internal Faculty Research Grant, 1998-1999 (\$4,495). Topic: "Examining the Underlying Dimensions of Brand Equity in the Team Sport Setting."

Compaq Computers, 1998-1999 (\$60,000). (Co-authored with Dr. William Sutton, University of Massachusetts). Topic: "Examining the Effectiveness of Compaq's Corporate Partnership with the NCAA."

University of Louisville Research Initiation Grant, 1999-2000 (\$4,000). (Co-authored with Dr. Daniel Mahony at the University of Louisville). Topic: "An examination of Athletic Donors at NCAA Division I and Division II Institutions."

National Collegiate Athletic Association, 1999-2000 (\$15,000). (Co-authored with Dr. William Sutton, University of Massachusetts, and Dr. Richard Irwin, University of Memphis). Topic: "Understanding Attendees at NCAA Championship Events."

National Collegiate Athletic Association, 2000-2001 (\$30,000). (Co-authored with Dr. William Sutton, University of Massachusetts, and Dr. Richard Irwin, University of Memphis). Topic: "Understanding Attendees at NCAA Championship Events."

United States Figure Skating Association, 2000-2001 (\$7,500). Topic: "Profiling Attendees at the United States Figure Skating Championships."

Anschutz Entertainment Group, Inc., 2002. (\$35,000). (Co-Authored with Dr. Timothy DeSchriver). Topic: "Profiling Attendees for AEG-Owned Major League Soccer Teams."

**RESEARCH GRANTS AND CONTRACTS (CONT.):**

Major League Soccer, 2006 (\$39,500). Topic: “Developing a Strategic Marketing Research Program and Conducting Research on Soccer Enthusiasts Perceptions of MLS.”

Major League Soccer, 2007 (\$45,000) (Co-Authored with Tracy Schoenadel). Topic: “Developing a Strategic Marketing Research Program and Analyzing Data Collected from Soccer Fans.”

**MISCELLANEOUS CONTRACTS:**

New Balance Athletic Shoe, Inc., 1999 (\$2,500). Funding to underwrite Department of Sport Studies “Service Beyond Sport Award,” annually awarded to a member of the Commonwealth that betters society through a sport-related program.

University of Massachusetts Graduate School Mentoring Grant, 2005-2006 (\$9,000). Grant awarded to create a formal mentoring program within the Department of Sport Management

**BOOK CHAPTERS:**

Gladden, James M., Mark A. McDonald, and Carol A. Barr (1998). “Event Management,” in Principles and Practice of Sport Management, Lisa P. Masteralexis, Carol A. Barr, and Mary A. Hums (eds.), Gaithersburg, MD: Aspen Publishers (pp. 328-355).

Gladden, James M. and David Shani (1999). “Salt Lake City 2002 Winter Olympic Games: The Prevention of Ambush Marketing,” in Cases in Sport Marketing, George R. Milne and Mark A. McDonald (eds.), Jones and Bartlett, pp. 281-304.

Gladden, James M. and Glenn M. Wong (1999). “The Creation and Maintenance of Brand Equity,” in Cases in Sport Marketing, George R. Milne and Mark A. McDonald, Jones and Bartlett.

Gladden, James M. and Mireia Lizandra (1998). “International Sport Management,” in Principles and Practice of Sport Management, Lisa P. Masteralexis, Carol A. Barr, and Mary A. Hums (eds.), Gaithersburg, MD: Aspen Publishers (pp. 208-242).

Sutton, William A. and James M. Gladden (1998). “Professional Sport,” in Sport and Fitness Management, J. Parks, B. Zanger, J. Quarterman, Champaign, IL: Human Kinetics Publishers (pp. 243-262).

Gladden, James M. (2002). “Strategic Brand Communications: The Role of Advertising,” in Sport Promotions and Sales Management, R.I. Irwin & W.A. Sutton, Champaign, IL: Human Kinetics (pp. 139-170).

Gladden, James M. and William A. Sutton (2003). “Professional Sport,” in Sport and Fitness Management (2d ed.), J. Parks, B. Zanger, J. Quarterman, Champaign, IL: Human Kinetics Publishers (pp.297-322).

**BOOK CHAPTERS (CONT.):**

- Gladden, James M., Mark A. McDonald, and Carol A. Barr (2004). "Event Management," in Principles and Practice of Sport Management (2<sup>nd</sup> edition), Lisa P. Masteralexis, Carol A. Barr, and Mary A. Hums (eds.), Sudbury, MA: Jones & Bartlett (pp. 272-294).
- Gladden, James M. and William A. Sutton (2004). "Sport Marketing," in Principles and Practice of Sport Management (3<sup>rd</sup> edition), Lisa P. Masteralexis, Carol A. Barr, and Mary A. Hums (eds.), Sudbury, MA: Jones & Bartlett (pp. 272-294).
- Gladden, J.M. and McDonald, M. (2005). "Alternative Global Avenues: Action Sports and Events," in Global Sport Sponsorship, John Amis and T.Bettina Cornwell (eds.), Oxford: Berg (pp. 191-206).
- Lachowetz, T. and Gladden, J. (2006). "A Framework for Understanding Cause-Related Sport Marketing Programs," in Cause Related Marketing: An Introduction, Shantanu Ghosh and Venkata Nimeesha Posa (eds.) Hyderabad, India: The ICFAI University Press (Reprint of Lachowetz, T., & Gladden, J.M. (2003) "A Framework for Understanding Cause-Related Marketing Programs (CRMP) in the Spectator Sport Industry." *International Journal of Sports Marketing and Sponsorship, December/January*: 205-225).
- Apostolopoulou, A. & James M. Gladden (2007). "Developing and Extending Sport Brands," in The Marketing of Sports, Simon Chadwick and John Beech (eds.), Financial Times Prentice Hall.
- Gladden, J.M. (2007). "Spectator Sports Branding," in Sport Marketing, Bernard J. Mullin, Steve Hardy, and William A. Sutton (eds.). Champaign, IL: Human Kinetics (pp. 171-188).
- Gladden, James M. and William A. Sutton (3<sup>rd</sup> ed.). "Professional Sport," in Contemporary Sport Management (3<sup>rd</sup> ed.), J. Parks, J. Quarterman, and L. Thibault. Champaign, IL: Human Kinetics Publishers (pp.297-322).
- Gladden, James M. and William A. Sutton (2011). "Professional Sport," in Contemporary Sport Management (4<sup>th</sup> ed.), P. Pedersen, J. Parks, J. Quarterman, and L. Thibault. Champaign, IL: Human Kinetics Publishers (pp.120-141).
- Gladden, James M. and Williams, Jo (2011). "Sport Management Accreditation: Why It Is an Imperative Step Forward," in Paradigm Shift, Gillentine, A, Baker, R. and Cuneen, J. Scottsdale, AZ: Holcomb Hathaway Publishers (pp. 27-40).
- Gladden, James M. and William A. Sutton (2014). "Professional Sport," in Contemporary Sport Management (4<sup>th</sup> ed.), P. Pedersen, J. Parks, J. Quarterman, and L. Thibault. Champaign, IL: Human Kinetics Publishers (pp. 216-239).
- Gladden, James M. (2014). "Managing Sports Brands," in Sport Marketing, Bernard J. Mullin, Steve Hardy, and William A. Sutton (eds.). Champaign, IL: Human Kinetics (pp. 161-178).



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**BOOK CHAPTERS (CONT.):**

Gladden, James M. (2014). "Brand Equity Management and Measurement in Sport," in *Leveraging Brands in Sport Business*, M.P. Pritchard and J.L. Stinson (eds.). New York: Routledge (pp. 3-20).

**NON-REFEREED PUBLICATIONS:**

Section Editor (1998), *Sport Marketing Quarterly*, "The Ever Expanding Impact of Technology on Sport Marketing, Part I." September, Vol. 5, no.3.

Gladden, J.M. (2000, January 31-February 6). Emotional loyalty sparks the fire for branding your team. *Street & Smith's SportsBusiness Journal*, p. 34.

Gladden, J.M. and McDonald, M.A. (2000, February/March). Strike up the brand. *Athletic Management*, pp.13-18.

Gladden, J.M. (2012, February 11). Build the Indianapolis brand with the very best service. *Indianapolis Business Journal*.

**BOOK REVIEWS:**

Gladden, James M. (1999). "Loser Takes All: Bud Adams, Bad Football & Big Business." *Sport Marketing Quarterly*, 8 (2), 56-58.

Gladden, James M. (2003). "Developing Successful Sport Marketing Plans." *Sport Marketing Quarterly*, 12 (2), 119-120.

**ENCYCLOPEDIA ENTRIES:**

Gladden, J.M. (2005). "Brand Management," in David Levinson & Karen Christenson (eds.), *Berkshire Encyclopedia of World Sport*, Volume 1, Great Barrington, MA: Berkshire Publishing Group (pp. 248-252).

Gladden, James M. (2013). "Brand Management." In David Levinson & Gertrud Pfister (Eds.), *Berkshire Encyclopedia of World Sport* (3rd ed.). Great Barrington, MA: Berkshire Publishing Group (pp. 179-183).

**REFEREED CONFERENCE PAPERS:**

Gladden, James M., George R. Milne, and Mark A. McDonald (1997). "Biases in Self Reports of Zip Codes and Zip+4 in Geodemographic Segmentation," *Proceedings of the Biennial World Marketing Congress*. Vol. VIII, Samsina M.D. Sinin and Ajay K. Marai (eds.), 78-87.

**REFEREED CONFERENCE PRESENTATIONS:**

- “A Conceptual Framework for Assessing Brand Equity in College Athletics,” *North American Society for Sport Management*, 11<sup>th</sup> Annual Conference, (with George R. Milne and William A. Sutton), Fredericton, New Brunswick, Canada.
- “What’s Winning Worth?” *North American Society for Sport Management*, 12<sup>th</sup> Annual Conference, (with George R. Milne, William A. Sutton and Mark A. McDonald), San Antonio Texas.
- “Building a Brand Name in Division I College Athletics: An Examination of Two Universities,” *North American Society for Sport Management*, 13<sup>th</sup> Annual Conference, Buffalo, New York.
- “Enhancing Marketing Outcomes in Professional Sport Through Strategic Brand Management,” *North American Society for Sport Management*, 13<sup>th</sup> Annual Conference, Buffalo, New York.
- “Implementing Experiential Learning: Techniques, Challenges, and Rewards,” *North American Society for Sport Management*, 14<sup>th</sup> Annual Conference, (with Mark A. McDonald), Vancouver, British Columbia, Canada.
- “Understanding the Sport Spectator and Sport Fan: The Three A’s to Allegiance,” *North American Society for Sport Management*, 14<sup>th</sup> Annual Conference, (with Daniel Funk, Daniel Mahony, Dennis Howard, Lynn Kahle, Robert Madrigal, Jeff James, Makoto Nakazawa, and Galen Trail), Vancouver, British Columbia, Canada.
- "Developing an Understanding of Brand Associations in Team Sport: Empirical Evidence from Professional Sport Consumers," *North American Society for Sport Management*, 15<sup>th</sup> Annual Conference, (with Daniel C. Funk), Colorado Springs, Colorado.
- "Intercollegiate Athletics Research: What Do We Study? What Have We Learned? Is What We Have Learned Relevant?" *North American Society for Sport Management*, 15<sup>th</sup> Annual Conference, (with Carol A. Barr and Richard Wolfe), Colorado Springs, Colorado.
- “Global Sport Sponsorship: Realizing Strategic Objectives on a Global Playing Field,” *Sport Marketing Association*, 2<sup>nd</sup> Annual Conference (with John Amis, T. Bettina Cornwell, Mark McDonald, and Don Roy), Memphis, TN.
- “Why Do People Follow Sport? Working Toward Consensus on a Scale to Understand Fan Motivation,” *Sport Marketing Association*, 2<sup>nd</sup> Annual Conference (with Jeff James, Galen Trail, Dan Funk, James Zhang, and Daniel Wann), Memphis, TN.
- “Coaches as Brand Builders: What is Important?” *Sport Marketing Association*, 3<sup>rd</sup> Annual Conference (with Jeff Mott), Tempe, AZ.
- “A Qualitative Examination of Donor Motivations in Intercollegiate Athletics,” *North American Society for Sport Management*, 16<sup>th</sup> Annual Conference, (with Daniel Mahony), Virginia Beach, Virginia.

**REFEREED CONFERENCE PRESENTATIONS (cont.):**

- “Understanding and Creating Brand Loyalty in Professional Sport: Examining the Link Between Brand Association and Brand Loyalty,” *North American Society for Sport Management*, 16<sup>th</sup> Annual Conference, (with Daniel C. Funk), Virginia Beach, Virginia.
- “Does Trust Matter? Should Sport Marketers Focus on Earning the Trust of their Customers?” *North American Society for Sport Management*, 17<sup>th</sup> Annual Conference, (with John Clark), Canmore, Alberta, Canada.
- “Strategic Management: Adding a New Dimension to Sport Management,” Roundtable presentation at *North American Society for Sport Management*, 17<sup>th</sup> Annual Conference, (with Mark A. McDonald and David Shilbury), Canmore, Alberta, Canada.
- “Exploring the effectiveness of professional sport teams’ cause-related sport marketing programs,” *North American Society for Sport Management*, 18<sup>th</sup> Annual Conference, (with Tony Lachowetz), Ithaca, New York.
- “Writing for Scholarly Journals: Insights from Journal Editors,” *Sport Marketing Association*, 1<sup>st</sup> Annual Conference (with Bill Steir, Laurence Chalip, and Christine Green), Gainesville, Florida.
- “Can I Trust You? Do You Care? Assessing Sport Consumers Trust in a Professional Sport Franchise,” *Sport Marketing Association*, 1<sup>st</sup> Annual Conference (with John Clark), Gainesville, Florida.
- “An Exploration of Corporate Sport Marketers’ Attitudes Toward Ambush Marketing,” *Sport Marketing Association*, 1<sup>st</sup> Annual Conference (with Steve McKelvey), Gainesville, Florida.
- “Examining the Attitudes of Sports Fans Toward the Involvement of Casinos and Lotteries as Sponsors of Sport Organizations,” *North American Society for Sport Management*, 19<sup>th</sup> Annual Conference, (Steve McKelvey), Atlanta, Georgia.
- “Brand Extensions by U.S. Professional Sport Teams: Motivations and Keys for Success,” *North American Society for Sport Management*, 16<sup>th</sup> Annual Conference, (with Artemisia Apostolopoulou), Virginia Beach, Virginia.
- “Sponsorship of Intercollegiate Athletics: The Importance of Image Matching,” *North American Society for Sport Management*, 16<sup>th</sup> Annual Conference, (with Richard Wolfe), Virginia Beach, Virginia.
- “Conceptualizing the Branding of a Head Coach,” *Sport Marketing Association*, 4<sup>th</sup> Annual Conference (with Jeff Mott), Denver, CO.
- “Brand it with Beckham: David Beckham and the Repositioning of Major League Soccer,” *Sport Marketing Association*, 5<sup>th</sup> Annual Conference (with Timothy DeSchriver and Joe Cobbs), Pittsburgh, PA.

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“Real Women Watch Football: Female Viewers’ Consumption and Perceptions of the Super Bowl Broadcast,” *Sport Marketing Association*, 5<sup>th</sup> Annual Conference (with John Clark and Artemis Apostolopoulou), Pittsburgh, PA.

“A Conceptual Model for Athletic Donor Giving,” *Sport Marketing Association*, 5<sup>th</sup> Annual Conference (with Joe Cobbs), Pittsburgh, PA.

“Understanding the Role of Human and Social Capital in the Perpetuation of Leader Development: A Study of College Basketball Coaching Networks,” *North American Society for Sport Management*, 24<sup>th</sup> Annual Conference (with Jeff Mott and Carol Barr), Tampa, FL

#### **INVITED PRESENTATIONS:**

“Global Sports: Emerging Business Opportunities.” (January, 2000) *22<sup>nd</sup> Annual International Sport Summit* (with Mark A. McDonald, William A. Sutton and Toru Miharū).

“Thinking about Your Brand Architecture.” (March, 2001) 2001 NBA Marketing Meetings, Chicago, IL

“Matching What Matters: Image and Stakeholder Priorities.” (March, 2002) 2002 IEG Event Marketing Conference, Chicago, IL.

“Intercollegiate Sports Panel.” (November, 2003). Moderator of Panel at *Sport Marketing Association*, Gainesville, Florida.

“Effective Teaching Techniques in Sport Management: Focus on Active Learning,” *North American Society for Sport Management*, 19<sup>th</sup> Annual Conference, (with Jacqueline Cuneen and Donna Pastore), Atlanta, Georgia.

“Publishing in Sport Marketing Quarterly,” (November, 2004), *Sport Marketing Association*, 2<sup>nd</sup> Annual Conference, (with Jacquelyn Cuneen, Artemisia Apostolopoulou, and Mathew Shank), Memphis, TN.

“Enhancing the Effectiveness and Efficiency of Your Marketing Efforts,” (March, 2006), *Massachusetts Parks and Recreation Administrators Meeting*, Northampton, MA

“Summary of Research Program Findings,” (December, 2006), *Major League Soccer Marketing Meetings*, Las Vegas, Nevada

“Keys to Success and Lessons Learned,” New Leader Transition Process, Indiana University Purdue University Indianapolis, August 30, 2010.

“Collaboration Across Campus to Enhance Student-Athlete Success,” Panel Member at NCAA Education and Training Symposium, June 17, 2011, Indianapolis IN.

**SERVICE:**

Editorial Board Work

- Editorial Board, Case Studies in Sport Management (2011-present)
- Associate Editor, Sport Marketing Quarterly (2004-2006)
- Editorial Board, Sport Marketing Quarterly (2001-2003, 2007-10)
- Editorial Board, International Journal of Sport Marketing and Sponsorship (2001-2005)
- Editorial Board, Sport Management Review (2003-2008)
- Editorial Board, Journal of Sport Management (2004-present)
- Off the Press Editor, Journal of Sport Management (2005-08)
- Ad hoc reviewer, Journal of Sport Management (2000-02)
- Ad hoc reviewer, International Journal of Sports Marketing and Sponsorship (2000-2001)
- Ad hoc reviewer, Sport Management Review (2002, 2012, 2013)

Contributions to Academic Organizations

- Member. Sub-Committee to Explore the Future of the North American Society for Sport Management Business Office. (2000)
- Abstract reviewer, North American Society for Sport Management Conference – 2000 Conference
- Abstract reviewer, North American Society for Sport Management Conference – 2001 Conference
- Abstract reviewer, North American Society for Sport Management Conference – 2002 Conference
- Chair. Sub-Committee to Examine NASSM Web Advertising – 2002
- Member. Sub-Committee to Examine NASSM Web Advertising – 2002
- Section Head for Marketing Abstract Reviews, North American Society for Sport Management Conference – 2003 Conference
- Section Head for Marketing Abstract Reviews, North American Society for Sport Management Conference – 2004 Conference
- Section Head for Marketing Abstract Reviews, North American Society for Sport Management Conference – 2005 Conference
- Member. NASSM-NASPE Sport Management Accreditation Committee – 2006
- Abstract Reviewer, Sport Marketing Association Annual Conference – 2006
- Section Head for Marketing Abstract Reviews, North American Society for Sport Management Conference – 2006 Conference
- Section Head for Marketing Abstract Reviews, North American Society for Sport Management Conference – 2008 Conference
- Secretary, North American Society for Sport Management (2003-2005)
- Founding Member of Board of Commissioners, Commission on Sport Management Accreditation (2008-10)
- Section Head for Marketing Abstract Reviews, North American Society for Sport Management Conference – 2010 Conference
- Scientific Committee, The 2011 Athens Tourism Symposium, International Scientific Congress on Current Trends in Tourism Management and Tourism Policy

**SERVICE (cont.):**

Contributions to Academic Organizations (cont.)

- Site Reviewer, Commission on Sport Management Accreditation (May 2011)
- Scientific Committee, The 2011 Athens Tourism Symposium, International Scientific Congress on Current Trends in Tourism Management and Tourism Policy
- Chair, Site Visit Team, Commission on Sport Management Accreditation (2012)
- Chair, Inaugural Board of Directors, Commission on Sport Management Accreditation Board of Directors (2012-15)

Letters of Peer Review for Tenure & Promotion (for individuals at):

- Indiana University Bloomington
- Robert Morris University
- Syracuse University
- University of Central Florida
- University of Louisville
- University of Massachusetts
- University of South Carolina

Examiner for Doctoral Theses

- Deakin University, Australia
- Griffith University, Australia

University Service

University of Massachusetts:

- Sport Management Representative for College of Food & Natural Resources Curriculum Committee (1997-99).
- Curriculum Committee, Department of Sport Management (1997-2006).
- Chair, Curriculum Committee, Department of Sport Management (2001-2002, 2004-2005)
- Personnel Committee, Department of Sport Management (1997-2005)
- Personnel Committee, College of Food and Natural Resources (2001-02)
- Personnel Committee, Chair, Applied Management Division of the School of Management (2005-2006)
- Graduate Admissions Committee, Department of Sport Management (1997-2007)
- Selection Committee, PRISM Award (2002, 2004-2006)
- Selection Committee, Service Beyond Sport Award (1999-2001)
- Organizing Committee, Graduate Student Orientation (1999-2000)
- Faculty Peer Representative, "Campaign for UMass," University of Massachusetts Capital Campaign (1999-2000)
- Advisor, Student Club – University of Massachusetts Sport Managers (2000-2002)
- Isenberg School of Management, Divisions of Applied Management, Personnel Committee (2004-2005)

**SERVICE (cont.):**

University Service (cont.):

University of Massachusetts (cont.):

- Presenter, University of Massachusetts Teaching Assistant Orientation (September, 2004)
- Presenter, University of Massachusetts Teaching Assistant Orientation (September, 2005)
- Presenter, University of Massachusetts Teaching Assistant Orientation (September, 2006)
- Presenter, University of Massachusetts Teaching Assistant Orientation (September, 2007)
- Presenter, University of Massachusetts Teaching Assistant Orientation (September, 2008)
- Search Committee, Center for Teaching, Instructional Coordinator Opening (Spring 2005)
- Dean's Search Committee (2007)
- Member, Professional Sports Counseling Panel (2007)
- Member, Athletic Council (2007-09)

IUPUI

- Member, Equal Opportunity Council (2009-10)
- Member, Search and Screen Committee, Vice President of Development Indianapolis, Indiana University Foundation (2010)
- Member, External Review Committee, IUPUI Department of Intramural and Recreational Sports (2010)
- Chair, Search and Screen Committee, Dean, University College and Associate Vice Chancellor for Undergraduate Education (2010-11)
- Member, External Review Committee, Indiana University-Bloomington Department of Kinesiology
- Chair, Office of Vice President & Chief Financial Officer Policy Committee (2011-13)
- Chair, Administrative Review Committee, Associate Dean, Kelley School of Business Indianapolis (2011-12)
- Member, Center for Teaching and Learning Advisory Board (2011-13)
- Member, Search Committee, Dean of the IU McKinney School of Law (2012-13)
- Member, Steering Committee, Strategic Planning Process, IUPUI (2012-13)
- Member, Enrollment Management Task Force, IUPUI Strategic Planning Process (2012-14)
- Member, Community Engagement Task Force, IUPUI Strategic Planning Process (2012-14)
- Member, Student Life Task Force, IUPUI Strategic Planning Process (2012-13)
- Chair, IUPUI New Approaches to Career Counseling and Career Development Committee (2012-13)
- Member, Search Committee, Senior Associate Vice Chancellor for Academic Affairs (2013)
- Member, Search Committee, Executive Director, IU Sports Complex (2013-14)
- Member, Carnegie Community Engagement Classification Task Force (2013-14)
- Member, Resource Planning Committee (2013-15)
- Member, Indiana University Wellness Steering Committee (2013-14, 2014-15)
- Member, Community Engagement Leadership Team (2014-15)
- Member, Search and Screen Committee, Associate Vice Chancellor for Enrollment Management (2014-15)
- Chair, Search and Screen Committee, Director of Admissions (2015)

**SERVICE (cont.):**

Community Service:

- Coordinator, Service Learning Project on Event Management with Amherst Regional High School (1998-1999)
- Recreation Building Committee. Town of Amherst (1999-2000)
- Commissioner, Northampton Recreation Commission (2005-2009)
- Member, NCAA Swimming & Diving Championship Host Committee (2013)
- Board Member, American College of Sports Medicine Foundation (2104)
- Member, Central Indiana Education Alliance (2012-14)
  - Co-Chair, Access and Increasing Graduation Rates Sub-Committee (2012-14)
- Board Member, Visit Indy (formerly Indianapolis Convention and Visitors Association) (2010-present)
- President Council Member, Indiana Sports Corporation (2015)

**HONORS:**

Outstanding Teacher Award. Isenberg School of Management (2004)

Nominated for University Distinguished Advisor Award, 1998-1999 academic year.

Nominated for University Distinguished Teaching Award, 1999-2000 academic year.

Lilly Fellowship, University of Massachusetts, 2000-2001 academic year -- one of eight junior faculty members on campus selected through an interview process to take part in a year-long teaching fellowship.

TEACHnology Fellowship, University of Massachusetts, 2006-2007 academic year – one of eight mid-career faculty members on campus selected through an interview process to take part in a year-long teaching fellowship focusing on integrating technology into effective teaching

IUPUI Division of Student Life Community Builder Award – 2011

Participant in Indiana University *Executive Leadership Series* (2012-13) – selected as one of two administrators on campus to take part in system-wide leadership development series.