

**J M.D.**

Louisiana State University  
Associate Professor  
Sport Management  
Baton Rouge, LA  
[jmmartinez@lsu.edu](mailto:jmmartinez@lsu.edu)

M D e s c e m ( m )  
**FHA**

Doctor of Philosophy: Middle Tennessee State University  
Program: Human Performance  
Specialization: Sport Management

Murfreesboro, TN  
**M2009**

Master of Science: The University of Southern Mississippi  
Program: Public Relations

Hattiesburg, MS  
**M2003**

B

28. White, J., & MM (2024). The new normal: Embracing remote work in intercollegiate athletic departments post-pandemic. *J* ~~1-27~~ ~~1-27~~.
27. Barefoot, M., & MM (2023). Applied improvisation in the sport management curriculum. *J* ~~1-103~~ ~~1-103~~, 88 -103. <https://doi.org/10.18060/27405>
26. Barefoot, M., & MM (2023). The Sport Industry Internship Paradigm: Defining the role of internships in the sport labor economy. *J* ~~1-103~~ ~~1-103~~.
25. Seifried, C.S., ~~MM~~ Miller, J., & Croft, C. (2022). Fighting for legitimacy: The impact of football and stadia at the University of Southern Mississippi. *J* ~~1-103~~ ~~1-103~~, 3 (3/4), 188-223.
24. Otto, M. G., ~~MM~~ & Barnhill, C. B. (2022). Why engagement matters in sport volunteer motivation. *J* ~~1-103~~ ~~1-103~~.
23. Miller, J. J., ~~MM~~ & Stoll, J. (2021). Conducting a special small-scale sporting event in a small city: What motivates people to volunteer? *M* ~~1-103~~ ~~1-103~~ Published online: Sept. 20, 2021 <https://doi.org/10.1080/23750472.2021.1980423>
22. Otto, M. G., MM & Barnhill, C. B. (2021). Impact of engagement on satisfaction and retention among volunteers at college football bowl games. *J* ~~1-103~~ ~~1-103~~, 387-410.
21. ~~MM~~ Dixon, A., & Koo, G.Y. (2020). Assessing fan motivation in college sport: Implications for the fan experience. *J* ~~1-103~~ ~~1-103~~, 133-145.
20. Otto, M. G., MM & Barnhill, C. R. (2020) The transitioning process: A qualitative case study of international swimming and diving student-athletes competing in the NCAA. *J* ~~1-103~~ ~~1-103~~, 52-80.
19. Seifried, C. S., Barnhill, C. R., & ~~MM~~ . (2019). Traditional and integrated Ph.D. curricula: A study of knowledge creation produced by sport management programs and their faculty. *J* ~~1-103~~ ~~1-103~~ <https://doi.org/10.1123/jsm.2018-0300>
18. ~~MM~~ Barnhill, C. R., Otto, M. G., & Mosso, A. (2019). The influence of managerial practices and job-related characteristics on employee perceptions of service quality and turnover intention. *J* ~~1-103~~ ~~1-103~~, 35-42. <https://doi.org/10.1177/1558866119849313>





1. ~~MM~~(2011) Levels of brand familiarity. ~~EEIS~~  
M  
761. New York, NY: Sage.

~~CEP~~ (N 77)

European Association for Sport Management (Paris, France) 2024

77. ~~MM~~, & Barefoot, M. (Accepted, to be presented September 2024). Career self-management and its impact for sport employees.

Academy of Management (Chicago, IL) 2024

76. Garbarino, L., ~~MM~~, & Seifried, C. S. (August 2024). PDW Paper in



56. **MM** (February). Keynote address as inaugural Distinguished Service and Mentorship Award. [Invited]
55. **MM** & Barefoot, A. (February). Examining brand understanding among university recreation administrators.
54. Barefoot, A., & **MM** (February). Branding as a revenue-generating tactic in minor league sports: An integrated review

Sport Marketing Association (Las Vegas, NV) 2021

53. **MM** (October). Employee-organizational influences on employee brand citizenship and employee brand commitment among fitness center employees. **B**

College Sport Research Institute Conference (Virtual) 2021

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

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

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

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

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

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

Applied Sport Management Association Conference (Nashville, TN) 2019

43. ~~MM~~ Otto, M., Barnhill, C. R., & Jubenville, C. B. (February 2019). The relationship of role clarity, job satisfaction, and managerial practices in university recreation employees.

42. Hughes, J., ~~JM~~ White, J., Jubenville, C.B., & Rost, J.K. (February 2019). Athletes from Football Bowl Subdivision schools perceptions of sport specialization and its relationship with perfectionism.

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

41. ~~MM~~ (June 2018). Relationship Marketing as a Model to Engage and Retain Online Sport Management Students. ~~BB~~

40. ~~MM~~, Barnhill, C. B., & Siefried, C. (June 2018). Knowledge Creation in Traditional or Integrated Doctoral Programs. ~~BB~~

39. ~~MM~~ (June 2018). Integrating Reflective Learning in an Online Graduate Sport Management Course. ~~BB~~ ~~LE~~ ~~a~~ .

College Sport Research Institute Conference (Columbia, SC)



34. Otto, M., **MM**, & Barnhill, C. R. (June 2017). How the Perception of Athletic Academic Advisers Affect the Overall College Experience of Freshmen Student-Athletes.
33. **MM** (June 2017). Strategies for Increasing Student Engagement in Online Graduate Programs. **U&L**

College Sport Research Institute Conference (Columbia, SC) 2017

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

- Sport Marketing Association (Philadelphia, PA) 2014
22. **MM** , Dixon, A.W., Stinson, J.L., & Miller, J.J. (2014, October). Internal Brand Equity: Implications for Revenue Generation in Athletics.
- North American Society for Sport Management (Pittsburgh, PA) 2014
21. Carroll, M.S., & **MM** (2014, May). Utilizing Technology to Create Engaging E-Learning for Teaching Sport Management. **U** **L** **F** **A** .
- Southern Sport Management Conference (Nashville, TN) 2014
20. **MM** Miller, J., Koo, G. Y., & Jubenville, C. B. (2014, March). Determinants of Organizational Commitment Among Intercollegiate Athletics Administrators.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2013
19. Montgomery, R., Dixon, A.W., & **MM** (2013, November). Evaluating sport sponsorship effectiveness at a mid-major Division I institution.
- Sport Marketing Association Conference (Albuquerque, NM) 2013
18. **MM** , & Miller, J. (2013, October). Employee Marketing: Implications for Brand-Building in College Athletics.
17. Dixon, A.W., **MM** , Barrett, M., & Martin, C.L.L. (2013, October). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness.
- North American Society for Sport Management (Austin, TX) 2013
16. **MM** , & Miller, J. (2013, May). Service-Learning in a "Super Experience". **U** **L** **F** **A** .
- Sport Marketing Association Conference (Orlando, FL) 2012
15. Dixon, A., **MM** & Barrett, M. (2012, October). Assessing fan motivation in college sport: Implications for strategic marketing.
- North American Society for Sport Management (Seattle, WA) 2012
14. **MM** Stinson, J., & Dixon, A.W. (2012, May). Internal Marketing in Intercollegiate Athletics Departments: Maximizing Effectiveness Across Job Types.
- Sport & Entertainment Venues Tomorrow (Columbia, SC) 2010
13. Andrew, D.P.S., **MM** , & Flavell, S. (2010, November). Factors that contribute to student-athletes' choices to attend Big East Conference member institutions.
- Sport Marketing Association Conference (New Orleans, LA) 2010
12. **MM** Stinson, J. & Jubenville, C.B. (2010, October). Internal Marketing Perceptions in Intercollegiate Athletics and their Influence on Organizational Commitment.



**ED**

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

1. **MM** (2014, November). Using the Video Software Camtasia in Online Course Development. Louisiana State University, Baton Rouge, LA.

**AD**

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**Director**

Louisiana State University, August 2014-Present

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

**IC**

Troy University, August 2013 – July 2014

- Make recommendations of class assignments to the Director of the School of Hospitality, Sport and T (gnm)5/c (een)-4veLpuons LInteriAdm(e)4 (-1tC [(A))-2 (r)3 (a)4 uves-1TJ0 Tc 0 Tdme cli

- Responsible for disseminating university, college, and school information to Global Campus faculty
- Provide relevant information on students, faculty, and the overall program to be used in marketing materials for the undergraduate and graduate programs (i.e., website, social media, brochures, newsletter, etc.)

**Fh R**

Associate Professor (with tenure)  
Lib  
Sport Management

**Ag2020 -R**

Assistant Professor (tenure-track)  
Lib  
Sport Management

**Ag2014 -R2020**

Assistant Professor (tenure-track)  
Lib

**R2009 -R2014**



~~G. A. A. H.~~, The University of Southern Mississippi,  
Hattiesburg, MS, September 2000-December 2002

~~E. A.~~

Louisiana State University

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

Troy University

- KHP/HSTM 3355 Introduction to Sport and Fitness Management (Undergraduate)
- KHP/HSTM 3365 Research Methods in Hospitality, Sport and Tourism Management (Undergraduate)
- KHP/HSTM 4430 Sport Marketing (Undergraduate)
- KHP/HSTM 4435 Current Issues in Sport Management (Undergraduate)
- KHP/HSTM 4443 Sport Administration (Undergraduate)
- KHP/HSTM 4452 Sport Communications (Undergraduate)
- SFM 6600 Foundations of Sport Management (Graduate)
- SFM 6604 Statistical Analysis of Intentional Research (Graduate)
- SFM-1. (S)-4 (por)3 (t)-20 (A)2 (dm)-2 (i)-2 (8)-2 (s)-1 (t)-2 (r)3 (a)4 (t)-2 (i)-2 (on)7 (G)2 (r)3 (a)4 (d)
- SFM44430 SportMarketing (Graduate)
- SFM91365 Research Methods in Sport and Fitness Management, Sport and Tourism Management (Undergraduate)

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

**EC**

Guided Student Research Projects

7. Barefoot, A.\*, & **MM** (2022). Reviewing ticket sales research in college



**2016**

Piloting a Structured Student Retention Program in Online Graduate Education: Assessing Impacts on Institutional Commitment, Social Integration and Student Satisfaction Among Graduate Students. Academic Partnerships Research Grant Program. **MM** (PI).

**Atn** \$1,500. **Not Funded.**

Applying the Community of Inquiry Framework to Enhance Student Engagement in a Graduate Online Program. Academic Partnerships Research Grant Program.

**2011**

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

**2010**

~~MM~~(2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$695 ~~MM~~Funded\_\_\_\_\_

~~MM~~(2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$275 ~~MM~~Funded\_\_\_\_\_

**2009**

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

Jubenville, C.B., ~~MM~~ & Daughdrill, B. (2009) Agile Ticketing Solutions Fellowship Program, Marty McGinty, Director of Sales, \$25,000.00 ~~MM~~Not funded.

Jubenville, C.B., & ~~MM~~ (2009) A-Game Sport Management Sales Fellowship Program, Micheal Thompson, Investor/Board Member, \$25,000.00 ~~MM~~Funded\_\_\_\_\_

~~MM~~(2009) Paper Presentation Grant, Troy University, Faculty Development Council, \$750 ~~MM~~Funded\_\_\_\_\_

**2008**

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

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

Jubenville, C.B. & ~~MM~~ (2008) Center for Sport Policy and Research, Brian Shulman, Founder and CEO Learning Through Sports, \$30,000.00 per year for two years (2008-2010) ~~MM~~Funded\_\_\_\_\_

Jubenville, C.B. & ~~MM~~ (2008) Nelligan Sports Marketing Fellowship Program Micheal Lawson, Property Manager, \$20,000.00 ~~MM~~Not funded.



2019: (Papers Reviewed: 1)  
 2018: (Papers Reviewed: 1)  
 2017: (Papers Reviewed: 1)  
 2016: (Papers Reviewed: 2)

J ~~EP~~ ~~SM~~ 2013-2017  
 2015: (Papers Reviewed: 1)  
 2013: (Papers Reviewed: 1)

Special Issue Co-Editor 2014

J ~~EP~~ ~~SM~~  
 2014: (Papers Reviewed/Editor: 11)

Editor 2021-Present

J ~~EP~~ ~~SM~~  
 2024: (Papers Reviewed/Editor: 3)  
 2023: (Papers Reviewed/Editor: 32)  
 2022: (Papers Reviewed/Editor: 38)  
 2021: (Papers Reviewed/Editor: 31)

Editor 2011-12

J ~~EP~~ ~~SM~~ ~~S~~  
 2012: (Papers Reviewed/Editor: 8)  
 2011: (Papers Reviewed/Editor: 7)

Assistant Editor 2008-2011

J ~~EP~~ ~~SM~~ ~~S~~  
 2010: (Papers Reviewed: 2)  
 2009: (Papers Reviewed: 2)  
 2008: (Papers Reviewed: 1)

Manuscript Review Service

Ad-hoc Manuscript Reviewer 2022  
 M

Ad-hoc Manuscript Reviewer 2019  
 E ~~EP~~ ~~SM~~  
 J ~~EP~~ ~~SM~~ (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer 2018  
~~B~~ ~~EP~~ ~~SM~~ (Papers Reviewed: 1)  
~~SM~~ (Papers Reviewed: 1)

Ad-hoc Manuscript Reviewer 2017  
 E ~~EP~~ ~~SM~~ (Papers Reviewed: 1)



Sport Marketing Association Conference (Philadelphia, PA)  
Sport Marketing Association Conference (Albuquerque, NM)

Abstract Reviewer 2020-2024  
Eastern Academy of Management (Portland, ME)  
Eastern Academy of Management (Virtual)  
Eastern Academy of Management (Virtual)

Abstract Reviewer 2019-2020  
Southern Management Association (St. Pete Beach, FL)  
Southern Management Association (Norfolk, VA)

Abstract Reviewer 2018  
Online Learning Consortium Annual Conference (Orlando, FL)

Abstract Reviewer (Tourism & Sport Management Division) 2010  
Administrative Sciences Association of Canada Annual Conference  
(Regina, Saskatchewan, Canada)

Other Review Service

Book reviewer 2013  
~~SIUE~~  
Jones and Bartlett Learning



Service to the department

1. Director of Online Programs, School of Kinesiology, August 2014-Present.
2. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2023-24).
3. Search committee chair, Sport Management Professional Practice faculty position. School of Kinesiology (2022-23).
4. Search committee member, Sport Management Professional Practice faculty position. School of Kinesiology (2021-22).
5. Search committee member, Athletic Training Professional Practice faculty position. School of Kinesiology (2020-21).
6. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2018-19). [Two positions]

7. Search committee member, Sport Management tenure-track faculty position. School of Kinesiology (2014-15). [Two positions]

Service to the College

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

Service to the University

1. Committee member, Budget and Planning Advisory Committee (2023-Present)
2. Faculty Senate (August 2019-2022)
3. Committee member, Online Engagement Council (2018-Present)
4. Search committee member, Assistant Vice Provost of Learning Design, Professional Studies and Community Programs (2018).
5. Online Teaching Cohort (Policy Working Group), Louisiana State University, Spring 2016-2018.



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

Service to the University

1. Vector Team Representative (Student Retention Planning Group), Phenix City Campus, Spring 2014
2. Faculty Development Committee, Phenix City Campus Representative, August 2013 – July 2014.
3. Instructional Design Faculty Feedback Group, Committee Chair, Fall 2012-July 2014

Service to the Community

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



Service to the Profession

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

Professional Memberships (offices held):

1. Academy of Human Resource (AHRD); 2016
2. Academy of Management (AOM); 2023-Present





8. Southern Sport Management Conference (Southern Sport Management Association, April, 2012)
9. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2011)
10. Southern Sport Management Conference (Southern Sport Management Association, April, 2011)
11. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2010)
12. Sport Marketing Association National Conference (Sport Marketing Association, October, 2010)
13. Southern Sport Management Conference (Southern Sport Management Association, April, 2010)
14. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2009)
15. Sport Marketing Association National Conference (Sport Marketing Association, October, 2009)
16. NASSM Conference (North American Society of Sport Management, May, 2009)
17. Southern Sport Management Conference (Southern Sport Management Association, April, 2009)
18. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2008)
19. Tennessee Alliance for Health, Physical Education, Recreation, & Dance (TAHPERD, November, 2007)
20. Kentucky Alliance for Health, Physical Education, Recreation, & Dance (KAHPERD, October, 2007)

Other Awards and Honors

1. Best Reviewer Award, Academy of Management – Careers Division, August 2024
2. Distinguished Service Award, Applied Sport Management Association, February 2021
3. Troy University Reward Caller of the Month, October, 2010