

Glaucio Scremin, Ed.D.

EDUCATION

- 2005 - 2008 UNITED STATES SPORTS ACADEMY - Daphne, AL
Degree: Doctor of Education in Sports Management *with highest honors (4.0 GPA)*
Doctoral dissertation: Selected Antecedents and Consequences of Team Identity
- 2004 - 2005 UNITED STATES SPORTS ACADEMY - Daphne, AL
Degree: Master of Sports Science in Sports Studies *with highest honors (4.0 GPA)*
- 2001 - 2004 THE PENNSYLVANIA STATE UNIVERSITY - University Park, PA
Kinesiology Department, Graduate program in Exercise Physiology
Transferred to the United States Sports Academy in August of 2004.
- 1996 - 2000 LOCK HAVEN UNIVERSITY OF PENNSYLVANIA - Lock Haven, PA
Degree: Bachelor of Sciences in Health Sciences
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PROFESSIONAL EXPERIENCE - HIGHER EDUCATION

- August 2013 -
Present UNIVERSITY OF WEST GEORGIA - Carrollton, GA Position: Associate Professor of Sport Management, tenure track position.

TEACHING

Undergraduate courses taught in 2018:

SPMG 3660 Managerial Ethics and Governance in Sport, SPMG 3662 Management and Leadership in Sport Organizations, SPMG 4665 Sport Marketing and Promotion, SPMG 4668 Human Resources Management in Sport, SPMG 4685 Special Topics in Sport: Fitness Management, SPMG 4685 Special Topics in Sport: International Sport

SERVICE

SWP Committees/Taskforces served:
SPMG Faculty Search Committee, 2018
SWP Mission and Vision Statement, 2016
Development Team, 2017 – current

COE Committees/Taskforces served:
FDMR co-chair, fall 2018 – current
CIA SPMG assessment coordinator, 2013 – current
Personnel, 2013 – 2016
International Programs workforce, 2016 – 2017
I lead the committee efforts on the development of a Visiting Scholar Guidelines documents for the COE.

UWG Committees served:

UWG Faculty Senate, fall 2018 – current

UWG Student Affairs Faculty Senate Sub-Committee, fall 2018 – current

Institutional Planning Senate sub-committee, 2017 – spring 2018

UWG Associations served:

Sport Management Society adviser, fall 2018 – current

Professional Organizations

Member of the International Research Conference (IRC) Scientific and Technical Committee on Sport and Health Sciences, 2018 - current

Peer-Reviewer for The International Journal of Sport and Society, 2018 – current

August 2008 -

July 2013

JACKSONVILLE STATE UNIVERSITY - Jacksonville, AL

Position: Assistant Professor in Health, Physical Education, and Recreation. Tenured and Promoted in March of 2013. I served as the Sport Management program director managing a sport management concentration in Master of Public Administration (MPA), the Class A teacher certification program in Sport Management, the Master of Science in Sport Management, and an undergraduate minor in Sport Management.

Major responsibilities included teaching online and residential classes in the Health, Physical Education, and Recreation undergraduate and graduate programs. Other responsibilities include course and program development, student advising, internship and theses supervision, service in committees, research and grant writing, and other administrative duties.

As the program director of the Sport Management concentration in the MPA program, I revised the entire program and developed seven graduate courses in sport management. In addition, I helped the program grow from 19 students in 2008 to 59 students in 2010. As the program director of the Master of Science in Sport Management, I developed the graduate curriculum and wrote the proposal for a new graduate degree program to the Alabama Commission on Higher Education (ACHE). The proposal was approved in the fall of 2010. In just one year the MS in Sport Management grew to 55 students. Finally, I developed an undergraduate minor in Sport Management with six courses in the spring of 2011.

Teaching

Undergraduate courses taught include:

HPE 109 Concepts of Wellness, HPE 391 Methods and Principles of Coaching, HPE 388 Exercise Science & Wellness Research Seminar, HPE 301 Fitness Management

Undergraduate courses developed include:

REC 430 Foundations of Recreation and Sport Administration, REC 440 Legal and Ethical Aspects of Recreation and Sport Management, REC 445 Marketing in Recreation and Sport Management, REC 450 Recreation and Sport Facility

Management, REC 455 Principles of Finance in Recreation and Sport Management, HPE 301 Fitness Management

Graduate courses taught include:

HPE 540 Law and Ethics in Physical Education and Sport Management, HPE 508 Research Methods in HPE, HPE 525 Issues and Trends in Athletics, HPE 563 Sport Finance, HPE 564 Human Resources Management in Sport, HPE 566 Public and Media Relations in Sport, HPE 567 Sport Facility Administration and Design, HPE 576 Sport Marketing, HPE 586 Sport Promotion and Event Planning

Graduate courses developed include:

HPE 525 Issues and Trends in Athletics, HPE 563 Sport Finance, HPE 564 Human Resources Management in Sport, HPE 566 Public and Media Relations in Sport, HPE 567 Sport Facility Administration and Design, HPE 576 Sport Marketing, HPE 586 Sport Promotion and Event Planning, HPE 591 Internship in Sport Management

Service

CEPS Committees served:

Diversity Committee, 2008 - 2009
Student Recruiting Committee, 2008 - 2011

CEPS Committee Chair:

Distance Education, 2010 - 2013

Lead the committee efforts on the development of quality standards for online instruction.

JSU Committee Chair:

Institutional Review Board, 2011 - 2013

JSU Committees Served:

University Support Services for Athletes, 2010 - 2013

Athletic Council, 2010 -

Distance Education Advisory, 2010 - 2013

New Technologies and Methodologies Subcommittee, April to August of 2011

Online Program Growth and Quality Enhancement Subcommittee, April to August of 2011

JSU Special Task Forces:

Red Balloon Initiative group leader, fall of 2010

Quality Enhancement Plan (QEP) proposal team member, fall of 2011 – spring of 2012 I was part of the team whose QEP proposal was selected to be Jacksonville State University's QEP for the upcoming Southern Association of Colleges and Schools (SACS) reaffirmation process in spring 2014.

March 2008 –

August 2008 UNITED STATES SPORTS ACADEMY - Daphne, AL

Position: Faculty in Sports Management

Major responsibilities included teaching online and residential classes in the Sport Management undergraduate and graduate programs. Other responsibilities

include course writing, student advising, internship supervision, service in committees, and other administrative duties.

Undergraduate courses taught include:

SAM 334 Ethics in Sports, SAM 344 Sports Marketing

Graduate courses taught include:

SAR 672 Computer Analysis in Sports, SAR 674 Research Statistics in Sports, SAR 776 Research II: Advanced Methods, SAM 543 Sports Administration, SAM 544 Sports Marketing

Courses written include:

CEB 200 Olympic Values Educational Program, SAR 776 Research II: Advanced Methods, SAM 744 Advanced Sports Marketing

Committees served:

Academic Committee
Technology Committee
Textbook Committee

2006 - 2008 UNITED STATES SPORTS ACADEMY - Daphne, AL

Position: Instructor in Sport Management

Major responsibilities included teaching online and residential classes in the Sport Management and Sport Coaching Programs. Other responsibilities include course writing and student advising.

Undergraduate courses taught include:

SAD 320 Applied Sports Performance, SAM 334 Ethics in Sports, SAM 344 Sports Marketing, SAM 340 Organization and Mgmt. in Sports, SAM 448 Sports Promotion and Event Planning, SAM 386 Legal Concepts in Sports

Undergraduate courses written include:

SAM 340 Organization and Management in Sports

Doctoral courses developed and taught include:

SAR 672 Computer Analysis in Sports

2005 - 2006 UNITED STATES SPORTS ACADEMY - Daphne, AL

Position: Teaching Assistant

Major responsibilities included teaching online undergraduate courses in the Sports Management and Sport Coaching Programs and writing scholarly articles and book reviews for The Sport Journal and The Sport Supplement Journal. Other responsibilities included online course content revisions and assisting in the management and operations of events such as graduation and American Sport Art Museum and Archives art shows.

Undergraduate courses taught included:

SAD 320 Applied Sports Performance, SAM 334 Ethics in Sports, SAM 344 Sports Marketing, SAM 340 Organization and Mgmt. in Sports

- 2001 - 2003 THE PENNSYLVANIA STATE UNIVERSITY - University Park, PA
 Position: Teaching Assistant
 Major responsibilities included leading weekly discussion sessions for a group of about twenty-five students, grading assignments and exams, substitute teaching for a class of about one-hundred and twenty students, and assisting course instructor in the development of quizzes, exams, and other class assignments.
Undergraduate courses served as a teaching assistant included:
 KINES 350 Exercise Physiology KINES 456 Fitness and Appraisal
- 2002 (Summer) THE PENNSYLVANIA STATE UNIVERSITY - University Park, PA
 Position: Instructor
 Developed and taught an activities course in strength training (KINES 380 Principles of Strength Training) for two six-week summer sessions.
- 1996 - 2000 LOCK HAVEN UNIVERSITY OF PENNSYLVANIA - Lock Haven, PA
 Position: Tutor
 Responsibilities included leading weekly discussion sessions and teaching laboratory sessions for a group of about fifteen students.
Undergraduate courses tutored included:
 HLTH 353 Exercise Physiology HLTH 351 Human Physiology

Research Positions

- 2001 - 2003 THE PENNSYLVANIA STATE UNIVERSITY - University Park, PA
 Position: Graduate Research Assistant – Thermoregulation and Autonomic Laboratory
 Responsibilities included recruiting human subjects for National Institutes of Health funded research, collecting, analyzing and publishing research data, and managing a group of five people who included students and nurses throughout the research process.

RESEARCH AND PUBLICATIONS

BOOKS

Scremin, G. (2010). *Antecedents and Consequences of Team Identity*. Mauritius: VDM Publishing House Ltd.

BOOK CHAPTERS

Scremin, G., & Liu, S. (2018). Psychographic profiling and segmenting Major Indoor Soccer League fans. In *The Global Football Industry: Marketing Perspectives* (pp. 153-182). Routledge.

Rookwood, J. & Scremin, G. (2018). CONCACAF. In *Routledge Handbook of Football Business and Management*. (pp. 497-510) Routledge.

Pifer, N. D., Wang, Y., Scremin, G., & Pitts, B. G. (2018). Contemporary global football industry: an introduction. In *The Global Football Industry: Marketing Perspectives* (pp. 11-43). Routledge.

PEER-REVIEWED PUBLICATIONS

PUBLISHED

Heere, B., James, J., Yoshida, M., & Scremin, G. (2011). The Effect of Associated Group Identities on Team Identity. *Journal of Sport Management*, 25(6).

Scremin, G. (2005). Impact of Antitrust Laws on American Professional Team Sports. *The Sport Journal*, 1(2).

Scremin, G. (2005). Is β -hydroxy- β -methylbutyrate (HMB) the new creatine? *Sport Supplement Journal*, 13(2).

Scremin, G and Kenney, WL. (2004). Aging and the skin blood flow response to the unloading of baroreceptors during heat and cold stress. *Journal of Applied Physiology*, 96, 1019-1025.

ACCEPTED

Wang, J. J., Pifer, N., Scremin, G., & Zhang, J. J. (Accepted with minor revisions). Modeling environmental antecedents of online word-of-mouth on team social media: A perspective of information value. *Sport Marketing Quarterly*.

UNDER REVIEW

Scremin, G., & Su, L. (Under Review). Using Motives For Sport Consumption, Team Identity and Loyalty to Profile and Segment Major Indoor Soccer League Fans. *Managing and Marketing Soccer Special Issue of the Journal of Shanghai University of Sport*.

Suh, Y., Scremin, G., Chung, T., & Martin, T. (Under Review). An Examination of the Moderating Effects of Team Identification on Attitude and Buying Intention of Jersey Sponsorship. *Journal of Sport Management*.

PEER-INVITED PUBLICATIONS

Zhang, J., Kellison, T., Scremin, G., Newell, E., Hooper, D. (2016). The Value of a Sport, Fitness, and Community Wellness Management Graduate. *BOR Academic Advisory Committee for Physical Education, Health Education, and Recreation*.

Scremin, G. (2014). Changing landscapes in sport: dynamics, hybridities and resistance. *European Journal for Sport and Society*, 11 (4).

PRESENTATIONS

Scremin, G., Suh, Y., Doukas, S. (2018). *Using Motives of Sport Consumption to Explain Team Identity: A Comparison between Football Fans across the Pond*. International Conference on Contemporary Sport Management and Law (ICCSML): London, United Kingdom.

Scremin, G. (2018, February). The Sport Fan: Motives and Identities. Lecture presented at Amity University, London, UK.

Scremin, G. (2018, February). Identity of Soccer Fans: Issues and Controversies. Lecture presented at Glion Institute of Higher Education, London, UK.

Scremin, G. *An Examination of the Moderating Effects of Team Identification on Attitude and Buying Intention of Jersey Sponsorship*. International Conference on Sport Management and Marketing (ICSMM): Paris, France, 2017.

Henderson, M., Scremin, G. & Suh, Y. Understanding Career Decision-Making Self-Efficacy and Implications for Experiential Learning Programs. 3rd Annual Innovations in Pedagogy Conference, 2016.

Scremin, G. Soccer as a sport product in Brazil. 1st International Conference on Sport Management, 2015.

Scremin, Glaucio. Marketing structure of North American professional sport leagues. 3rd International Congress of Sport Management, 2015.

Scremin, G., Thornburg, R., & Thornburg, G. Exemplary Online Course Strategies in PE and Sport Management. AAHPERD National Convention and Exposition, 2013.

Scremin, Glaucio. Developing Online Learning Communities. Blackboard Massive Online Open Course, 2012.

Scremin, Glaucio. Blackboard Exemplary Course presentation: Law and Ethics in Physical Education and Sport Management. Blackboard World 2012, New Orleans.

Scremin, Glaucio. Building a Learning Community Using Critical Thinking and Collaborative Strategies Legal Aspects of Sport. NASSM Annual Conference, 2012.

Scremin, Glaucio. Social Learning in an Online Sport Marketing Course. 9th Annual Sport Marketing Association Conference, Houston, TX 2011.

Scremin, Glaucio. The Role of Team Identity and Sport Fan Motives in the Development of Team Loyalty. NASSM Annual Conference, 2011.

Scremin, Glaucio. Alabama State Department of Education (ALSDE) Sponsored Teacher Certification in Sport Management: Perceptions of School Administrators. ASAPERD Fall Conference, 2008.

Scremin, Glaucio. A Content Analysis of the Top-10 Most Popular Sport Websites in America. 3rd Annual Sport Marketing Association Conference, Tempe, AZ 2005.

Scremin, Glaucio. Caloric restriction decreases orthostatic tolerance. Experimental Biology national meeting, Washington DC 2004.

Scremin, Glaucio. Aging and Baroreflex Control of Skin Blood Flow during Hypo-, Normo-, and Hyperthermia. American College of Sports Medicine national meeting, San Francisco 2003.

GRANTS

Jacksonville State University Faculty Research Grant, spring 2011

Title: The relationship between Zumba and caloric expenditure, weight loss, and cardiovascular health in overweight women

Role: Consultant

Funding requested: \$ 2,349.25

Funded for \$ 2,349.25

National Strength and Conditioning Association (NSCA) graduate student grant, 2005

Title: β -hydroxy- β -methylbutyrate (HMB) effects on soccer performance

Role: Principal investigator

Funding requested: \$ 2,500

Funded for \$ 2,500

National Institutes of Health R01 AG7004 Grant, 2002

Title: Age and Control of Human Skin Blood Flow

Role: Graduate Assistant.

Conducted pilot tests and wrote one of the grant's specific aims designed at quantifying the increased efferent skin sympathetic nerve activity elicited by progressive body cooling in young and older men and women and determine its relation to cutaneous vascular conductance.

Funding requested: \$ 1,250,000

Funded for \$ 1,250,000

RELATED PROFESSIONAL EXPERIENCE

2007 - 2008 NEXT LEVEL CONSULTING, LLC - Daphne, AL

Position: Co-founder and managing director

I developed the company's business and marketing plans and helped in the implementation of the business strategies delineated in those plans. Next Level

Consulting provides services in the areas of academic and athletic college recruiting, sponsorships, sport industry research, and event management.

2006 UNITED STATES SPORTS ACADEMY — FITNESS PERFORMANCE CENTER - Daphne, AL

As part of my doctoral internship, I created a comprehensive marketing plan to promote the United States Sports Academy Fitness Performance Center. This marketing plan helped the organization reclaim its place as one of the leaders of fitness testing in the region and serve as a secondary but significant source of income to the institution.

2005 - 2006 DEAN CARR PERSONAL TRAINING - Daphne, AL

Position: Personal Trainer

Responsibilities included working with football athletes in devising specific training regimes for strength, speed, power, and agility. Additional responsibilities included working with the general and special populations in devising exercise programs for weight loss and general physical fitness.

1997 - 1998 LOCK HAVEN UNIVERSITY OF PENNSYLVANIA - Lock Haven, PA

(Summers) Position: Assistant Soccer Coach - Lock Haven University Soccer Summer Camp

Responsibilities included planning and running practices as well as assisting head coach during games.

1994 - 1995 TURRIANI ACADEMY - São Paulo, Brazil

Position: Personal Trainer

Responsibilities included teaching club members proper exercise techniques, and developing exercise programs for different populations such as young children and the elderly.

1995 - 1996 UNIVERSITY OF SÃO PAULO - São Paulo, Brazil

Position: Executive Director - Junior Enterprise in the Physical Education School of the University of São Paulo, Brazil

Responsibilities included managing athletic events such as soccer and beach volleyball tournaments, preparing monthly financial reports, and assisting with the preparation of the Junior Enterprise's yearly budget. Other responsibilities included overseeing yearly general elections for president and vice-president and developing yearly strategic plans.

AWARDS AND SPECIAL HONORS

- 2012 Blackboard Catalyst Award Winner 2012 for Exemplary Course
2008-09 Earlon and Betty McWhorter Outstanding Teacher of the Year Award
2008 Doctor of Education in Sports Management with highest honors (GPA: 4.0)
2005 Master of Sports Sciences in Sports Studies with highest honors (GPA: 4.0)

2005 Teaching assistantship - United States Sports Academy

PROFESSIONAL ORGANIZATIONS

Member - North American Society for Sport Management (NASSM)

Member - Sport Marketing Association (SMA)

LANGUAGES

Fluent in Portuguese and English

Working knowledge of Spanish
