

YOUNG IK SUH

Assistant Professor of Sport Management
Department of Sport Management, Wellness, & Physical Education
University of West Georgia
1601 Maple Street
Carrollton, GA 30118
678-839-6193, ysuh@westga.edu

ACADEMIC EMPLOYMENT

| | |
|---|----------------------------------|
| Assistant Professor , University of West Georgia College of Education, Department of Sport Management, Wellness, & Physical Education | Carrollton, GA 2015 - present |
| Assistant Professor , Claflin University School of Education, Department of Sport Management | Orangeburg, SC 2010 - 2015 |
| Associate Instructor , Indiana University School of Health, Physical Education, and Recreation, Department of Kinesiology | Bloomington, IN 2008 - 2010 |
| Assistant Instructor , Indiana University School of Health, Physical Education, and Recreation, Department of Kinesiology | Bloomington, IN 2007 - 2008 |

EDUCATION

| | |
|---|-------------|
| Ph.D. Indiana University , Bloomington, IN Major: Sport Management, Minor: Inquiry Methodology Dissertation: “ <i>Examining the Psychological Factors Associated with Fantasy Sport Participants</i> ” Advisor: Dr. Paul M. Pedersen | May 2010 |
| M.S. Florida State University , Tallahassee, FL Major: Sport Management | August 2006 |
| B.S. Sung Kyun Kwan University , Seoul, Korea Major: Mechanical Engineering Double Major: Business Administration | August 2001 |

RESEARCH EXPERIENCE

RESEARCH INTEREST: New Media and Communication Technologies in Sport, Sport Consumer Behavior, Sport Consumer Psychology, Sport Analytics

PUBLICATIONS (* indicates *SSCI [Social Science Citation Indexed]* journals)

Kim, J. M., Chung, T., & **Suh, Y. I.** (2019). The relationship between motivation of social viewing experiences, satisfaction, and loyalty in sports broadcasting. *International Journal of Computer Science in Sport*, 18(1), 23-35.

- Martin, T. G., McNary, E., **Suh, Y. I.**, & Gregg, E. (2018). What are we celebrating? A content analysis of pictorial content in ESPN the magazine's body issue. *Journal of Physical Education and Sport Management*, 9(1), 1-9.
- Martin, T. G., Wallace, J., **Suh, Y. I.**, Harriell, K., & Tatman, J. (2018). Sport-related concussions pilot study: An examination of athletic training students' media use and perceptions of media coverage. *International Journal of Sport Communication*, 11(1), 75-94.
- * Bae, W., **Suh, Y. I.**, Ryu, J., & Heo, J. (2017). Physical activity levels and well-being in older adults. *Psychological Reports*, 120(2), 192-205.
- Park, J., **Suh, Y. I.**, & Pedersen, P. M. (2016). Examining spectator motivations in Major League Baseball: A comparison between senior and non-senior consumers. *Sport Management International Journal Choregia*, 12(2), 13-36.
- Park, J., Phua, J. **Suh, Y. I.**, & Martin, T. G. (2016). When good athletes go bad: the impact of the Tiger Woods scandal on consumers' perceptions of his brand endorsements. *Global Sports Business Association Journal*, 4(2), 1-13.
- Lim, N., **Suh, Y. I.**, & Chung, T. (2016). The effect of the sports sponsorship marketing on the change of firm value: Focused on the 4th pro-sports in Korea. *The Korean Journal of Physical Education*, 55(3), 301-311.
- Martin, T. G., **Suh, Y. I.**, Williams, A. S., Locey, J., Ramirez, J., & Alea, M. (2016). Comparative analysis of female and male coverage on ESPN's *SportsCenter*. *Global Sports Business Association Journal*, 4(1), 14-22.
- * **Suh, Y. I.**, Ahn, T., Lee, J., & Pedersen, P. M. (2015). Sport consumers and ticket reselling transactions on the Internet: The effect of trust and risk on purchase intentions in online secondary ticketing. *South African Journal for Research in Sport Physical Education and Recreation*, 37(2), 131-142.
- * Ahn, T., **Suh, Y. I.**, Lee, J., & Pedersen, P. M. (2014). Understanding purchasing intentions in secondary sports ticket websites. *International Journal of Sports Marketing & Sponsorship*, 16(1), 40-54.
- Suh, Y. I.**, Ahn, T., & Pedersen, P. M. (2014). Sport website interactivity effects: An analysis of the relationships between interactivity, attitudes, and intentions to revisit. *Journal of Applied Sport Management*, 6(3), 46-69.
- * **Suh, Y. I.**, Ahn, T., & Pedersen, P. M. (2013). Examining the effects of team identification, e-service quality, and satisfaction on intention to revisit sport websites. *International Journal of Sports Marketing & Sponsorship*, 14(4), 261-278.
- * Ahn, T., **Suh, Y. I.**, Lee, J., & Pedersen, P. M. (2013). Sports fans and their teams' redesigned logos: An examination of the moderating effect of team identification on attitude and purchase intention of team-logoed merchandise. *Journal of Sport Management*, 27(1), 11-23
- Suh, Y. I.**, Ahn, T., & Eagleman, A. N. (2013). Comparisons of gender and team identification on web motivations and web characteristics in the official athletic department website: Uses and gratifications perspectives. *International Journal of Sport Management*, 14(3), 317-337.
- Suh, Y. I.**, & Pedersen, P. M. (2010). Participants' service quality perceptions of fantasy sports websites: The relationship between service quality, customer satisfaction, attitude, and actual usage. *Sport Marketing Quarterly*, 19(2), 77-86.

Suh, Y. I., Lim, C., Kwak, D. H., & Pedersen, P. M. (2010). Examining the psychological factors associated with involvement in fantasy sports: An analysis of participants' motivations and constraints. *International Journal of Sport Management, Recreation & Tourism*, 5(a), 1-28.

PUBLICATIONS – SUBMITTED REFEREED ARTICLES

Suh, Y. I., & Kim, J. (under review) Investigating the effectiveness of a Taekwondo course on multiculturalism among African American college students. *Journal of Black Studies*.

Suh, Y. I., & Lee, S. (under review). An investigation of the impact of team jersey sponsorship: Examining the moderating role of team identification on brand attitude and buying intention. *Sport Management Review*.

Suh, Y. I., & Kim, J. (under review). Opportunities and Challenges in International Sport Participation: Migration Motivations and Leisure Constraints of United States Athletes Playing Professional Volleyball in Korea. *International Review of Sport Sociology*.

Kang, J., Lim, C., **Suh, Y. I.,** & Pedersen, P.M. (under review) Establishing a web-based measurement of aggression (WTCRTT): Examining the validity of a modified Taylor's Competitive Reaction Time Test. *Psychology of Violence*.

Martin, T. G., Wallace, J., **Suh, Y. I.,** Harriell, K., & Tatman, J. (under review). An investigation of athletic trainers' consumption of the media and their perceptions of SRC and CTE Coverage. *Journal of Sports Media*.

Zimmerman, M., Lim, C., Pedersen, P. M., Kang, J., & **Suh, Y. I.** (under review). Examining the Impact of Viewing Televised Sporting Events of a Violent Nature: Social Responsibility Implications and Sport Management Practices. *Sport Marketing Quarterly*.

WORKING PAPERS

Suh, Y. I. Ticket bundling strategies in sports teams: Examining the effect of discount frame and team identification on ticket bundling, for the *Journal of Sport Management*.

PRESENTATIONS

Suh, Y. I. (May 14, 2019). Strategies for Engaging Undergraduates in Research. *Innovations in Pedagogy Conference*, Carrollton, GA.

Lee, S., **Suh, Y. I.,** Hyun, Y. I., & Park, B. (May 30, 2019). Evaluating sponsorship effects through neuro marketing. *North American Society for Sport Management (NASSM) Conference*, New Orleans, LA.

Martin, T. G., & **Suh, Y. I.** (February 15, 2019). Examining the effectiveness of ticket bundling strategies on the purchase of hedonic and utilitarian options. *Global Sport Business Association (GSBA) Conference*, Fort Lauderdale, FL.

Suh, Y. I., & Martin, T. G. (October 30, 2018). Interactivity as a predictor of intent to revisit sports apps. *International Conference on Sports Management*, Rome, Italy.

Scremin, G., **Suh, Y.,** Doukas, S. (February 27, 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.

Suh, Y. I. (September 28, 2017). Sport and e-sport market in South Korea. Atlanta Sports Event Conference, Atlanta, GA.

Suh, Y. I., Chung, T. W., Scremin, G., & Martin, T. G. (April 18, 2017). An examination of the moderating effect of team identification on attitude and buying intention of jersey sponsorship. *International Conference on Sport Management and Marketing*, Paris, France. **(Best Poster Presentation Award)**.

Suh, Y. I. (January, 30, 2017). Motivation and constraints of athletes' migration: Foreign players in Korean volleyball league (V-League). *Ethnographic & Qualitative Research Conference*, Las Vegas, NV.

Henderson, M., Scremin, G., & **Suh, Y. I.** (May 10, 2016). Understanding Career Decision-Making Self-Efficacy and Implications for Experiential Learning Programs. *Innovations in Pedagogy Conference*, Carrollton, GA.

Ryu, J., Bae, W., **Suh, Y. I.**, & Heo, J. (April 7, 2016). Sport activity levels and well-being in older adults. *Society of Health and Physical Education National Convention*, Minneapolis, MN.

Lee, S., **Suh, Y. I.**, & Lee, S. C. (February 27, 2016). The influence of watching sports games on smartphones on sponsorship effects: An examination of video quality and legibility. *Winter Marketing Academic Conference*, Las Vegas, NV.

Suh, Y. I., Ahn, T., & Park, J. (February 11, 2016). What makes sports fans play daily fantasy sports? Examining the motivation and constraints of daily fantasy sports participants. *International Sport Management Conference (ISMC)*, Budapest, Hungary.

Ahn, T., & **Suh, Y. I.** (February 11, 2016). Game ticket promotion strategy in college athletic departments. *International Sport Management Conference (ISMC)*, Budapest, Hungary.

Harvin-Langley, S. D., Shin, D., & **Suh, Y. I.** (April 22, 2015). Identifying motivations for use of Division II school athletic department website, *2015 College Sport Research Institute (CSRI) Scholarly Conference on College Sport*, Columbia, SC.

Suh, Y. I., Ahn, T., Lee, S., & Tsuji, Y. (October 22, 2014). Trust and risk associated with online secondary ticketing, *Sport Marketing Association (SMA) Conference*, Philadelphia, PA.

Lee, S., Tsuji, Y., **Suh, Y. I.**, & Ahn, T. (October 22, 2014). An influence of national pride on sport celebrity endorsement effects, *Sport Marketing Association (SMA) Conference*, Philadelphia, PA.

Yoon, J., Ahn, T., **Suh, Y. I.**, & Pedersen, P. M. (October 25, 2013). Sport website effectiveness: An examination of interactivity, attitudes, and intentions. *Sport Marketing Association (SMA) Conference*, Albuquerque, NM.

Ahn, T., **Suh, Y. I.**, Hong, M., Yoon, J., & Pedersen, P. M. (August 9, 2013). Effects of web content, perceived interactivity, and organization on attitudes toward the sport website. *2013 Association for Education in Journalism and Mass Communication (AEJMC) Conference*. Washington, D.C.

Ahn, T., & **Suh, Y. I.** (November 15, 2012). The effects of perceived risk and trust on purchase intentions in secondary ticket websites: Application of extended Technology Acceptance Model (TAM). *2012 Sport Entertainment and Venues Tomorrow (SEVT) Conference*. Columbia, SC.

Suh, Y. I., Ahn, T., & Pedersen, P. M. (October 25, 2012). Factors affecting purchase intentions in the sport industry: An examination of risk, usage, and trust related to the online secondary ticket

marketplace. *2012 Sport Marketing Association (SMA) Conference*. Orlando, FL. **(Best Poster Presentation Winner)**

Hong, M., Ahn, T., & **Suh, Y. I.** (April 20, 2012). Research of college athletic website: Case study of Florida State University athletic website (Seminoles.com). *2012 College Sport Research Institute (CSRI) Scholarly Conference on College Sport*. Chapel Hill, NC.

Suh, Y. I., Ahn, T., & Chaplin, N. (November 18, 2011). Examining the relationship between team identification and service quality in college sport website. *2011 Sport Entertainment and Venues Tomorrow (SEVT) Conference*. Columbia, SC.

Suh, Y. I., & Ahn, T. (October 28, 2011). Logo change in sport team: The effects of logo redesign on brand attitude. *2011 Sport Marketing Association (SMA) Conference*. Houston, TX.

Ahn, T., **Suh, Y. I.**, & Shin, D. (April 22, 2011). Uses and gratifications of college sport website: Case study of IUHoosiers.com, Indiana University official athletic website. *2011 College Sport Research Institute (CSRI) Scholarly Conference on College Sport*. Chapel Hill, NC.

Bae, W., **Suh, Y. I.**, Heo, J., & Pedersen, P. M. (October 29, 2010). Examining intrinsic and extrinsic motivations for sport participation: Using Self-Determination Theory to understand engagement motivations for golf participants. *2010 Sport Marketing Association (SMA) Conference*. New Orleans, LA

Suh, Y. I., Bae, W., & Pedersen, P. M. (June 5, 2010). The effects of motivation, constraints, and attitude on fantasy sports participation. *2010 North American Society for Sport Management (NASSM) Conference*. Tampa, FL.

Suh, Y. I., & Shin, D. (November 2009). Economic recession on college sports: Case study of FSU Seminoles. *North American Society for the Sociology of Sport (NASSS) 30th Annual Conference*. Ottawa, Ontario, Canada.

Suh, Y. I., Lim, C., & Pedersen, P. M. (October 2009). Gender differences on constraints of fantasy sports participants. *2009 Sport Marketing Association (SMA) Conference*. Cleveland, OH.

Lim, C., **Suh, Y. I.**, Kang, J., & Pedersen, P. M. (September 2009). Social responsibility and sport management practices: Examining the impact of viewing televised sporting events of a violent nature. *2009 European Association for Sport Management (EASM) Conference*. Amsterdam, Netherland.

Suh, Y. I., Lim, C., & Pedersen, P. M. (May 2009). Perceived service quality and motivation of fantasy sports participants. *2009 North American Society for Sport Management (NASSM) Conference*. Columbia, SC.

Suh, Y. I., & Bae, W. (April 2009). Investigating how motivations and perceived quality of fantasy sports participants influence actual usage of fantasy sports. *Indiana University Sport Colloquium IV*. Bloomington, IN.

Suh, Y. I., Bae, W., & Pedersen, P. M. (November 2008). Development of sport communication: Online ticketing. *North American Society for the Sociology of Sport (NASSS) 29th Annual Conference*. Denver, CO.

Suh, Y. I., & Bae, W. (October 2008). Why sports fans buy tickets online? Motivations, perceived risks, and customer satisfaction. *Indiana University Sport Colloquium III*. Bloomington, IN.

Suh, Y. I., Miloch, K., & Lim, C. (May 2008). What psychological factors underline in fantasy sports participants: Uses and gratifications and sport fan motivation inquiry. *2008 North American Society for Sport Management (NASSM) Conference*. Toronto, Ontario, Canada.

Suh, Y. I., Bae, W., & Pedersen, P. M. (April 2008). Examining website attitudes in intercollegiate athletics: An analysis of the service quality, fan identification, and customer satisfaction in college sports on the Internet. *College Sport Research Institute (CSRI) Scholarly Conference on College Sport*. Memphis, TN.

PRESENTATIONS – ACCEPTED

PRESENTATION – INVITED

Suh, Y. I. (September 7, 2009). The influence of viewing violent sporting events on people's aggression. Guest Lecturer, Sport Communications (K580), Indiana University, Bloomington, IN.

Suh, Y. I. (September 7, 2009). Violence in sports. Guest Lecturer, Issues in Sport Communication (P329), Indiana University, Bloomington, IN.

Suh, Y. I. (July 10, 2009). The phenomenon of fantasy sports. Pusan University. Pusan, Korea.

Suh, Y. I. (March 5, 2009). New media in sport. Guest Lecturer, Understanding Sport Media (K586), Indiana University, Bloomington, IN.

Suh, Y. I. (April 10, 2008). Issues in sport communication. Guest Lecturer, Sport Marketing (P418), Indiana University, Bloomington, IN.

Suh, Y. I. (October 18, 2007). Sport agents in Korea. Guest Lecturer, Managing the Sport Enterprise (P318), Indiana University, Bloomington, IN.

RESEARCH GRANTS

Principal Investigator: **Suh, Y. I.** (May 2019). Examining the effects of FanBingo participation on buying intention and actual sales of concessions. Student Research Assistant Program (SRAP), University of West Georgia. Funded Amount: \$1,570.

Principal Investigator: **Suh, Y. I.** (May 2018). Examining the effects of FanBingo participation on buying intention and actual sales of concessions. Student Research Assistant Program (SRAP), University of West Georgia. Funded Amount: \$1,450.

Principal Investigator: **Suh, Y. I.** (September 2017). Examining the effectiveness of ticket bundling strategies on the purchase of hedonic and utilitarian options. College of Education Seed Grant, University of West Georgia. Submitted and Rejected: \$1,500.

Principal Investigator: **Suh, Y. I.** (October 2016). An examination of the moderating effect of team identification on attitude and buying intention of jersey sponsorship. College of Education Seed Grant, University of West Georgia. Submitted and Rejected: \$3,500.

Principal Investigator: **Suh, Y. I.** (November 2015). Examining college students' attitudes toward diversity environments in a physical activity course. College of Education Seed Grant, University of West Georgia. Submitted and Rejected: \$6,000

Principal Investigator: **Suh, Y. I.** (July 2015). National Basketball Association (NBA) Statistics Report. Korea Institute of Sport Science. Funded Amount: ₩1,000,000

Principal Investigator: **Suh, Y. I.** (January 2015). Identifying motivations for use of Division II school athletic department website. Faculty SEED Spring Research Grant, Claflin University. Funded Amount: \$1,745

Principal Investigator: **Suh, Y. I.** (May 2014). Ticket bundling strategies in sports teams: Examining the effect of discount frame and team identification on ticket bundling. Faculty Summer Research Grant, Claflin University. Funded Amount: \$1,100

Principal Investigator: **Suh, Y. I.** (May 2013). A structural model of sport website usage: The effects of perceived interactivity and web organization on user attitudes. Faculty Research Infrastructure Awards, Claflin University. Funded Amount: \$3,695

Principal Investigator: **Suh, Y. I.** (May 2013). Understanding potential Claflin University athletic donors' motives and constraints. Faculty Summer Research Grant, Claflin University. Funded Amount: \$600

Principal Investigator: **Suh, Y. I.** (May 2013). Assessing African American college students' attitudes toward diversity environments in a physical activity course. Faculty Research Infrastructure Awards, Claflin University. Funded Amount: \$4,150

Principal Investigator: **Suh, Y. I.** (May 2012). An examination of usage, perceived risk, and trust related to the online secondary ticket marketplace. Faculty Summer Research Grant, Claflin University. Funded Amount: \$500

Research Associate: **Suh, Y. I.** (August 2009). Investigators: Kang, J., Pedersen, P. M., Lim, C. Investigating the moderating influence of non-violent media content on youth aggression and developing the Web-based Aggression Measurement Program (WAMP): A cross-cultural study in Korea and the U.S. Global Research Network Program. Funded Amount: ₩216,600,000

HONORS, AWARDS, AND SCHOLARSHIPS

Suh, Y. I. (February 2017). Airfare and \$500 of additional expenses. Study Abroad Faculty Incentive Grant. University of West Georgia, Carrollton, GA.

Suh, Y. I. (February 2017). \$3,995. Innovation Grant. University of West Georgia, Carrollton, GA.

Suh, Y. I. (October 2016). Best of the West Divisional Award for Strategic Imperative Recognition, University of West Georgia, Carrollton, GA.

Suh, Y. I. (October 2012). Best Poster Presentation Winner for the 10th Sport Marketing Association (SMA) Annual Conference, Orlando, FL.

Suh, Y. I. (April 2012). Spotlight Award for Excellence in Research from Claflin University, Orangeburg, SC.

Suh, Y. I. (August 2009). \$10,000, Research Assistantship from Global Research Network Program, Bloomington, IN.

Suh, Y. I. (May 2009). \$6,650, School of Health, Physical Education and Recreation Fellowship from Department of Kinesiology, Indiana University, Bloomington, IN.

TEACHING EXPERIENCE

University of West Georgia

Sociology of Sport [SPMG 3661]
Management and Leadership in Sports Organizations [SPMG 3662]
Communication in Sport [SPMG3665]
Sport Marketing and Promotion [SPMG 4665]
Applied Research Method in Sport Management [SPMG 4680]
Sales and Promotions in Sport [SPMG 4685]
Sport Analytics and Fan Engagement [SPMG 4685]
Revenue Generation in Sport [SPMG 6102]

Clafin University

Introduction to Sport Management [PHSM 101], **[Online course]**
Role of Sport in Society [PHSM 201], **[Online course]**
Sport Marketing and Sales [PHSM301]
Finance and Economics in Sport Legal [PHSM 303]
Sport Communication [PHSM 321]
Facility Management and Design [PHSM 401]
Ethics in Sport Management [PHSM 402]
Internship in Sport Management [PHSM 405]
Leadership and Management in Sport Enterprise [PHSM 413]
Supervised Field Work [RECR 404]

Golf & Badminton [PHSM 413]
Tae Kwon Do [PHED106]

Indiana University

Managing the Sport Enterprise [HPER P318]
Sales Management in Sport [HPER P426]
Billiards [HPER E113]
Racquetball [HPER E159]

Professional Development

| | |
|---|--------------|
| Moodle Training Workshop, Clafin University | March 2014 |
| Blackboard Workshop, Clafin University | March 2013 |
| SPSS Workshop, Clafin University | October 2012 |
| Grant Workshop, Clafin University | April 2011 |

PROFESSIONAL EXPERIENCE

| | |
|---|----------------|
| Sports Agent , Seoul, Korea | 2007 - Present |
| Founder and Director of player placements. Responsibilities include representing American and European volleyball players for employment in the Korean Volleyball (KOVO) federation and handling contract negotiation and public relation matters | |
| Sport Management Coordinator , Department of Sport Management, School of Education, Clafin University, Orangeburg, SC | 2010 - 2012 |

Responsibilities included teaching undergraduate courses, directing honor students research, advising undergraduate student, working as a department and school committee, and involving with curriculum development

Research Associate, Sport Management, Department of Kinesiology, School of Health, Physical Education, and Recreation, Indiana University, Bloomington, IN 2008 - 2010

Responsibilities included assisting with development of the Web-based Aggression Measurement Program (WAMP) and survey questionnaires, and conducting experiments to assess the level of youth aggression related to sport media violence

Graduate Assistant/Intern, Seminole Athletics Marketing, Florida State University, Tallahassee, FL 2005 - 2006

Responsibilities included assisting with development of the Web-based Aggression Measurement Program (WAMP) and survey questionnaires, and conducting experiments to assess the level of youth aggression related to sport media violence

Webmaster, KSA (Korean Student Association), Tallahassee, FL 2005 - 2006

Responsibilities included generating and maintaining the website by utilizing HTML and Dreamweaver, managing a database, and designing banners for the websites by utilizing Photoshop.

Team Administrator, Korean Air Force, Seoul, Korea 1996 - 1998

Responsibilities included managing a more than 40 person unit, administering a training program which effectively taught individual, collective and multi-echelon skills to produce a war ready unit and directing and producing an educational video program

SERVICE/PROFESSIONAL AFFILIATIONS

PROFESSIONAL SERVICE – Editorial

- Editorial Board Member, *Global Sport Business Journal*: 2017 – Present
- Manuscript Reviewer, *International Journal of Sport Management*: 2013 – Present
- Manuscript Reviewer, *International Journal of Sport Communication*: 2010 – Present

PROFESSIONAL SERVICE – University

- Committee Member, Diversity Advisory Committee, University of West Georgia, 2018 – present
- Committee Member, Undergraduate Research Committee, University of West Georgia, 2018 – present
- Committee Chair, Search Committee, University of West Georgia, 2019
- Committee Member, Search Committee, University of West Georgia, 2016 – 2019
- Committee Member, Senate Budget Committee, University of West Georgia, 2017 – 2019
- Committee Member, Faculty Governance Council (FGC) Committee, University of West Georgia: 2017 – 2019
- International Studies Work Group, University of West Georgia, 2016 - 2018

- Committee Member, Faculty Development, Mentoring and Retention (FDMR) Committee, University of West Georgia: 2015 – 2016
- Committee Member, Mandatory Student Fees Committee, University of West Georgia: 2015 – present
- Committee Member, Distance Education Committee, Claflin University: 2014 - 2015
- Committee Member, Academic Program Review, Claflin University: 2013 – 2015
- Committee Member, Visionary Leadership Institute, Claflin University: 2013 – 2014
- Committee Member, Library Committee, Claflin University: 2012 – 2013
- Committee Member, Lyceum Committee, Claflin University: 2012 – 2013
- Committee Member, Athletics Committee, Claflin University: 2011 – 2012
- Committee Member, Program Committee, Claflin University: 2010 – 2011

MEMBERSHIPS

- North American Society for Sport Management (NASSM), Member, 2007 – present
- Sport Marketing Association (SMA), Member, 2008 – present
- North American Society for the Sociology of Sport (NASSS), 2008 – 2009