GREGG BENNETT, Ed.D.

Associate Professor – Sport Management

Texas A & M University

Department of Health and Kinesiology

4243 TAMU

College Station TX 77843-4243

Office: (979) 845-0156

Fax: (979) 847-8987

EDUCATION

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| --- | --- | --- |
| 1997 | Ed.D. | Health and Human Performance  Auburn University  College of Education  Auburn, Alabama |
| 1993 | M.S. | Health and Human Performance  University of Tennessee  Knoxville, Tennessee |
| 1988 | B.S. | Education  Tennessee Technological University  Cookeville, Tennessee |

**PROFESSIONAL EXPERIENCE**

Positions and Employment

2009-present Director, Center for Sport Management Research and Education (CSMRE), Texas A & M University

2008-present Associate Professor, Health and Kinesiology, Texas A&M University

2005-2008 Assistant Professor, Health and Kinesiology, Texas A&M University

2000-2004 Assistant Professor, Exercise and Sport Science, University of Florida

1997-2000 Assistant Professor, University of Southern Mississippi

ACADEMIC AWARDS & RECOGNITION

* **President Elect**, Sport Marketing Association (SMA), 2011.
* North American Society for Sport Management (NASSM) **Research Fellow**, 2010.
* ING **Professor of Excellence**, Texas A & M University, 2010.
* Sport Marketing Association **research poster presentation award**, 2005 & 2006.
* **Founder** of the Sport Marketing Association, 2002.
* University of Florida College of Health of Human Performance **Teacher of the Year**, 2001-2002.
* Winner of the **Graduate Research Paper Award** for the North American Society of Sport History (NASSH), 1995.

PROFESSIONAL AFFILIATIONS

American Baseball Coaches Association (*ABCA*)

American Marketing Association (AMA)

Fellowship of Christian Athletes (*FCA*)

National Association of Physical Education in Higher Education (*NAPEHE*)

North American Society of Sport History (*NASSH*)

North American Society of Sport Management (NASSM) \*

Society of American Baseball Research (*SABR*)

Sport Marketing Association (SMA) \*

\* current membership

GRANTS and CONTRACTS

\* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

**EXTERNAL**

* 2009 - Principal Investigator: **Dr. Gregg Bennett**. CoInvestigator: *Khalid Ballouli*. Event effectiveness of the 2008 Sunshine State Games. *Florida Sports Foundation*. $6,500.00.
* 2008 – Principal Investigators: **Dr. Gregg Bennett** & Dr. Michael Sagas. The American Sport Brand Fusion Arts Exchange. *U. S. State Department of State-Bureau of Educational and Cultural Affairs*. $300,000 funded, renewable up to $840,000 over three years.
* 2008 - Principal Investigator: **Dr. Gregg Bennett**. CoInvestigator: *Khalid Ballouli*. Event effectiveness of the 2008 Sunshine State Games. *Florida Sports Foundation*. $6,500.00.
* 2007 – Principal Investigators: **Dr. Gregg Bennett** & Dr. Michael Sagas. The American Sport Brand Fusion Arts Exchange. *U. S. State Department of State-Bureau of Educational and Cultural Affairs*. $280,000 funded, renewable up to $840,000 over three years.
* 2007 - Principal Investigator: **Dr. Gregg Bennett**. CoInvestigator: *Adrien Bouchet*. Event effectiveness of the 2007 Sunshine State Games. *Florida Sports Foundation*. $6,500.00.
* 2006 - Principal Investigator: **Dr. Gregg Bennett**. CoInvestigator: *Jason Sosa*. Event effectiveness of the 2006 Sunshine State Games. *Florida Sports Foundation*. $4,500.00.
* 2005 - Principal Investigator: **Dr. Gregg Bennett**. Measuring the event quality of the Dew Action Sports Tour. National Broadcast Company (NBC), Dew Action Sports Tour Division. $2,500.00.
* 2005 - Principal Investigator: **Dr. Gregg Bennett**. CoInvestigator: Dr. Laura Hatfield. Event effectiveness of the 2005 Sunshine State Games. *Florida Sports Foundation*. $6,500.00.
* 2004 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: *Windy Dees*. Sponsorship effectiveness of 2004 Sunshine State Games. *Florida Sports Foundation*. $4,000.00.
* 2003 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: *Windy Dees*. Tourism development monies allocated for Sport Marketing Association Inaugural Conference. *Alachua County Tourism Development Council*. $7,614.00.
* 2003 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: *Windy Dees*. Assessing event quality of the 2003 Sunshine State Games. *Florida Sports Foundation*. $4,000.00.
* 2002 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Dr. James J. Zhang. On-Site recall and recognition of action sports sponsorship. *Octagon Sports Marketing*. $8,000.00.
* 1999 - Principal Investigator: **Dr. Gregg Bennett**. NCAA-NYSP Math/Science Education Program.*National Collegiate Athletic Association***.** $8,000.00.
* 1998 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Dr. Mark Maneval. NCAA National Youth Sport Programs All-Girls Sports Clinics at The University of Southern Mississippi. *National Collegiate Athletic Association*. $6,000.00.

**INTERNAL**

* 2005-6 – Principal Investigator: **Dr. Gregg Bennett**. International Curriculum Development Grant Award (IRTAG), Texas A&M University. “International Sport Business”. $1,000.00
* 2002 - Principal Investigator: **Dr. Gregg Bennett**. Co-Investigator: Dr. James J. Zhang. Development of an international sport business course for sport management graduate studies. *Center for International Business Education and Research (CIBER) Competitive Curriculum Development Grant*. University of Florida, Gainesville, FL. $7,486.00.
* 2001 - Principal Investigator: Dr. James J. Zhang. Co-Investigators: **Dr. Gregg Bennett**, *Beth Cianfrone*, & Dr. Richard Lutz. Promoting presence of U.S. businesses in Beijing 2008 Olympic Games (Phase I). *Center for International Business Education and Research (CIBER) Competitive Research Grant*. University of Florida, Gainesville, FL. $4,000.00.
* 2001 - Principal Investigator: Dr. James J. Zhang. Co-Investigators: **Drs. Gregg Bennett** & Daniel P. Connaughton. Incorporation of international business perspectives into selected sport management courses. *Center for International Business Education and Research (CIBER) Competitive Curriculum Development Grant*. University of Florida, Gainesville, FL. $7,500.00.
* 2001 - Principal Investigator: Dr. James J. Zhang. Co-Investigators: **Dr. Gregg Bennett**, *Beth Cianfrone*, & Dr. Richard Lutz. Promoting presence of U.S. businesses in Beijing 2008 Olympic Games (Phase II). *Center for International Business Education and Research (CIBER) Competitive Research Grant*. University of Florida, Gainesville, FL. $6,000.00.
* 1999 - Principal Investigator: **Dr. Gregg Bennett**. Design and development of online sport management curriculum. *University of Southern Mississippi Instructional Resources Learning Improvement Grants*.$300.00.
* 1998 - Principal Investigator: **Dr. Gregg Bennett**. A historiography of Southern Mississippi football. *Aubrey K and Ella Ginn Lucas endowment for faculty excellence*. University of Southern Mississippi. $5,000.00.

PUBLICATIONS (N = 53)

**Refereed Journal Articles**

\* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

**Bennett, G.,** *Ballouli, K*., & Sosa, J. (2011). Sometimes good, sometimes not so good: Student satisfaction with exchange programs. *Sport Management Education Journal***.**

*Bouchet, A*., *Ballouli, K*., & **Bennett, G.** (2011). Implementing a ticket sales force in college athletics: A decade of challenges. *Sport Marketing Quarterly, 20*(1), 84-92.

Petrick, J., *Tsuji, Y.*, & **Bennett, G.** (2011). Measuring event attendees’ evaluations of a sporting event to determine loyalty. *Event Management*.

*Tsuji, Y.,***Bennett, G., &** *Dees, W*. (2011). Exploring the effects of sportscape at a professional tennis tournament. *International Journal of Sport Management*, 12(1), 33-49.

*Dees, W*., *Hall, T., Tsuji, Y*., & **Bennett, G**. (2010). Examining the effects of fan loyalty and goodwill on consumer perceptions of brands at an action sports event. *Journal of Sponsorship,* 4*(1),* 38-50.

*Dees, W*., Bennett, G., Ferreria, M. (2010). Personality fit in NASCAR: An evaluation of driver-sponsor congruence and its impact on sponsorship effectiveness outcomes. *Sport Marketing Quarterly, 18*(2), 25-35.

Wakefield, K., & **Bennett, G.** (2010). Affective intensity and sponsorship identification. *Journal of Advertising,* 9(3), 99-111*.*

**Bennett, G**., Ferreira, *Lee, J.* & Polite, F. (2009). The role of involvement in sports and sport spectatorship in sponsor’s brand use: The case of Mountain Dew and action sports sponsorship. *Sport Marketing Quarterly, 18*(1), 14-24.

*Tsuji, Y.,* **Bennett, G.**, & Leigh, J. (2009). Investigating factors affecting brand awareness of virtual advertising. *Journal of Sport Management, 23(4*), 511-544*.*

*Dees, W.,* & **Bennett, G.** (2008). The effect of fan involvement on consumers’ response to sponsorship at a professional tennis tournament. *International Journal of Sport Management, 9*(3), 328-342*.*

*Dees, W.,* **Bennett, G.,** & Villegas, J. (2008). Measuring the effectiveness of commercial sponsorships in intercollegiate athletics. *Sport Marketing Quarterly 17*(2),*79-89*.

Ferreira, M., Hall, T., & **Bennett, G**. (2008). Exploring brand positioning in the context of sponsorship: A correspondence analysis of the Dew Action Sport Tour. *Journal of Sport Management, 22(6),* 734-761.

Gwinner, K., & **Bennett, G.** (2008). The impact of brand cohesiveness and sport identification on brand fit in a sponsorship context. *Journal of Sport Management, 22*(4), 410-426.

*Tsuji, Y.*, **Bennett, G.**, & *Dees, W.* (2008). Factors affecting repeat attendance intentions: The case of a state sports event. *International Journal of Sport Management, 9*(1), 1-14*.*

*Tsuji, Y.,* **Bennett, G.,** & Zhang, J. (2007). Consumer satisfaction with an action sports event. *Sport Marketing Quarterly*, 16(4), 199-208.

*Dees, W.,* **Bennett, G., &** *Tsuji, Y.*(2007). Attitudes toward sponsorship at a state sports festival. *Event Management, 10*(2), 89-101.

**Bennett, G.,** Ferreira, M., *Tsuji, Y.*, Siders, R., & *Cianfrone, B.* (2006). Analyzing the effects of advertising type and antecedents on attitude toward advertising insport. *International Journal of Sports Marketing and Sponsorship. 8*(1), 62-81.

*Cianfrone, B.,* **Bennett, G.,** Siders, R., & *Tsuji, Y.* (2006). Virtual advertising and brand awareness. *International Journal of Sport Management and Marketing, 1*(4), 289-310*.*

**Bennett, G.,** Cunningham, G., & *Dees, W.* (2006). Measuring the marketing communication activations of a professional tennis tournament. *Sport Marketing Quarterly, 15* (2), 91-101.

**Bennett, G.,** Sagas, M., & *Dees, W.* (2006). Media preferences of action sports consumers: Differences between Generation X and Y. *Sport Marketing Quarterly, 15* (1)*,* 40-49.

Zhang, J. J., Lam, E. T. C., Connaughton, D. P., **Bennett, G.,** & Smith, D. W. (2005) Development of a scale measuring spectator satisfaction toward support programs of minor league hockey games. *International Journal of Sport Management*, 6 (1), 47-70.

**Bennett, G.,** Sagas, M., Fleming, D., & *Von Roenn, S.* (2005). On being a living contradiction: The struggles of an elite college coach with the dominant culture of sport. *Journal of Values and Ethics in Education, 26* (3), 289-300.

**Bennett, G.,** & Lachowetz, T. (2004). Marketing to lifestyles: Action sports and Generation Y. *Sport Marketing Quarterly, 13* (4), 239-243.

Zhang, J. J., Lam, E. T. C., Connaughton, D. P., **Bennett, G.,** Pease, D. G., Pham, U. L., Killion, L. E., Ocker, L. B., & Duley, A. R. (2004). Variables affecting spectator enjoyment of minor league hockey games. *International Journal of Sport Management, 5* (2), 157-182.

*Von Roenn, S.,* Zhang, J., & **Bennett, G**. (2004). Dimensions of ethical misconduct in contemporary sports and their association with the backgrounds of stakeholders. *International Sports Journal,* 37-54.

**Bennett, G.,** & Henson, R. (2003). Status of the action sports segment among college students. *International Sports* *Journal, 7* (1), 124-138.

**Bennett, G.,** Henson, R., & Zhang, J. (2003). Generation Y perceptions of the action sports industry segment*. Journal of Sport Management, 17* (2), 95-115.

Zhang, J. J., Lam, E. T. C., **Bennett, G.,** & Connaughton, D. P. (2003). Confirmatory factor analysis of the spectator decision making inventory. *Measurement in Physical Education and Exercise Science* 7 (2), 57-70.

**Bennett, G.,** Henson, R., & *Drane, D.* (2003).Student experiences with service learning in a sport management class. *Journal of Experiential Education 26* (2), 61-69.

**Bennett, G.,** Phillips, J., *Drane, D.,* & Sagas, M. (2003). The coaching carousel: Turnover effects on professional sport. *International Journal of Sport Management, 4* (3), 192-204.

McGuire, J., Drummond, J.L., & **Bennett, G.**  (2003). Adolescent smoking and physical activity:  Practices and perceptions.  *Community Education Journal.*

**Bennett, G.,** Henson, R., & Zhang, J. (2002). Action sport sponsorship recognition. *Sport Marketing Quarterly, 11* (3),185-196.

**Bennett, G.** (2002). Web-based instruction in sport management. *Sport Management Review, 5* (1), 45-68.

Hardin, B., & **Bennett, G.** (2002). Instructional attributes of a successful baseball coach. *Applied Research Annual in Coaching and Athletics, 17,* 43-62*.*

**Bennett, G.** & Hardin, B. (2002). Management behaviors of an elite intercollegiate baseball coach. *International Journal of Sport Management, 3* (3), 199-214.

**Bennett, G.**, & Cyree, K. (2002). Team payroll and performance in baseball: Are championships purchased? *International Journal of Sport Management, 3* (1), 74-84.

**Bennett, G.,** & Pharr, T. (2002). Controlling the running game. *Strategies, 15* (5), 7-10.

Drummond, J.L., McGuire, J.G., & **Bennett, G.** (2002) Student perceptions of exercise role modelling by secondary health educators.  *Health Education Journal****,*** *61*(1), 78-86.

**Bennett, G.,** & Green, R. (2001). Service learning via online instruction. *College Student* *Journal, 35* (4), 491-497.

Connaughton, D., Spengler, J., & **Bennett, G.** (2001). Crisis planning and management for physical activity programs. *Journal of Physical Education, Recreation, and Dance, 72* (7), 27-29.

**Bennett, G.,** Henson, R., & Connaughton, D. (2001). Student perceptions of an online course in sport management. *International Journal of Sport Management, 2* (3), 205-215.

**Bennett, G.,** & Green, F. (2001). Student learning in the online environment: No significant difference? *Quest, 53,* 1-13.

*Beck, J.,* **Bennett, G.,** Maneval, M., & *Hayes, H.* (2001). Faculty perceptions of the academic performance of student-athletes. *Applied Research in Coaching and Athletics Annual, 16,* 125-143.

**Bennett, G.** (2000) Sport education as an alternative for the basic instruction program. *Chronicle of Physical Education in Higher Education* 11 (3), 3, 9-11*.*

**Bennett, G.,** & Phillips, J. (2000). Web-based instruction in physical education. *Chronicle of Physical Education in Higher Education* 11 (3), 6, 13-15*.*

**Bennett, G.** (2000) Students’ participation styles in two university weight training classes. *Journal of Teaching in Physical Education, 19* (2),182-205.

**Bennett, G**. & Yeager, C. (March/April, 2000). The stride is key in hitting. *Strategies, 13* (4), 5-7*.*

**Bennett, G.** & Maneval, M (2000). An axiom in baseball. *Applied Research Annual in Coaching and Athletics, 15*, 78-84.

**Bennett, G.** & Hastie, P. (1999) Student perceptions of two university weight training classes. *Journal of Sport Pedagogy, 5* (2), 13-32.

**Bennett, G.** & Maneval, M. (May, 1999). Accreditation: A solution for the basic instruction program? *Chronicle of Physical Education in Higher Education, 10* (2), 5, 15-16.

**Bennett, G.** & Maack, M. (1999). The importance of first-pitch strikes. *Applied Research in Coaching and Athletics Annual*, 14, 196-203.

**Bennett, G.** & Maneval, M. (1998). Leadership styles of elite Dixie Youth baseball coaches. *Perceptual and Motor Skills, 87,* 754*.*

**Bennett, G.** & Hastie, P. (Jan, 1997). The implementation of the sport education curriculum model into a collegiate physical activity course. *Journal of Physical Education, Recreation and Dance*, 68, 1, 39-44.

PUBLICATIONS

##### Books

Cox, J., & Bennett, G. (2004). *Rock solid: The history of Southern Mississippi football*. Jackson, MS: University Press of Mississippi.

PUBLICATIONS

Non-Refereed

# Bennett, G. (May/June, 1998). A combination catching drill. *Scholastic Coach, 67,* 10, 34.

NATIONAL/INTERNATIONAL PRESENTATIONS (N = 98)

\* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

* Reese, J. D., & **Bennett, G.** (November 17, 2011). Sponsorship Effectiveness in Ultimate Fighting Championship. Presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.
* Brown, B. & **Bennett, G**. (October 28, 2011). University and team identification amongst African Americans in baseball. Presented at the Sport Marketing Association annual conference, Houston, TX.
* Reese, J., & **Bennett, G**. (October 27, 2011). Brand attributes, attitudes and involvement: Action sports sponsors and events. Presented at the Sport Marketing Association annual conference, Houston, TX.
* Ballouli, K., **Bennett, G**., & Hutchinson, M. (October 27, 2011). There’s more to a sports brand than meets the eye: The strategic use of music in sports. Presented at the Sport Marketing Association annual conference, Houston, TX.
* Kang, C., & **Bennett, G**. (October 26, 2011). The relationship between spectator motives and media consumption behavior in college football events. Presented at the Sport Marketing Association annual conference, Houston, TX.
* Reese, J., Brown, B., & **Bennett, G.** (October 26, 2011). Required donations: Prospect theory & per-seat contribution frames. Presented at the Sport Marketing Association annual conference, Houston, TX.
* Ballouli, K., **Bennett, G**., & Hutchinson, M. (October 26, 2011). Brand building with team music. The impact of musical fit on shopping outcomes. Presented at the Sport Marketing Association annual conference, Houston, TX.
* Hutchinson, M., & **Bennett, G**. (June 3, 2011). Core values based branding: Institutional stakeholders attitudes towards the Texas A & M University brand. Paper presented at the North American Society of Sport Management annual conference, London, ON.
* *Brown, B*. & **Bennett, G.** (March 26, 2011). The path to fandom. Presented at the Association of Marketing Theory and Practice annual conference, Panama City Beach, FL.
* *Reese, J.D*., & **Bennett, G.** (March 26, 2011). Required donations: Prospect theory & framing of per-seat contributions in intercollegiate athletics. Presented at the Association of Marketing Theory and Practice annual conference, Panama City Beach, FL.
* *Reese, J.D*., & **Bennett, G.** (October 29, 2010). Brand personality of mixed martial arts. Presented at the Sport Marketing Association annual conference, New Orleans, LA.
* *Reese, J., Ballouli, K*., & **Bennett, G**. (October 28, 2010). Measuring the influence of social media on television viewership. Presented at the Sport Marketing Association annual conference, New Orleans, LA.
* *Bouchet, A., Ballouli, K*., & **Bennett, G.** (October 28, 2010). Implementing a ticket sales force in college athletics: A decade of challenges. Presented at the Sport Marketing Association annual conference, New Orleans, LA.
* *Kang, C.*, Lee, J., & **Bennett, G.** (October 27, 2010). Exploring motivations and potential barriers for Asian International students to attend intercollegiate sporting events.Presented at the Sport Marketing Association annual conference, New Orleans, LA.
* *Ballouli, K., Hutchinson, M*., & **Bennett, G.** (2010, March). The economic impact of a statewide event on a small-sized community: The case of the Florida Sunshine State Games. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance Conference, Indianapolis, IN.
* *Reese, J.* & **Bennett, G** (2010, June). Perceptions of Season Tickets: A Minor League Baseball Franchise Setting. Paper presented at the North American Society of Sport Management Annual conference, Tampa, FL.
* *Tsuji, Y*., **Bennett, G**., & Leigh, J. (October 29, 2009). Effects of animation on perceptual antecedents of attitude toward virtual advertising. Paper presented at the Sport Marketing Association Conference, Cleveland, OH.
* *Hutchinson, M*., & **Bennett, G.** (October 29, 2009). The utilization of core values as an avenue for promotion in sport: Faith-based activations as the moral face of sport organizations. Paper presented at the Sport Marketing Association Conference, Cleveland, OH.
* *Hutchinson, M., Ballouli, K.,* & **Bennett, G.** (October 29, 2009). Assessing the satisfaction of a fan loyalty program: A case study of the 12th Man Team Rewards Program. Paper presented at the Sport Marketing Association Conference, Cleveland, OH.
* *Ballouli, K*. & **Bennett, G**. (October 29, 2009). *Fusing sports in America: The case of the American Sports Brand Fusion Arts Exchange.* Paper presented at the Sport Marketing Association annual conference, Cleveland, OH.
* *Ballouli, K*., & **Bennett, G**. (May 30, 2009). An examination of influences on the consumption of fantasy sports. Paper presented at the North American Society of Sport Management Annual conference, Columbia, SC.
* *Hodge, K*., **Bennett, G**., & *Ballouli, K*. (May 30, 2009). Branding in youth sports: The case of the CST baseball academy. Paper presented at the North American Society of Sport Management annual conference, Columbia, SC.
* *Hutchinson, M., Bouchet, A*., & **Bennett, G.** (May 30, 2009). Sponsoring firms assess perceptions of sport property sponsorships and execution. Paper presented at the North American Society of Sport Management annual conference, Columbia, SC.
* *Ballouli, K., Hodge, K*., **Bennett, G**., & Batista, P.(March 6, 2009).Risk management in youth sports: A case study of the Twelve Baseball Academy. Paper presented at the 22nd Annual Sport, Physical Activity, Recreation and Law conference.
* **Bennett, G.,** Irwin, R., Kahler, J., & Sutton, W. (January 29, 2009). Industry panel presentation on academics and practitioners. National Sports Forum, Phoenix, AZ.
* *Ballouli, K*., **Bennett, G**., & *Hutchinson, M.* (November 5, 2008). Service quality and consumer satisfaction with a state sports festival. Paper presented at the Sport Entertainment and Venues annual conference, Columbia, SC.
* *Hutchinson, M*., **Bennett, G**., & *Ballouli, K.* (November 5, 2008). The impact of increasing gas prices on attendance at the Florida Sunshine State Games. Paper presented at the Sport Entertainment and Venues annual conference, Columbia, SC.
* *Hutchinson,* M. & **Bennett, G.** (November 5, 2008). The effectiveness of marketing to the Christian segment through Faith Nights. Paper presented at the Sport Entertainment and Venues annual conference, Columbia, SC.
* **Bennett, G.,** Irwin, R., Kahler, J., & Sutton, W. (January 29, 2009). Industry panel presentation on academics and practitioners. National Sports Forum, Memphis, TN.
* **Bennett, G.** (November 2, 2007). Brand use among involved consumers: The case of the Mountain Dew action sports sponsorship. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
* *Dees, W***.** & **Bennett, G**. (November 2, 2007). Personality fit in NASCAR: Does driver-sponsor congruence increase sponsorship effectiveness outcomes? Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
* *Tsuji, Y*. & **Bennett, G.** (November 2, 2007). Factors affecting brand awareness of virtual advertising in sports. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
* *Ballouli, K.,* **Bennett, G**., & *Bouchet, A*. (November 3, 2007). Does the host site matter? A comparison of the market demographics for an annual state sports festival. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
* *Bouchet, A*., **Bennett, G**., & *Ballouli, K.* (November 3, 2007). Consumer attitudes toward state sports festival: The case of the Sunshine State Games.Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.
* Ferreira, M., Greenwell, C., & **Bennett, G.** (June 1, 2007). Maximizing rivalries using discrete choice experiments: An exploration of how marketers can leverage and assess the monetary value of key games. Paper presented at the North American Society for Sport Management annual convention, Miami, FL.
* *Tsuji, Y.,* **Bennett, G., &** *Dees, W***.** (May 31, 2007). Investigating the effect of involvement on perceived goodwill at an action sports event. Paper presented at the North American Society for Sport Management annual convention, Miami, FL.
* *Tsuji, Y.,*Petrick, J., **& Bennett, G.** (May 31, 2007). Measuring spectators’ evaluations of a sporting event to determine loyalty. Paper presented at the North American Society for Sport Management annual convention, Miami, FL.
* **Bennett, G.**, Ferreira, M., *Tsuji, Y*., Siders, R., & *Cianfrone, B.* (November 3, 2006). Perceptual antecedents of attitude toward advertising in sport: A comparison of television commercials and virtual advertising. Paper presented at the Sport Marketing Association annual conference, Denver, CO.
* *Hall, T.,* Ferreira, M., & **Bennett, G.** (November 3, 2006). Exploring brand positioning in the context of sponsorship: A correspondence analysis approach. Paper presented at the Sport Marketing Association annual conference, Denver, CO.
* *Tsuji, Y*., **Bennett, G.**, & *Dees, W.* (November 3, 2006). Factors affecting repeat attendance intentions: The case of a state sports event.Paper presented at the Sport Marketing Association annual conference, Denver, CO.
* *Dees, W*., **Bennett, G.**, & *Tsuji, Y.* (November 3, 2006). Brand Image and product fit: An examination of the effects on consumer purchase intentions during an action sports series. Paper presented at the Sport Marketing Association annual conference, Denver, CO.
* *Tsuji, Y*., **Bennett, G.**, & Petrick, J. F. (September 1, 2006). Investigating factors affecting behavioral intention at an action sports event. Asian Association for Sport Management Conference. Tokyo, Japan
* **Bennett, G.,** & Ferreira, M. (June 3, 2006). Brand sponsorship and consumption among targeted markets: Mountain Dew and action sports. Paper presented at the North American Society for Sport Management annual convention, Kansas City, MO.
* *Dees, W.*, & **Bennett, G.** (June 1, 2006). Sponsorship effectiveness and action sports: Testing an empirical model. Paper presented at the North American Society for Sport Management annual convention, Kansas City, MO.
* Gwinner, K. & **Bennett, G.** (June 1, 2006). The role of event-sponsor fit and event involvement in understanding sponsorship outcomes. Paper presented at the North American Society for Sport Management annual convention, Kansas City, MO.
* *Dees, W.,* & **Bennett, G***.* (November 12, 2005). Examining the interactive effects of consumer attitudes. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
* **Bennett, G.,** Delpi, L., Gladden, J., Howard, D., & Stotlar, D. (November 11, 2005). Institutional best practices. Panel presentation at the Sport Marketing Association annual conference, Phoenix, AZ.
* Bennett, G., *Dees, W.,* & *Tsuji, Y.* (November 11, 2005). Examining the interactive effects between sportscape and sport event satisfaction. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
* *Roberts, J.,* **Bennett, G.**, & Ferreira, M. (November 11, 2005). Team rewards program: A case study of a college target promotion. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
* Wakefield, K., & **Bennett, G.** (November 11, 2005). Affective intensity and sponsorship identification. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ.
* *Tsuji, Y.*, **Bennett, G.,** & Leigh, J. (November 10, 2005). Consumer identification of animated vs. non-animated virtual advertisements. Paper presented at the Sport Marketing Association annual conference, Phoenix, AZ. [Paper won best research poster award at conference]
* *Dees, W.,* **Bennett, G.,** Cunningham, G., & Sagas, M. (November 20, 2004). **Measuring the marketing communication activations of the Tennis Masters Cup.**  Paper presented at the Sport Marketing Association annual conference, Memphis, TN.
* *Elles, M.,* **Bennett, G.,** *Tsuji, Y.* (November 19, 2004). Athlete sponsorships: Comparisons of action and mainstream athletes. Paper presented at the Sport Marketing Association annual conference, Memphis, TN.
* ***Drane, D.*, *Letter, G.,* & Bennett, G. (November 19, 2004). Decision factors in relocating a minor league baseball club: A case study. Paper presented** at the Sport Marketing Association annual conference, Memphis, TN.
* **Bennett, G.**, Sutton, W., DeGaris, L., & Irwin, R. (November 18, 2004). Connecting with the industry: Academic consulting in the sport industry. Symposia to be presented at the Sport Marketing Association annual conference, Memphis, TN.
* **Bennett, G.**, *Dees, W.,* & *Tsuji, Y***.** (June 3, 2004). Exploring the action sports phenomenon: Trendy fad or established segment? Paper presented at the North American Society for Sport Management annual convention, Atlanta, GA.
* Massengale, J., Estes, S., & **Bennett, G**. (January 9, 2004). Quality internship experiences in physical activity occupations. Program presented at the 2004 National Association of Physical Education in Higher Education annual convention, Sand Key, FL.
* **Bennett, G.**, *Dees, W.,* Cunningham, G., & Sagas, M (November 13, 2003). Media usage among action sports consumers. Paper presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
* Lachowetz, T., & **Bennett, G.** (November 13, 2003). Marketing to lifestyles: The Gravity Games, LLC. Paper presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
* *Dees, W.,* **Bennett, G.,** Villegas, J., Siders, R., Pennington-Gray, L. (November 14, 2003). Measuring the effectiveness of commercial sponsorships in intercollegiate sports. Paper presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
* *Tsuji, Y.,* & **Bennett, G.** (November 14, 2003). Assessing the effectiveness of virtual advertising: Princeton Video Image, Inc (PVI). Paper presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
* Villegas, J., & **Bennett, G.** (November 14, 2003). Exploring the current application of integrated marketing communication tools by beer companies in televised baseball games. Paper presented at the Inaugural Sport Marketing Association Conference, Gainesville, FL.
* *Tsuji, Y.,* **Bennett, G***.,* & Zhang, J. (November 14, 2003). Consumer satisfaction with the quality of a large-scale action sports event. Presented at the Inaugural Sport Marketing Association conference, Gainesville, FL.
* **Bennett, G.**, *Cianfrone, B.*, & *Tsuji, Y.* (May 30, 2003). Virtual advertising recall & recognition rates. Paper presented at the North America Society of Sport Management Conference, Ithaca, NY.
* **Bennett, G.**, *Tsuji, Y.*, & *Cianfrone, B.* (May 29, 2003). Attitudes towards virtual advertising. Paper presented at the North America Society of Sport Management Conference, Ithaca, NY.
* *Von Roenn, S*., Zhang, J., & **Bennett, G.** (March, 2003). Dimensions of ethical misconduct in contemporary sports and their association with the backgrounds of stakeholders. Sports, Character, and Responsible Citizenship annual conference, South Bend, IN.
* Zhang, J. J., Lam, E. T. C., Connaughton, D. P., & **Bennett, G.** (2002). A confirmatory factor analysis of the Spectator Decision Making Inventory (SDMI). Paper presented at the International Conference on Sport and Entertainment Business, Columbia, SC.
* Zhang, J. J., Lam, E. T. C., Smith, D. W., Connaughton, D. P., & **Bennett, G.** (April 15, 2002). Development of a scale measuring spectator satisfaction toward support programs of minor league hockey games. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, San Diego, CA.
* Ellis, M., Zhang, J. J., Braunstein, J., Connaughton, D. P., & **Bennett, G.** (April 15, 2002). Expectations of potential consumers on critical game product variables for a new NFL expansion team. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, San Diego, CA.
* **Bennett, G.,** & Fleming, D. (April 14, 2002). A living contradiction: The struggles of an elite college coach with the dominant culture of sport. Paper presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, San Diego, CA.
* **Bennett, G.** (October 3, 2001). Web-based instruction in sport management: A case study. Paper presented at the International Conference on Sport and Entertainment Business. Columbia, SC.
* **Bennett, G.**, Henson, R., & Zhang, J. (October 3, 2001). Action sport sponsorship recognition. Paper presented at the International Conference on Sport and Entertainment Business. Columbia, SC.
* **Bennett, G.,** & Henson, R. (October 3, 2001). Generation Y perceptions of action sports*.* Paper presented at the International Conference on Sport and Entertainment Business. Columbia, SC.
* **Bennett, G.,** Henson, R., & *Drane, D.* (October 25, 2001). Student experiences with service learning in sport management. Paper presented at the 30th Anniversary National Society for Experiential Education conference, Orlando, FL.
* **Bennett, G**., & Cyree, K. (May 31, 2001). Team payroll and performance in major league baseball: Are championships purchased? Presented at the North American Society for Sport Management annual convention, Virginia Beach, VA.
* **Bennett, G.,** & Henson, R. (May 31, 2001). Student attitudes toward extreme sports. Presented at the North American Society for Sport Management annual convention, Virginia Beach, VA.
* Drummond, J., **Bennett, G.,** & McGuire, J. (March, 2001). Role modeling of physical activity by secondary health educators. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Cincinnati, OH.
* Forbus, B., Estes, S., Finkenberg, M., & **Bennett, G.** (January 6, 2001). The Big picture: A technology issues forum. Panel presentation at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
* **Bennett, G.,** Estes, S., Finkenberg, M., Forbus, M., & Stanbrough, M. (January 5, 2001). Web-based instruction issues. Panel presentation at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
* **Bennett, G.,** & Maneval, M. (January 5, 2001). Accreditation: A solution for the basic instruction program? Presented at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
* **Bennett, G.** (January 4, 2001). Student perceptions of an online course in sport management. Presented at the National Association of Physical Education in Higher Education annual convention, Amelia Island, FL.
* **Bennett, G**., *Balog, S*., & *Ferrara, G.* (November 30, 2000). Constructivist theory in sport management. Paper presented at the Florida State University Sport Management annual conference, Tallahassee, Florida.
* **Bennett, G**., *Drane, D.*, & *Letter, G.* (June 3, 2000). Online instruction and sport management. Presented at North American Society for Sport Management annual convention, Colorado Springs, CO.
* Phillips, J., *Drane, D.,* & **Bennett, G.** (May 31, 2000). The coaching carousel: Turnover effects on professional sport. Presented at North American Society for Sport Management annual convention, Colorado Springs, CO.
* Maneval, M., Jefferson, C., **Bennett, G.**, Phillips, J., & White, G. (March 24, 2000). Educational performance of athletes and non-athletes in two Mississippi rural high schools. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Orlando, FL.
* **Bennett, G.** & Maneval, M. (March 24, 2000). Leadership Styles of Elite Dixie Youth Baseball Coaches. Presented at American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Orlando, FL.
* **Bennett, G.** (March 24, 2000). Sport Education: Variations in structure, function, and assessment practices. Panel presentation at American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Orlando, FL.
* **Bennett, G.** (March 9, 2000). Integrating service learning into an online class. Presented at the Syllabus 2000 conference, Orlando, FL.
* **Bennett, G.** (January 5, 2000). Sport Education as an Alternative for the Basic Instruction Program. Paper presented at the National Association of Physical Education in Higher Education annual convention, Austin, TX.
* **Bennett, G.,** Maneval, M., & Green, R. (January 5, 2000). Student learning and online instruction in the 21st Century. Paper presented at the National Association of Physical Education in Higher Education annual convention, Austin, TX.
* **Bennett, G.**, Kolbo, J., & McGowan, S. (July 29, 1999). Design and development of Internet-based instruction for sports administration. Presented at the NASPE/Southern District AAHPERD Joint National Technology Conference, Chattanooga, TN.
* **Bennett, G.** (May 22, 1999). David wants to be Goliath: Southern Mississippi’s attempt at affiliation. Presented at the 27th Annual Convention of the North American Society of Sports History, State College, PA.
* Belcher, D., Maneval, M., **&** **Bennett, G.** (May 25, 1999). Dixie Youth baseball: An historical overview. Presented at the Conference on Youth Sports in the 21st Century, East Lansing, MI.
* **Bennett, G.** & Drummond, J. (April 23, 1999). Role modeling of leisure-time physical activity by health educators. Presented at the Annual American Alliance for Health, Physical Education, Recreation and Dance, Boston, MA.
* **Bennett, G.** (October 10, 1998). Implementing a unit of sport education into the BIP curriculum. Presented at the National Conference on Promoting Lifelong Physical Activity, Salt Lake City, UT.
* Phillips, D, Crow, B., Gillentine, A., & **Bennett, G.** (May 28, 1998). A man called Graicunas: The management, communications, & economics of gender equity in athletic programs. Presented at North American Society for Sport Management annual convention, Buffalo, NY.
* **Bennett, G.**, Hastie, P., & Davenport, J. (April, 1998). Participation patterns of students in university weight training classes. Presented at American Alliance for Health, Physical Education, Recreation, and Dance annual convention, Reno, NV.
* Maneval, M., & **Bennett, G** (April, 1998). A comparison of three methods in the measurement of body fat. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual conventionReno, NV.
* **Bennett, G.** (May 29, 1995). Top of the 1st: Baseball from reconstruction through the 1890's at four Southern Intercollegiate Athletic Conference Colleges. Presented at the North American Society of Sport History Convention. Long Beach, CA.

REGIONAL CONFERENCE PRESENTATIONS

\* Names underlined and in *italics* indicate co-authors are undergraduate or graduate students.

* **Bennett, G.,** & Forbus, W. (February, 2001). Building online learning communities. Presented at Southern District AAHPERD annual convention, Birmingham, Alabama.
* **Bennett, G.** & *Letter, G.* (December 3, 1999). The University of Southern Mississippi students’ attitudes toward physical education. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
* **Bennett, G.** & *Letter, G.* (December 3, 1999). Outcome objectives of students in the basic instruction program at the University of Southern Mississippi. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
* **Bennett, G.** (December 3, 1999). The stride is key in hitting. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
* **Bennett, G.** (December 4, 1998). The importance of throwing first pitch strikes. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
* **Bennett, G.** & Maneval, M. (December 4, 1998). Validation of a first pitch axiom in baseball. Presented at the Mississippi Alliance for Health, Physical Education, Recreation and Dance Annual Meeting, Biloxi, Mississippi.
* **Bennett, G.** & Drummond, J. (October 28, 1998). Role modeling of physical activity by Mississippi high school health educators. Presented at the Annual Fall Conference of the Mississippi Rural Health Association, Jackson, Mississippi.
* **Bennett, G.**, Hastie, P., & Davenport, J. (February, 1998). “Perceptions of College Physical Education. Presented at the Southern District AAHPERD Convention, Biloxi, Mississippi.
* **Bennett, G.** & Paul, J. (March, 1993). The Jeffries-Johnson fight: From Jeffries corner. Presented at theSouthern District AAHPERD Convention, Nashville, Tennessee.

EDITORIAL BOARD, JOURNAL/GRANT REVIEWER

International Journal of Sport Management

Journal of Sport Management

Sport Marketing Quarterly

MEDIA MENTIONS

A-B kicks in $70 million: World Cup campaign is costlier than either the Super Bowl or Olympics. Gregory Cancelada. *ST. LOUIS POST-DISPATCH* (Friday, June 9, 2006).

A-B sponsors da Bulls, da Hawks. Gregory Cancelada. *ST. LOUIS POST-DISPATCH* (Saturday, February 4, 2006).

Summer X Games decide to go long with Los Angeles. Pete Thomas, *LOS ANGELES TIMES* (April 27, 2005).

Ready for action: Local venues are expecting big crowds for the X Games, more proof of extreme sports’ appeal. Pete Thomas, *LOS ANGELES TIMES* (August 4, 2004).

More than meets the eye: How kids perceive sports is more than a black-and-white process. Jamar Lester, *Sportingkid Magazine* (August, 2004).

Sons teaching old dads new tricks, extreme bonding: It used to be about playing ball, now it’s all about action sports and dads are scrambling to keep up. Douglas Brown, *DENVER POST* (June 28, 2004).

X (Games) Factor. Brady McCollough, *TAMPA TRIBUNE* (August 16, 2003).

COURSES TAUGHT

**Texas A&M University**

Graduate:

Sport Marketing; Seminar in Event Management; Seminar in Sport Marketing; Trends and Issues in Sport Management

Undergraduate:

Event management; Sociology of Sport; International Sport Business; Pre-Internship, Internship in Sport Management

**The University of Florida**

Graduate:

Sport Marketing; Sport Ethics; Social Aspects of Sport#; Event Management #; International Sport Business #; Contemporary Sport Industry Trends (PhD) #

Undergraduate:

Moral and Ethical Issues in Sport; Sport Management\*\*; History of Sport and Exercise Sciences; Event Management #

**The University of Southern Mississippi**

Graduate:

Sport Psychology; Advanced Sport Administration; Research in Sport Administration; Sociology of Sport

Undergraduate:

Introduction to Sport Administration\*; Sport Pedagogy; Sport Administration; Sociology of Sport; Sport Psychology; Practicum in Sport Management; Coaching Baseball

\*developed as an online course, fall of 1999 \*\*developed as an online course, Spring 2001 # constructed as a new course offering for UF

STATISTICAL DATA ON TEACHING

University of Florida Courses Evaluated:

# Term Note: 5=High, 1=Low Instructor Department College

**Overall Overall Overall**

## Fall 2000

Moral and Ethical Issues 4.75 4.36 4.32

\*Sport Ethics 4.78 4.36 4.32

\*Sport Marketing 4.79 4.36 4.32

## Spring 2001

Sport Management-online (n=20) 4.67 4.48 4.45

Sport Management (n=50) 4.83 4.48 4.45

## Summer 2001

Sport History 4.67 4.47 4.48

## Fall 2001

\*Sport Ethics (n=51) 4.97 4.4 4.37

Sport History (n=70) 4.74 4.4 4.37

## Spring 2002

Sport Management 4.78 4.55 4.45

Sport History 4.67 4.55 4.45

\*Sport Sociology 4.80 4.55 4.45

## Fall 2002

Sport History 4.76 4.44 4.39

\*Sport Ethics (n=50) 4.84 4.44 4.39

Event Management (n=35) 4.77 4.44 4.39

## Spring 2003

\*Sociology of sport (n=50) 4.74

Sport Management (n=75) 4.82

Sport History (n=80) 4.90

## Summer 2003

Event Management (n=20) 5.0 4.45 4.45

### Fall 2003

Sport Ethics (n=50) 4.85 4.3 4.35

\*International Sport Business (n=30) 4.90 4.3 4.35

**Texas A&M University**

Fall 2005

\*Sport Marketing 4.47

Spring 2006

Sociology of Sport 4.70

\* Graduate class

STUDENT THESIS / DISSERTATION

**GRADUATE**

W. Dees (2003). Measuring the effectiveness of commercial sponsorships in intercollegiate athletics. Thesis for the Degree of Masters, University of Florida. Gainesville, FL. *CHAIR*

Y. Tsuji (graduated May, 2007). Brand awareness of virtual advertising in sport. Dissertation for the degree of Doctor of Philosophy, Texas A&M University. College Station, Texas. *CHAIR*

W. Dees (August 2007). Brand personality in NASCAR. Dissertation for the degree of Doctor of Philosophy, Texas A&M University. College Station, Texas. *CHAIR*

M. Hutchinson (2010). University branding effects on athletics at major universities. Doctor of Philosophy, Texas A&M University. College Station, Texas. *CHAIR*

K. Ballouli (2011). Sonic branding effects. Doctor of Philosophy, Texas A & M University, College Station, Texas. *CHAIR*

J. Reese (2012). Price resistance in ticket packages for professional sports franchises. Texas A & M University, College Station, Texas. *CHAIR*

C. Kang (2012). The social media environment within the sport context. Texas A & M University, College Station, Texas. *CHAIR*

PROFESSIONAL SERVICE

**International/National:**

Presidential Selection Committee, Member, Sport Marketing Association (SMA). 2009.

Vice President for Student Affairs, Sport Marketing Association (SMA). 2006-2008.

Conference Committee Chair, Sport Marketing Association (SMA). 2003-5.

Founder, Sport Marketing Association (SMA). 2002.

Conference Chair, Inaugural Sport Marketing Association (SMA). Attendance-226, including international, business school, and industry professionals. 2003.

Co-Coordinator, *North American Society of Sport History* *Conference*. Auburn, AL. 1997.

**University:**

University Tenure Mediation Committee (UTMC), Texas A&M University, 2008-2010.

College Representative, *International Programs Office grant review committee*, Texas A&M University, 2006-07

*Sport Marketing Association*, University of Florida chapter. Faculty Advisor. 2002-4.

*Student Sport Management Association* Faculty Advisor. 2001-4.

On-site Coordinator- *NCAA National Youth Sports All-Girls Clinic*, University of Southern Mississippi, Hattiesburg, Mississippi, 1998.

Director of Human Performance and Recreation Search Committee. The University of Southern Mississippi. 1998.

Advisor/Sponsor. *Sport Professional Student Association*. 1998.

Faculty Advisor/Sponsor. *Fellowship Christian Athletes*. 1998.

Teaching mentor, A & M Graduate Teaching Academy (Tommy Aicher). 2009

**College:**

Member, Moodle Technology Committee, Member, 2009.

Member, Living Well Director Committee. 2003-4.

Member, TIP committee. 2002-3.

Member, Appointed. Health and Human Sciences Committee and Scholarship Sub-Committee on Application. 2000.

Member, Service Learning Task Force. College of Health and Human Sciences. 1999.

Member, Basic Teaching Series Task Force. College of Health and Human Sciences. 1999.

Member, Committee on Students. College of Health and Human Sciences. 1998.

**School:**

Chair, Grade Appeals committee. 2002-3.

Member, Faculty evaluation committee. 2001-2.

Member, Grade Appeals committee. 2001-2.

Member, Graduate Faculty Advisory Committee. 1998-2000.

Member, HP & R Awards Committee. 1997-1999.