

**Ashley Gibson Bowers, Ph.D.**  
[abower10@lsu.edu](mailto:abower10@lsu.edu)

**EDUCATION**

Ph.D., Human Performance, , August 2007  
- Emphasis: Administration and Teaching  
- Concentration: Sport Management  
- Doctoral dissertation entitled, “The Influence of Sports Magazines and Thin-Ideal Images on the Body Image of Division IA Female Athletes”  
- Major Professor: Nancy Speed, Ph.D.

M.S., Kinesiology, December 2002  
- Major Area of Study: Sport Management

B.S., Elementary Education, December 1998

**PROFESSIONAL EXPERIENCE**

Associate/Assistant Professor, 2008-Present  
- Perform teaching, research, and service duties for the Department of Kinesiology and Health Studies:

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- \*Sport Management Program Coordinator (2010-2019) [COSMA Accreditation]
  - \*Received Promotion to Associate Professor with Tenure (2014)
  - \*Graduate Studies Coordinator (2019-present)
  - \*B.C. Purcell Endowed Professor (2018-2021)
  - \*College of Nursing and Health Sciences Excellence in Service Recipient (2011-12; 2012-13)
  - \*Program Assessment Coordinator for Sport Management (2010-19) & Graduate Program (2019-21)
  - \*Received rating of Excellence/Distinction in Teaching (2008-2021)

Courses Taught:

- KIN 232: Introduction to Sport Management
- KIN 276: Practicum in Sport Management
- KIN 332: Sport Information and Media Relations
- KIN 333: Governance in Sport
- KIN 334: Social Aspects of Sport
- KIN 362: History of Sport and Physical Education
- KIN 366:



- Instructor of fifth grade students (math, science, and social studies).

**INTERNSHIP EXPERIENCES**

Coordinator of Physical Education Newsletter, (Petal, MS), 2006

- Compiled information for stories
- Assisted with graphics design
- Assisted with photography

Media Relations Intern, (Athletic Department)  
Summer 2005

- Assisted with media guide compilation

Graduate Intern, (Pete Maravich Assembly Center),  
Summer/Fall 2002

- Assisted with box office management
- Coordinated ushers for large events

Marketing Intern, , Fall 2002

- Assisted the Baton Rouge regional marketing director with ticket sales, promotions, and graphics design

**RESEARCH**

**PUBLICATIONS**

**Peer-Reviewed**

**Gibson, A.** & Drane, D. (2006) Gender, Age, and Race as Predictors of Sports-Viewing Behavior of Sport Management Undergraduates. (2)  
ISSN: 1543-9518.

Hall, S.A., **Bowers, A.** & Martin, C.L.L. (2011). An exploratory study of job satisfaction levels of athletic marketing directors at national collegiate athletic association (NCAA) division I-A institutions.  
(1), 1-17.

Martin, C.L.L., Miller, L., Elsisi, R., **Bowers, A.**, & Hall, S. (2011). An analysis of collegiate athletic marketing strategies and evaluation processes.  
(1), 42-54.

Naquin, M., Cole, D., **Bowers, A.**, & Walkwitz E. (2011) Environmental Health Knowledge, Attitudes and Practices of Students in Grades Four through Eight.  
6(2), 45-50.

Gillan, W., Naquin, M., Zannis, M., **Bowers, A.**, Brewer, J., & Russell, S. (2013). Correlations among Stress, Physical Activity and Nutrition: School Employee

Health Behavior.  
(1), 55-60.

**Bowers, A.,** Speed, N.M., Wolfe, B., Miller, J.J. & Martin, C.L.L. (2013). The impact of print media on the thin ideal of collegiate female athletes.  
(4).

**Bowers, A.,** Martin, C.L.L., Miller, J.J., Wolfe, B., & Speed, N.M. (2013). I feel pressure: Exploring the phenomenon of body image formation in collegiate

**Bowers, A. & Graves, M. (2021).** Focus Groups.

Elgar Encyclopedia in Business & Management Series. ISBN:  
9781800883277

**Bowers, A. & Larsen, K. (2021).** Social Cognitive Theory.

Elgar Encyclopedia in Business & Management Series. ISBN:  
9781800883277

**Bowers, A., & Sharp, J. (2021).** Program Management.

Elgar Encyclopedia in Business & Management Series. ISBN:  
9781800883277

## **PRESENTATIONS**

### **International & National Peer Reviewed**

**Bowers, A., Sharp, J., & Wilson, T. (February 8, 2018).** Building a Bridge: A Small College Sport Management Program's Attempt to Provide Practical Experience Opportunities for Students. Presented to the \_\_\_\_\_, Jacksonville, FL.

**Bowers, A., & Hebert, E. (February 9, 2018).** Benefits of Community Service Learning Projects in the Sport Management Curriculum. Presented to the \_\_\_\_\_, Jacksonville, FL.

**Bowers, A., Sharp, J., & Smith, N. (February 8, 2019).** Self-Efficacy Among Sport Management Faculty: A mixed-design study. Presented to the \_\_\_\_\_, Atlanta, GA.

**Bowers, A., & Jacobsen, D. (February 7, 2020).** Guidelines to Adequately Prepare for the Self-Study Document. Presented to the \_\_\_\_\_, Baton Rouge, LA.

**Bowers, A., Sharp, J., Sabin, J. & Bailey, C. (February 12, 2021).** Tackling the Outcomes Assessment Process. Presented to the \_\_\_\_\_ [virtual].

Larsen, K., Graves, M., **Bowers, A.**, Saba, V., & Himel, L. (November 4, 2020). Does Body Image Matter? Presented to the \_\_\_\_\_, [virtual].

**Bowers, A., Gipson, C., Clarke, C., & Tillery, K. (November 3, 2014).** Females in the Field of Sport Management. Presented at the \_\_\_\_\_, Portland, Oregon.

**Bowers, A., & Gipson, C.** (June 1, 2013). Assessment Rubrics for Ethical Debates in Sport Management. Presented at the \_\_\_\_\_, Austin, Texas.

Miller, L., Wood, B., & **Bowers, A.** (October 27, 2011). Competition for a Cause: A Special Case of Experiential Learning in the Classroom. Presented at the \_\_\_\_\_, Houston, Texas.

**Bowers, A.,** Cole, D. (October 13, 2011). The Influence of Mainstream Sport Media on Children and Youth Related Behavior. Presented at the \_\_\_\_\_, Louisville, Kentucky.

**Bowers, A.,** Cole, D., Humphries, C., Naquin, M. & Dugas, L. (April 14, 2011). A Qualitative Analysis of the Influence of Sport Media on Children's Health-Related Behaviors and Perceptions. Presented at the \_\_\_\_\_, Troy, Alabama.

**Bowers, A. & Cole, D.** (October 16, 2010). Children's Body Image and Health-Related Behaviors. Presented at the \_\_\_\_\_

10 5. Kansas City, Missouri. (s C)-1-2 ec 1 Nadaan Sca4 7viealp 5.24o iateeing. 1-2 (or)-2 (1)-

Presented at the  
, San Antonio, Texas.

Hall, S., **Gibson, A.**, & Martin, C. (November 2, 2007). Job Satisfaction of  
NCAA Division IA Athletic Marketing Directors. Presented at the  
Pittsburg, Pennsylvania.

**Gibson, A.**, Hall, S., & Drane, D. (November 20, 2004). An analysis of corporate  
sponsorship at the interscholastic level in Division 5-A schools in Mississippi.  
Presented at the , Memphis,  
Tennessee.

Furko, L., **Gibson, A.**, Hall, S. (November 20, 2004). Sponsorship  
Proposal: Charlotte Bobcats and FedEx. Student competition presented at the  
, Memphis, Tennessee.

#### **State & Local**

**Bowers, A.**, Graves, M., Larsen, K.,2 (c)4 ek1TjEM6 (r)3 (s)-1 (e)4 (n, K)2 (.410 (A)4,8TjE(s)-1 (a3 (N)2V-







Editor of the School of Human Performance and Recreation newsletter ( , 2005-2006.

**PROFESSIONAL/NATIONAL**

Member of marketing committee for the North American Society of Sports Management, 2010-2012.

Student Presentation Judge for the Southern Sport Management Conference, 2012.

**Ad-hoc Reviewer Assignments**

Fall 2013, Fall 2014

Spring 2013

Spring 2012

SAGE Open, Fall 2014

Journal of Issues in Intercollegiate Athletics, Summer 2021

**UNIVERSITY**

Faculty Senator, , 2012-2021.

Member of University Commencement Committee, , 2009-2011.

Member of the Institutional Review Board, , 2007-2008.

Member of the Honors Council, 2007-2008.

Member of the search committee for Assistant Professor of Film & Broadcasting, 2007-2008.

Member of the United Way Campaign, , 2005.

Selected as the University of Southern Mississippi representative in the , 2004.

**COLLEGE**

Co-Chair of the College of Nursing and Health Sciences Hooding Ceremony, , 2021-2022.

Co-Chair of the College of Nursing and Health Sciences Strategic Planning Committee, , 2020-2021.

Member of the Coll Nurb21.f Hh, 2021-2022. (2021.)- ienceege4 (r)-m thell (o)2 (R (n t)-6te)6 (e)tio (,))



**PROFESSIONAL DEVELOPMENT**

Southeastern Louisiana University, "Moodle II Training," Spring 2013

Southeastern Louisiana University