

Patrick Walsh

David B. Falk College of Sport and Human Dynamics
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EDUCATIONAL BACKGROUND

- 2008** **Ph.D.** University of Minnesota, Minneapolis, Minnesota
Kinesiology with an emphasis in Sport Management
- Dissertation Topic:** The impact of brand extensions on the brand associations of a professional sports team
- 2002** **M.S.** Canisius College, Buffalo, New York
Sport Administration
- 2000** **B.S.** Syracuse University, Syracuse, New York
Marketing and Entrepreneurship and Emerging Enterprises

PROFESSIONAL EXPERIENCE – HIGHER EDUCATION

- 8/14 – present** Syracuse University
Associate Professor – Sport Management (5/17 – present)
Assistant Professor – Sport Management (8/14 - 5/17)
David B. Falk College of Sport and Human Dynamics

Courses Taught

Undergraduate:

SPM 444 – Sports Marketing Management

Graduate:

SPM 614 – Foundations of Sport Venue and Event Management

SPM 635 – Marketing of Sport Venues and Events

Courses Developed

Undergraduate:

SPM 446 – Senior Seminar in Sport Revenue Management and Operations

- 8/10 – 7/14** Indiana University
Assistant Professor – Sport Management
School of Public Health - Bloomington

Courses Taught

Undergraduate:

SPH-M 418 – Sport Marketing

Graduate:

SPH-K 550 – Sport Brand and Product Management
SPH-M 510 – Administrative Theory of Competitive Sport Programs
SPH-M 514 – Sport Marketing and Sponsorship
SPH-M 518 – Governance in Sport Management (co-taught)
SPH-M 614 – Sport Sponsorship and Retention
SPH-M 690 – Doctoral Seminar in Sport Marketing

Courses Developed

SPH-K 550 – Sport Brand and Product Management

8/08 – 7/10

University of Miami

Assistant Professor – Sport Administration (8/09 – 7/10)

Visiting Assistant Professor – Sport Administration (8/08 – 7/09)

School of Education

Courses Taught

Undergraduate:

ESS 201 – Introduction to Sport Administration
ESS 204 – Sport Personnel and Career Management
ESS 206 – Sport Facilities and Event Management
ESS 302 – Sport Marketing
ESS 410 – Problems and Issues in Sport Administration
ESS 490 – Sport Sponsorship
ESS 497 – Internship in Sport Administration

Graduate:

ESS 563 – Facilities and Event Management
ESS 564 – Principles of Sport Marketing
ESS 590 – Sport Sponsorship
ESS 603 – Contemporary Issues in Exercise and Sport Sciences
ESS 699 – Special Project in Exercise and Sport Sciences

Courses Developed

ESS 490/590 – Sport Sponsorship

8/05-5/08

University of Minnesota

Graduate Teaching Assistant - Sport Management

School of Kinesiology

Courses Taught

Undergraduate:

SMGT 3111 – Sports Facilities and Event Management
SMGT 3881W – Sport Studies Senior Seminar

PROFESSIONAL EXPERIENCE – SPORT INDUSTRY

- 5/07 – 7/08** **University of Minnesota Sport Business Institute**, Minneapolis, Minnesota
Vice President, Marketing and Client Services
Responsibilities included: Development of marketing strategies and a new brand identity for the Western Collegiate Hockey Association Women’s Ice Hockey Championship; Development and administration of extensive market research for Babe Ruth League, Inc.
- 01/02 – 07/05** **Velocity Sports and Entertainment**, Norwalk, Connecticut
Associate
Responsibilities included: Development and execution of strategic plans, national branding strategies, and promotions for FedEx’s sponsorships of the PGA Tour, NFL, and FedEx Orange Bowl; Reviewal of and recommendations on sponsorship proposals for FedEx and The Home Depot; Development of promotional strategies for NASCAR corporate partners; Pre-race and at-track management of FedEx’s former title sponsorship of CART’s FedEx Championship Series.
- 06/00 - 01/02** **Buffalo Bills**, Orchard Park, New York
Catalog/Internet Coordinator

Responsibilities included: Development of the “look and feel,” and day-to day management, of the Buffalo Bills internet Pro Shop; Preparation of in-depth analyses of all NFL team internet pro shops; Execution of promotional activities as it related to the Buffalo Bills Pro Shop; Management of catalog fulfillment staff and part time staff members on game days.
- 10/99 – 03/00** **Syracuse University Athletic Department**, Syracuse, New York
Marketing/Promotions Intern

Responsibilities included: Execution of game day promotions and giveaways; Preparation and management of special events.

PUBLICATIONS/PRESENTATIONS

Refereed Publications (n = 30)

Walsh, P., & Williams, A. (2017). To extend or not extend a human brand: An analysis of perceived fit and attitudes towards athlete brand extensions. *Journal of Sport Management*, 31, 44-60.

Jensen, J.A., Turner, B.A., Delia, E., James, J., Greenwell, T.C., McEvoy, C., Ross, S., Seifried, C., & **Walsh, P.** (2016). Forty years of BIRGing: New perspectives on Cialdini’s seminal studies. *Journal of Sport Management*, 30, 149-161.

- Walsh, P.**, Hwang, H., Lim, C.H., & Pedersen, P.M. (2015). Examining the use of professional sport teams as a brand extension strategy in Korean professional baseball. *Sport Marketing Quarterly*, 24, 214-224.
- Walsh, P.**, Williams, A., Kim, D.Y., & Choi, W. (2015). What a team brand means to youth: An examination of team brand associations held by youth fans. *International Journal of Sport Management, Recreation, & Tourism*, 19, 40-61.
- Jensen, J.A., **Walsh, P.**, Cobbs, J., & Turner, B.A. (2015). The effects of second screen use on sponsor brand awareness: A dual coding theory perspective. *Journal of Consumer Marketing*, 32, 71-84.
- Williams, A.S., Kim, D.Y., Choi, W., & **Walsh, P.** (2015). What children love about athletes: An exploratory assessment of athlete brand associations among youth consumers. *Global Sport Business Journal*, 3(1), 63-77.
- Williams, A.S., **Walsh, P.**, & Rhenwrick, I. (2015). A conceptual framework for assessing brand equity in professional athletes. *International Journal of Sport Management*, 16, 77-97.
- Walsh, P.**, Zimmerman, M.H., Clavio, G., & Williams, A.S. (2014). Comparing brand awareness levels of in-game advertising in sport video games featuring visual and verbal cues. *Communication and Sport*, 2, 386-404.
- Clavio, G., & **Walsh, P.** (2014). Dimensions of social media utilization among college sport fans. *Communication and Sport*, 2, 261-281.
- Ross, S., **Walsh, P.**, & Shreffler, M.B. (2014). The impact of need for uniqueness, loyalty proneness and identification on the likelihood of brand extension purchases. *Global Sport Business Journal*, 2(2), 28-42.
- Walsh, P.**, Clavio, G., Mullane, S., & Whisenant, W. (2014). Brand awareness and attitudes towards political advertisements in sport video games. *Public Organization Review: A Global Journal*, 14, 127-138.
- Walsh, P.**, Rhenwrick, I., Williams, A., & Waldburger, A. (2014). Team brand extension or licensed product? Examining consumer awareness of two distinct brand strategies. *Sport, Business, and Management: An International Journal*, 4, 96-108.
- Walsh, P.**, Clavio, G., Lovell, M.D., & Blaszk, M. (2013). Differences in event brand personality between social media users and non-users. *Sport Marketing Quarterly*, 22, 214-223.
- Clavio, G., **Walsh, P.**, & Vooris, R. (2013). The utilization of Twitter by drivers in a major racing series. *International Journal of Motorsport Management*, 2(1), article 2.
- Clavio, G., **Walsh, P.**, & Coyle, P. (2013). The effects of gender on perceptions of team twitter feeds. *Global Sport Business Journal*, 1(1), 1-14.

Clavio, G., Kaburakis, A., Pierce, D.A., **Walsh, P.**, & Lawrence, H. (2013). College athlete representations in sport video games. *Journal of Issues in Intercollegiate Athletics*, 6, 57-80.

Walsh, P., & Lee, S. (2012). Development of a brand extension decision-making model for professional sport teams. *Sport Marketing Quarterly*, 21, 232-242.

Walsh, P., Chien, C.J., & Ross, S.D. (2012). Sport teams as brand extensions: A case of Taiwanese baseball. *Sport Marketing Quarterly*, 21, 138-146.

Williams, A.S., Pedersen, P.M., & **Walsh, P.** (2012). Brand associations in the fitness segment of the sport industry in the United States: Extending spectator sports branding conceptualisations and dimensions to participatory sport. *International Journal of Sports Marketing and Sponsorship*, 14, 34-50.

Frederick, E.L., Lim, C.H., Clavio, G., & **Walsh, P.** (2012). Why we follow: An examination of parasocial interaction and fan motivations for following athlete archetypes on Twitter. *International Journal of Sport Communication*, 5, 481-502.

Blaszka, M., Burch, L.M., Frederick, E.L., Clavio, G., & **Walsh, P.** (2012). #WorldSeries: An empirical examination of a Twitter hashtag during a major sporting event. *International Journal of Sport Communication*, 5, 435-453.

Lee, S., & **Walsh, P.** (2011). SWOT and AHP hybrid model for sport marketing outsourcing using a case of intercollegiate sport. *Sport Management Review*, 14, 361-369.

Ross, S.D., & **Walsh, P.** (2011). Developing global brand equity in the spectator sport industry. *International Journal of Sport Management*, 12, 411-428.

Cohen, C., Whisenant, W., & **Walsh, P.** (2011). The relationship between sustained success and donations for an athletic department with a premier football program. *Public Organization Review: A Global Journal*, 11, 255-263.

Walsh, P., & Ross, S.D. (2010). Examining brand extensions and their potential to dilute team brand associations. *Sport Marketing Quarterly*, 19, 196-206.

Ross, S.D., **Walsh, P.**, & Maxwell, H.D. (2009). The impact of team identification on ice hockey brand associations. *International Journal of Sport Management and Marketing*, 5(1), 196-210.

Walsh, P., Kim, Y., & Ross, S.D. (2008). Brand recall and recognition: A comparison of television and sport video games as presentation modes. *Sport Marketing Quarterly*, 17, 201-208.

Kim, Y., **Walsh, P.**, & Ross, S.D. (2008). An examination of the psychological and consumptive behaviors of sport video gamers. *Sport Marketing Quarterly*, 17, 44-53.

Ross, S.D., **Walsh, P.**, & Maxwell, H.D. (2007). The influence of gender on sponsorship recognition. *International Journal of Sport Management*, 8, 295-308.

Walsh, P., & Ross, S.D. (2007). *Brand personality agreement: Implications for collegiate sport sponsorship*. Sport Marketing Across the Spectrum: Research from Emerging, Developing and Established Scholars. Fitness Information Technology. Morgantown, WV.

Manuscripts Accepted for Publication

Jensen, J., **Walsh, P.,** & Cobbs, J. (in press). The moderating role of sport identification on the effectiveness of sponsor brand integration. *International Journal of Sports Marketing and Sponsorship*.

Manuscripts Submitted

Walsh, P., & Clavio, G. (under review). Examining the effectiveness of measuring team brand association networks with textual analysis software. Submitted to the *International Journal of Sport Management and Marketing*.

Blaszka, M., **Walsh, P.,** Clavio, G. C., & Williams, A. S. (under review). A new approach: Measuring athlete brand personality on Twitter. Submitted to *Global Sport Business Journal*.

Blaszka, M., Cianfrone, B., & **Walsh, P.** (under review). An analysis of collegiate athletic department social media practices, strategies, and challenges. Submitted to *Journal of Contemporary Athletics*.

Manuscripts and Studies in Progress

Walsh, P., Clavio, G., Pegoraro, A., & Blaszka, M. (in progress). Developing a global NFL brand one tweet at a time. To be submitted to *Communication and Sport*.

Walsh, P., Clavio, G., Ross, S.D., & Blaszka, M. (in progress). Examining the rebranding process of professional sport teams. To be submitted to *Sport Marketing Quarterly*.

Williams, A., Choi, W., Kim, D.Y., **Walsh, P.,** & Lim, C. (in progress). Brand building in the United States and South Korea: Examining the role of brand associations across health club markets. To be submitted to *Sport, Business and Management: An International Journal*.

Book Chapters

Armstrong, K., **Walsh, P.,** & Dees, W. (in press). Sport Marketing. In P.M. Pedersen, & L. Thibault (Eds.), *Contemporary Sport Management* (6th ed.). Champaign, IL: Human Kinetics.

Walsh, P., & Lee, J.W. (in press). Miami Marlins: Rebranding in the sunshine state. In J.W. Lee (Ed.), *Branded: Branding in the sport business* (2nd ed.). Durham, NC: Carolina Academic Press.

Walsh, P., & Cianfrone, B.A. (2013). Communicating through sport video games. In P.M. Pedersen (Ed.), *Handbook of sport communication*. London, UK: Routledge.

Walsh, P. (2012). Sport sponsorship and advertising in the Korean sport industry. In S.K. Yoo & P.M. Pedersen (Eds.), *Communication and the Korean sport industry: An examination of the*

theoretical, practical, and occupational aspects of sport communication in Korea. Seoul, South Korea: Rainbow.

Non-Refereed Publications

Walsh, P. (2011). Brand Extension. In *Encyclopedia of Sports Management and Marketing*. Sage Publications.

Walsh, P. (2011). Brand Association. In *Encyclopedia of Sports Management and Marketing*. Sage Publications.

Refereed Presentations (n = 50)

Walsh, P., Clavio, G., Blaszk, M., & Phillips, B. (2017, February). *They did what? Examining consumer response to the rebranding of team logos.* Presented at the 2017 Global Sport Business Association Conference. Fort Lauderdale, FL.

Williams, A., **Walsh, P.**, & Webster, N. (2016, November). *If you build it, will they buy it? Examining the factors that lead to purchase for athlete brand extensions.* Presented at the 2016 Sport Marketing Association Conference. Indianapolis, IN.

Burton, R., & **Walsh, P.** (2016, November). *Marketing a sport by altering the game: A case study review of baseball extension strategies.* Presented at the 2016 Sport Marketing Association Conference. Indianapolis, IN.

Jensen, J., Cobbs, J., & **Walsh, P.** (2016, August). *The moderating role of sport identification on the effectiveness of sponsor brand integration.* Presented at the 2016 American Marketing Association Summer Conference. Atlanta, GA.

Walsh, P., & Williams, A. (2015, October). *Examining perceived fit and attitudes towards athlete brand extensions.* Presented at the 13th annual Sport Marketing Association Conference. Atlanta, GA.

Walsh, P., Clavio, G., Blaszk, M., & Pegoraro, A. (2015, September). *Developing a global NFL brand one tweet at a time.* Presented at the 23rd European Association of Sport Management Conference. Dublin, Ireland.

Blaszk, M., & **Walsh, P.** (2015, September). *The use of social media to promote athlete brand personality.* Presented at the 23rd European Association of Sport Management Conference. Dublin, Ireland.

Blaszk, M., **Walsh, P.**, Clavio, G., Williams, A. (2015, February). *Identifying athlete brand personality characteristics through Twitter.* Presented at the 2015 Global Sport Business Association Conference. Miami, Florida.

Walsh, P., Studebaker, M., Hwang, H., & Blaszk, M. (2014, October). *Examining the rebranding process of professional sport teams.* Presented at the 12th annual Sport Marketing Association Annual Conference. Philadelphia, Pennsylvania.

Jensen, J.A., **Walsh, P.**, Cobbs, J., & Turner, B.A. (2014, May). *Assessing the impact of second screen activity during television broadcasts on sponsor awareness*. Presented at the North American Society for Sport Management Conference. Pittsburgh, Pennsylvania.

Kim, D., Choi, W., Williams, A., & **Walsh, P.** (2014, May). *What children love about athletes: An assessment of athlete brand associations in youth sport consumers*. Presented at the North American Society for Sport Management Conference. Pittsburgh, Pennsylvania.

Hwang, H., Kozman, C., Clavio, G., **Walsh, P.**, & Major, L.H. (2014, May). *A new marketing outlet for professional sport franchises: A study of smartphone application usage patterns in professional sport clubs*. Presented at the North American Society for Sport Management Conference. Pittsburgh, Pennsylvania.

Jensen, J.A., Turner, B.A., Greenwell, C.T., McEvoy, C.D., & **Walsh, P.** (2014, May). *BIRGING 40 years later: A replication of Cialdini's seminal study*. Presented at the North American Society for Sport Management Conference. Pittsburgh, Pennsylvania.

Walsh, P., Clavio, G., & Ross, S.D. (2014, February). *Examining and classifying rebranding strategies in professional sport*. Presented at the 2014 Global Sport Business Association Conference. Miami, Florida.

Clavio, G., **Walsh, P.**, & Vooris, R. (2014, February). *Twitter usage among race car drivers in a major auto racing league*. Presented at the 2014 Global Sport Business Association Conference. Miami, Florida.

Clavio, G., Vooris, R., & **Walsh, P.** (2014, March). *On the grid: Perceptions of the relative importance of traditional and social media by racing fans*. Presented at the IACS Summit on Sport Communication. New York, New York.

Jensen, J.A., **Walsh, P.**, & Turner, B.A. (2013, October). *Examining consumer effects of brand integration utilizing dual coding theory*. Presented at the 11th annual Sport Marketing Association Conference. Albuquerque, New Mexico.

Lupinek, J., **Walsh, P.**, & Ross, S.D. (2013, October). *A Decade Later: Brand equity development revisited*. Presented at the 11th annual Sport Marketing Association Conference. Albuquerque, New Mexico.

Blaszka, M., Cianfrone, B., **Walsh, P.**, & Clavio, G. (2013, October). *An examination of college athletic departments' social media use*. Presented at the 11th annual Sport Marketing Association Conference. Albuquerque, New Mexico.

Hwang, H., Choi, W., Lim, C., **Walsh, P.**, & Williams, A. (2013, October). *A conceptual modeling of sport-related smart phone applications*. Presented at the 11th annual Sport Marketing Association Conference. Albuquerque, New Mexico.

Blaszka, M., **Walsh, P.**, Cianfrone, B., & Lim, C. (2013, May). *A qualitative examination of branding strategies employed by sport organizations through social media*. Presented at the North American Society for Sport Management Conference. Austin, Texas.

Clavio, G., **Walsh, P.**, Witkemper, C., Zimmerman, M., Vooris, R., & Pantaleoni, A. (2013, May). *Don't tweet on my lawn: Does age impact social media use in sport?* Presented at the North American Society for Sport Management Conference. Austin, Texas.

Choi, W., Wright, B., Kim, D., Williams, A., Lim, C., & **Walsh, P.** (2013, May). *A cultural examination of exercise commitment and brand equity in U.S. and South Korean Fitness Clubs*. Presented at the North American Society for Sport Management Conference. Austin, Texas.

Clavio, G., & **Walsh, P.** (2013, February). *The effects of gender on perceptions of team twitter feeds*. Presented at the Global Sport Business Conference. Miami, Florida.

Walsh, P., Williams, A., Kim, D., & Choi, W. (2012, October). *Examining the team brand associations held by youth fans*. Presented at the 10th annual Sport Marketing Association Conference. Orlando, Florida.

Lovell, M.D., Blaszka, M., **Walsh, P.**, & Clavio, G. (2012, October). *Impact of social media use on event brand personality*. Presented at the 10th annual Sport Marketing Association Conference. Orlando, Florida.

Frederick, E., Burch, L., Blaszka, M., Lim, C., Clavio, G., & **Walsh, P.** (2012, October). *An exploration of relationship promotion by professional athletes on Twitter*. Presented at the 10th annual Sport Marketing Association Conference. Orlando, Florida.

Williams, A., **Walsh, P.**, & Rhenwick, I. (2012, May). *A conceptual framework for assessing brand equity in professional athletes*. Presented at the North American Society for Sport Management Conference. Seattle, Washington.

Pantaleoni, A., Rhenwick, I., Blaszka, M., Clavio, G., **Walsh, P.**, & Williams, A. (2012, May). *New media management: Supervised social media versus unsupervised social media*. Presented at the North American Society for Sport Management Conference. Seattle, Washington.

Blaszka, M., Burch, L., Frederick, E., **Walsh, P.**, Clavio, G., & Pedersen, P. (2012, May). *#WorldSeries: An examination of Twitter hashtag use during a major sporting event*. Presented at the North American Society for Sport Management Conference. Seattle, Washington.

Williams, A., Blaszka, M., & **Walsh, P.** (2012, September). *An exploratory study on the effects of health and fitness celebrity Twitter usage on consumer attitudinal and behavioral loyalty*. Presented at Medicine 2.0. Boston, MA.

Walsh, P., Chien, C.J., & Ross, S.D. (2011, October). *Sport teams as brand extensions: A case of Taiwanese baseball*. Presented at the 9th annual Sport Marketing Association Conference. Houston, Texas.

Walsh, P., Zimmerman, M., Clavio, G., & Williams, A. (2011, October). *Brand awareness of different advertising executions in sport video games*. Presented at the 9th annual Sport Marketing Association Conference. Houston, Texas.

Rhenwrick, I., Waldburger, A., **Walsh, P.**, & Williams, A. (2011, October). *Consumer knowledge of brand extensions versus team licensed product*. Presented at the 9th annual Sport Marketing Association Conference. Houston, Texas.

Walsh, P., Williams, A., Chung, J., & Witkemper, C. (2011, September). *Development of a conceptual team brand equity model for the youth consumer*. Presented at the 19th European Association for Sport Management Conference. Madrid, Spain.

Chung, J., Lim, C., Pedersen, P., & **Walsh, P.** (2011, September). *Electronic Word-of-Mouth (eWOM) Messages and Sporting Goods: Investigating the Effects of eWOM Messages on Purchase Intentions and Credibility*. Presented at the 19th European Association for Sport Management Conference. Madrid, Spain.

Witkemper, C., **Walsh, P.**, & In, S. (2011, September). *Examining social media in sport and implications to management practices: Motivations and constraints influencing sport related Twitter consumption*. Presented at the 19th European Association for Sport Management Conference. Madrid, Spain.

Clavio, G., **Walsh, P.**, Cianfrone, B., Kwak, D., & Williams, A. (2010, October). *Leveling up: A sport video game research roundtable*. Presented at the 8th annual Sport Marketing Association Conference. New Orleans, Louisiana.

Ross, S., & **Walsh, P.** (2010, October). *The impact of uniqueness, loyalty proneness, and identification on brand extension purchase*. Presented at the 8th annual Sport Marketing Association Conference. New Orleans, Louisiana.

Walsh, P., & Ross, S. (2010, June). *The impact of consumption on team brand associations*. Presented at the North American Society for Sport Management Conference. Tampa, Florida.

Walsh, P., & Ross, S. (2009, October). *The impact of brand extensions on the brand associations of a professional sports team*. Presented at the 7th annual Sport Marketing Association Conference. Cleveland, Ohio.

Clavio, G., & **Walsh, P.** (2009, October). *Tiger Doll: An analysis of brand choice in sport video games*. Presented at the 7th annual Sport Marketing Association Conference. Cleveland, Ohio.

Walsh, P. (2009, May). *A proposed model for brand extension decision making in professional sport*. Presented at the North American Society for Sport Management Conference. Columbia, South Carolina.

Walsh, P., Clavio, G., Mullane, S., & Whisenant, W. (2009, May). *The effectiveness of political advertisements in sport video games*. Presented at the North American Society for Sport Management Conference. Columbia, South Carolina.

Walsh, P., & Ross, S. (2009, April). *Gender differences in team brand associations*. Presented at the 2009 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition. Tampa, Florida.

Walsh, P., Kim, Y., & Ross, S. (2007, November). *Recall and recognition of sponsors: A comparison of television and video games as presentation modes*. Presented at the 5th annual Sport Marketing Association Conference. Pittsburgh, Pennsylvania.

Ross, S., **Walsh, P., & Maxwell, H.** (2007, November). *Assessing the influence of brand parity and brand personality on identification*. Presented at the 5th annual Sport Marketing Association Conference. Pittsburgh, Pennsylvania.

Walsh, P., & Ross, S. (2006, November). *Brand personality agreement: Implications for collegiate sport sponsorship*. Presented at the 4th annual Sport Marketing Association Conference. Denver, Colorado.

Maxwell, H., **Walsh, P., & Ross, S.** (2006, November). *The influence of gender on sponsorship recognition*. Presented at the 4th annual Sport Marketing Association Conference. Denver, Colorado.

Kim, Y., **Walsh, P., & Ross, S.** (2006, June). *An exploration of consumptive behaviors associated with sport video gaming*. Presented at the North American Society for Sport Management Conference. Kansas City, Missouri.

Refereed Presentations Accepted

Walsh, P., & Clavio, G. (2017, November). *Measuring team brand association networks with textual analysis software*. To be presented at the Sport Marketing Association Conference. Boston, MA.

Blaszka, M., Dees, W., **Walsh, P., & Witkemper, C.** (2017, November). *The madness of it all: Examining the brand personality of the official sponsors of the NCAA during March Madness*. To be presented at the Sport Marketing Association Conference. Boston, MA.

Non-refereed Presentations

Pauline, G., & **Walsh, P.** (2015, June). *An overview of a sponsorship activation experiential learning project*. Presented at the North American Society for Sport Management Teaching and Learning Fair. Ottawa, ON.

Research Awards

Sport Marketing Association Research Fellow Award (November, 2016)

2015 Emerald Literati Award for Excellence (May, 2015). **Walsh, P., Rhenwrick, I., Williams, A., & Waldburger, A.** *Team Brand Extension of Licensed Product? Examining consumer awareness of two distinct brand strategies*. Article chosen as “The Highly Commended Paper” published in 2014 in *Sport, Business and Management: An International Journal*.

Sport Marketing Association Best Paper Award (October, 2011). **Walsh, P.**, Chien, C.J., & Ross, S.D. *Sport teams as brand extensions: A case of Taiwanese baseball*. Awarded as top paper out of 174 submissions.

Media Citations and Interviews

Candee, A. (June 9, 2017). What can Las Vegas learn from hockey-crazed Nashville. *The Las Vegas Sun*.

Candee, A. (April 5, 2017). Raiders of the lost marque: Branding challenges in transition from Oakland to Las Vegas. *The Las Vegas Sun*.

Straus, A. (January 30, 2017). New York state-funded improvements to Syracuse Crunch arena would benefit downtown Syracuse in revenue. *The Daily Orange*.

Candee, A. (November 29, 2016). Did Foley get the name right? Depends on a lot more than local appeal, experts say. *The Las Vegas Sun*.

Bailey, S. (September 9, 2016). Why Syracuse football's Orange Out T-shirts for the Louisville game aren't free. *Syracuse.com*.

Sugiyama, S. (March 31, 2016). Bracketologists are shocked Syracuse basketball made it to the Final Four. *The Daily Orange*.

Bernardo, R. (2016). 2016's best and worst cities for football fans. *Wallethub.com*.

Collins, C. (May 1, 2015). Beats used NFL draft to invade Bose's territory, but will it work? *The Sporting News*.

Blum, S. (February 11, 2015). Rebranding strategy unifies Syracuse sports, proves effective 10 years later. *The Daily Orange*.

Kuzydym, S. (May 29, 2014). Johnny Manziel has an off-the-field playbook that could be worth millions in endorsements. *Cleveland.com*.

Smiley, D. (March 28, 2013). Florida Gulf Coast University's success transforms Fort Myers into 'Dunk City'. *The Miami Herald*.

Yengin, S. (October 1, 2012). Presidential campaigns rock the gamer vote. *National Public Radio*.

Richards, P. (July 22, 2012). Will fans embrace the refreshed Indianapolis Colts? *The Indianapolis Star*.

Campbell, A. (April 27, 2012). Why don't we give the Pacers more love? *The Indianapolis Star*.

Beasley, A., & Mazzei, P. (April 10, 2012). Miami Marlins suspend Ozzie Guillen five games for Fidel Castro Comments. *The Miami Herald*.

Gelles, D. (December 14, 2011). Sponsors strike fresh deals with revived NBA. *Financial Times*.

Wells, M. (June 29, 2011). Lockout could cool Pacers' momentum. *The Indianapolis Star*.

Beasley, A. (March 31, 2011). Florida Marlins have one eye on 2012. *The Miami Herald*.

Wells, M. (December 13, 2010). Rivalry revived? Louisville hopes to snare NBA team. *The Indianapolis Star*.

Walsh, P. (2010). Interview with Rolf Meyer, CEO, No Limits for Licensing. *International Journal of Sport Communication*, 3, 27-30.

Beasley, A. (December 3, 2009). For Tiger Woods, a private world becomes public. *The Miami Herald*.

Hanks, D., & Beasley, A. (September 20, 2009). Will the Miami Dolphins' celeb-heavy strategy bring back the fans? *The Miami Herald*.

Beasley, A. (February 23, 2009). Miami FC scrambles to gain support. *The Miami Herald*.

Beasley, A. (September 7, 2008). Miami Dolphins rebuilding a team and a fan base. *The Miami Herald*.

Invited Presentations

Syracuse University, SPM 324 (Sport Sponsorship) – Guest Lecture, April 2017

Syracuse University, SPM 295 (Research Methodology) – Guest Lecture, April 2016

Syracuse University, HSH-101 (First Year Gateway) – Guest Lecture, October 2016; October 2015

Indiana University, BUS-C 104 (Business Presentations) – Case Study Competition Judge – July 2013

Indiana University Mini-University – *Super Bowl 2012: The Marketing of Indianapolis* – June 2012

Seoul National University, Seoul, South Korea – Guest Lecture, January 2012

Beijing Sport University, Beijing, China – Guest Lecture, December 2011

Indiana University Continuing Education – *Super Bowl 2012: The Marketing of Indianapolis* – November 2011

Indiana University, HPER-P 213 (Introduction to Sport Communication) – Guest Lecture, March 2011

University of Minnesota, KIN 5720 (Sponsorship of Sport) – Guest Lecture, June 2008; June 2007.

University of Minnesota, SPST 3421 (Business of Sport) – Guest Lecture, March, 2007; March 2006.

University of Minnesota, SPST 3143 (Organization and Management of Sport) – Guest Lecture, November 2006.

COLLEGIATE ASSIGNMENTS

Department or School Level

Member, Syracuse University Department of Sport Management Curriculum Committee, August 2106 - present

Minor Coordinator, Syracuse University Department of Sport Management – Sport Revenue Management and Operations Minor, May 2016 - present

Member, Syracuse University Department of Sport Management Graduate Committee, August 2014 – present

Search Committee Member, Syracuse University Sport Management Assistant/Associate Professor, December 2015 – January 2016

Sport Management Program Representative, Syracuse University Admitted Student Reception, Faculty Open House, April 2015

Member, Indiana University School of Public Health Committee on Student Affairs, August 2013 – May 2014

Search Committee Member, Indiana University Department of Kinesiology Academic Advisor, July 2013 – August 2013

Director, Indiana University M.S. program in Athletic Administration/Sport Management, August 2010 – May 2013

Member, Indiana University Department of Kinesiology Graduate Curriculum Committee, September 2011 – May 2013

Faculty Advisor, Indiana University Sport Marketing Alliance (IUSMA), August 2011 – May 2014

Member, Indiana University Department of Kinesiology Executive Committee, September 2010 – January 2011

Sport Management Program Representative, Indiana University Explore Your Options, Marketing and Management Options panel, March 2011; March 2012

Search Committee Chair, University of Miami Sport Administration Assistant/Associate Professor, February 2009 – June 2010

Faculty Advisor, University of Miami S.P.O.R.T. Graduate Student Organization, August 2009 – July 2010

Search Committee Member, University of Miami Sport Administration Lecturer, June, 2009

Sport Administration Program Representative, University of Miami Toppel Career Center Alternative Options Career Fair, March, 2009

Sport Administration Program Representative, University of Miami Spring Open House, February, 2009

Student Advisement

Syracuse University:

Spring 2017: 20 undergraduate students

Fall 2016: 23 undergraduate students

Spring 2016: 20 undergraduate students

Fall 2015: 19 undergraduate students

Spring 2015: 2 masters students, 15 undergraduate students

Fall 2014: 2 masters students, 8 undergraduate students

Indiana University:

Doctoral Program of Study Chair, Hansol Hwang, August 2013 – May 2014

Doctoral Program of Study Chair, David Lovell, August 2010 – May 2014

Doctoral Program of Study Chair, Matthew Blaszk (Successful defense: July 16, 2014)

Doctoral Committee Member, Matthew Zimmerman (Successful defense: July 23, 2014)

Doctoral Committee Member, Lauren Burch (Successful defense: November 29, 2012)

Doctoral Committee Member, Chad Witkemper (Successful defense: November 1, 2012)

Doctoral Committee Member, Jinwook Chung (Successful defense: October 15, 2012)

Doctoral Committee Member, Evan Frederick (Successful defense: June 11, 2012)

Doctoral Committee Member, Ralph “Chris” Reynolds (Successful defense: April 20, 2012)

Doctoral Committee Member, Antonio Williams (Successful defense: November 24, 2010)

University Level

Student Mentor, Indiana University Cox Research Scholar (Matthew Studebaker), August 2012 – May 2014

Exam Proctor, NCAA Coaches Certification Exam, University of Miami Athletic Department, September, 2008

Student Representative, University of Minnesota Advisory Committee on Athletics, October 2007 – May 2008

External Activities

Editorial Board Member, *Journal of Global Sport Management*, February 2016 - present

Advisory Board Member, Penn State Smeal College of Business Center for Sports Business and Research (CSBR), July 2012 - present

Editorial Board Member, *Sport Marketing Quarterly*, March 2011 – present

Review Board Member, *International Journal of Sport Management*, January 2010 – present

Academic Subcommittee member (Best Paper Awards), Sport Marketing Association, September 2016 – October 2016

Member At-Large, Sport Marketing Association Executive Board, October 2013 – October 2015

Awards Committee Co-Chair, Sport Marketing Association, October 2014 – October 2015

Co-Guest Editor, *International Journal of Sport Management and Marketing*, Special issue on Sport Marketing and Emerging Technology

Invited Reviewer, *Journal of Sport Management*

Invited Reviewer, *Sport, Business and Management: An International Journal*

Invited Reviewer, *Communication and Sport*

Invited Reviewer, *European Sport Marketing Quarterly*

Invited Reviewer, *International Journal of Sport Management and Marketing*

Invited Reviewer, *Sport Management Review*

Invited Reviewer, *International Journal of Sport Communication*, Special issue on New Media and Social Networking

Invited Reviewer, *Journal of Brand Management*, Special issue on Entrepreneurial Sport Brands

Invited Reviewer, *International Journal of Sport Marketing and Sponsorship*

Invited Reviewer, Conference Abstract Reviewer, 2016 International Sport Management Conference, Budapest, Hungary

Invited Reviewer, Conference Abstract Reviewer, 2016 Sport Marketing Association Annual Conference, Indianapolis, Indiana.

Invited Reviewer, Conference Abstract Reviewer, 2015 Sport Marketing Association Annual Conference, Atlanta, Georgia.

Invited Reviewer, Conference Abstract Reviewer, 2014 Sport Marketing Association Annual Conference, Philadelphia, Pennsylvania.

Invited Reviewer, Conference Abstract Reviewer, 2013 Sport Marketing Association Annual Conference. Albuquerque, New Mexico.

Invited Reviewer, Conference Abstract Reviewer, 2012 Sport Marketing Association Annual Conference. Orlando, Florida.

Invited Reviewer, Conference Abstract Reviewer, 2010 Sport Marketing Association Annual Conference. New Orleans, Louisiana.

Invited Reviewer, Conference Abstract Reviewer, 2009 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition. Tampa, Florida.

Guest Judge, Sport Marketing Association Graduate Case Study Competition, October 2012

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management (NASSM), 2005 – present

Sport Marketing Association (SMA), 2005 – present

Global Sport Business Association (GSBA), 2013- present

PROFESSIONAL DEVELOPMENT

North American Society for Sport Management Conference: Ottawa, ON, 2015; Austin, TX, 2013; Seattle, WA, 2012; Tampa, FL, 2010; Columbia, SC, 2009; Ft. Lauderdale, FL 2007; Kansas City, MO, 2006.

Sport Marketing Association Conference: Indianapolis, IN, 2016; Atlanta, GA 2015; Philadelphia, PA, 2014; Albuquerque, NM, 2013; Orlando, FL, 2012; Houston, TX, 2011; New Orleans, LA 2010; Cleveland, OH, 2009; Pittsburgh, PA 2007; Denver, CO, 2006.

Global Sport Business Association Conference: Miami, Florida, 2014, 2015

European Association for Sport Management Conference: Dublin, Ireland, 2015; Madrid, Spain, 2011.

New Faculty Lunch & Discussion – “Preparing for tenure and promotion”, Syracuse University, March 2015

New Faculty Lunch & Discussion – “Relationships with students and staff”, Syracuse University, October 2014

New Faculty Lunch & Discussion – “Handling student situations”, Syracuse University, September 2014

New Employee Orientation, Syracuse University, August 2014

What is Public Health Workshop Series for Faculty, Indiana University School of Public Health – Bloomington, February 2013

New Faculty Orientation, Indiana University, August 2010

New Faculty Orientation, University of Miami, August 2008

U Teaching Enrichment Series, University of Minnesota, August 2005

GRANT EXPERIENCE

Funded

Walsh, P. (2016). *Using textual analysis software to measure team brand association networks*. Syracuse University Falk College of Sport and Human Dynamics Seed Grant. \$5,000. Investigator.

Walsh, P. (2011). Overseas Conference Fund Grant. Office of the Vice President for International Affairs, Indiana University. \$600. Investigator.

Lim, C. & **Walsh, P.**, & Xuemi, B. (2011). *Cross-cultural examination of the influence of ethnocentrism and personality on cognitive and emotional response to TV commercials*. Office of the Vice President for International Affairs, Indiana University. \$3,000. Investigator.

Ross, S., & **Walsh, P.** (2006). *An examination of new media on sport participation and purchase behavior*. University of Minnesota College of Education and Human Development. \$4,950. Investigator.

Submitted – Not Funded

Walsh, P. (2015). *Using Leximancer to enhance a sport brand management and social media research agenda*. Syracuse University Office of Research Internal Grant Program. \$1,000. Investigator.

Eagleman, A., Clavio, G., & **Walsh, P.** (2010). *The current status of performance-enhancing drugs among high school athletes: Usage, perceptions, and media influences*. Indiana University Collaborative Research Grant. \$27,500. Investigator.

Perry, A., Burnett, K., & **Walsh, P.** (2009). *Do interactive video games promote enhanced physical activity and health related fitness levels in Hispanic adolescents*. Robert J. Woods Foundation Health Games Research Grant. \$191,000. Investigator.