

Curriculum Vita

J. Michael Martinez, Ph.D.
Assistant Professor
Hospitality, Sport and Tourism Management
Troy University, Phenix City, AL

Education

Middle Tennessee State University; Murfreesboro, TN

Ph.D. in Human Performance/Sport Management
Dissertation title: Determining Employee Brand Commitment in NCAA Division I
College Athletics: A Path Analysis of Internal Marketing Practices and their Influence on
Organizational Commitment
May, 2009

The University of Southern Mississippi; Hattiesburg, MS

M.S. in Public Relations
May, 2003

The University of Southern Mississippi; Hattiesburg, MS

B.S. in Sport Administration
December, 2001

Administrative Appointments

Interim Global Campus Coordinator, Troy University, August 2013 – Present

- Make recommendations of class assignments to the Director of the School of Hospitality, Sport and Tourism Management
- Ensure faculty teaching in online classes are certified to teach course prior to assignment
- Lead and monitor the community integration aspects of service activities for full-time Global Campus faculty
 - o To include:
 - Establishing strategy to identify and develop relationships with various organizations
 - Establishing goals for number of organizations to contact within set period of time
 - Ensuring faculty establish and cultivate relationship with contacted organizations
- Coordinate the course design and layout of all online courses for consistency and quality purposes
- Collaborate with Undergraduate and Graduate Program Coordinators to standardize the course design of all undergraduate and graduate courses within Global Campus and Troy Campus for consistency and quality purposes
- Maintain a highly qualified adjunct pool for all online courses
- Point of contact for undergraduate and graduate student issues for online classes
- Point of contact for graduate students preparing to take exit exam
- Participate in program enhancement efforts

- Lead and direct the development and maintenance of the online curriculum and courses
- Liaison between Global Campus faculty and Troy Campus faculty
- Responsible for disseminating university, college, and school information to Global Campus faculty
- Provide relevant information on students, faculty, and the overall program to be used in marketing materials for the undergraduate and graduate programs (i.e., website, social media, brochures, newsletter, etc.)

Academic Positions

Assistant Professor, Troy University, May 2009 – Present

- Teach graduate courses in sport marketing, statistics, research methods, and current issues
- Teach undergraduate courses in sport marketing, sport communication, current issues, and introduction to sport and fitness management
- Advise students concerning academic coursework and career progression
- Supervise internships for eTroy (online) students in the Sport Management discipline
- Supervised the NASCAR Kinetics internship team
- Serve as a member of university, college and departmental committees
- Participate in community service and engagement, including recruiting students to the Troy Phenix City and eTroy programs

Graduate Research Assistant, Middle Tennessee State University, Aug. 2007 – May 2009

- Helped found and served as the main research assistant in the Center for Sport Policy & Research
- Instructor of record for a variety of activity courses, as well as administration of high school and college athletics
- Founding member of the Kinesmetrics Research organization within the Department of Health and Human Performance

Adjunct Lecturer, Cumberland University, Jan. 2008 – Dec. 2008

- Instructor of record for introduction of sport management and facility maintenance and design

Related Professional Positions

Manager of Communications, The University of Southern Mississippi, Hattiesburg, MS, July 2006 – August 2007

Assistant Director of Athletic Media Relations, The University of Southern Mississippi, Hattiesburg, MS, August 2003 – July 2006

Editorial Staff Writer/Webmaster, Pittman Communications, LLC, Hattiesburg, MS, January 1999-July 2003

Graduate Assistant/Athletic Media Relations, The University of Southern Mississippi, Hattiesburg, MS, September 2000-December 2002

Teaching Experience (courses, level of courses, institution(s), dates):

Undergraduate

- Administration of College and High School Athletics (Middle Tennessee State University – Spring 2009)
- Beginning Tennis (Middle Tennessee State University – Spring, 2008, Summer 2008, Fall, 2008, Spring 2009)
- Current Issues in Sport Management (Troy University eTroy – Summer 2009, Fall 2009, Spring 2010; Troy University – Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013)
- Facility Maintenance and Design (Cumberland University – Spring 2008)
- Introduction to Sport Management (Cumberland University – Fall 2008)
- Introduction to Sport and Fitness Management (Troy University – Fall 2010, Fall 2011, Fall 2012)
- Research Methods in Hospitality, Sport and Tourism Management (Troy University eTroy – Spring 2014)
- Sport Communications (Troy University eTroy – Summer 2009, Fall 2009, Spring 2010, Summer 2013, Fall 2013, Spring 2014; Troy University – Spring 2011, Summer 2011, Spring 2012, Summer 2012, Spring 2013, Summer 2013)
- Sport Marketing (Troy University eTroy – Summer 2009, Fall 2009, Spring 2010, Summer 2012; Troy University – Fall 2010, Spring 2011, Fall 2011, Spring 2012, Summer 2012, Fall 2012, Spring 2013)

Graduate:

- Critical Issues in Sport and Fitness Management (Troy University – Fall 2011)
- Foundations of Sport Management (Troy University – Spring 2010, Fall 2010)
- Research Methods in Sport and Fitness Management (Troy University eTroy – Fall 2013, Spring 2014; Troy University – Spring 2010)
- Readings in Sport and Fitness Management (Troy University – Fall 2009)
- Sport Administration (Troy University – Spring 2010)
- Sport Finance (Troy University – Summer 2010)
- Sport Marketing (Troy University – Fall 2009, Spring 2011, Spring 2012, Spring 2013)
- Statistical Analysis and Interpretation (Troy University – Fall 2012)

Research

Area of research and interest

My primary research interests include: a) internal marketing and consumer motivations; b) applied management practices in sport; c) organizational commitment within the sport context

Published Research and Research Accepted for Publication

Refereed Articles Published or Accepted (5)

Peer-Reviewed

1. Pinzon, S., Martin, C.L.L., Kim, M. & **Martinez, J.M.** (2014). An exploration of the impact and needs of brand identity campaigns within divisions of the National Collegiate Athletic Association (NCAA). *Journal of Contemporary Athletics*, 8(4).
2. Jubenville, C.B., Lund, B.L., Phillips, M.B., & **Martinez, J.M.** (2014). The effect of a sportsmanship education module on student-athletes' sportsmanship perceptions and behaviors in NCAA Division I athletics. *International Journal of Sport Management*, 15(1), 49-70.
3. Dixon, A.W., Henry, M., & **Martinez, J.M.** (2013). Assessing the economic impact of sport tourists' expenditures related to a university's baseball season attendance. *Journal of Issues in Intercollegiate Athletics*, 6, 96-113.
4. **Martinez, J.M.**, Stinson, J.L., & Jubenville, C.B. (2011). Internal marketing perceptions in intercollegiate athletics and their influence on organizational commitment. *Journal of Issues in Intercollegiate Athletics*, 4, 171-189.
5. **Martinez, J.M.**, Stinson, J.L., Kang, M., & Jubenville, C.B. (2010). Intercollegiate Athletics and Institutional Fundraising: A Meta-Analysis. *Sport Marketing Quarterly*, 19(1), 36-47.

Research Under Review (2)

1. Dixon, A.W., **Martinez, J.M.**, & Martin, C.L.L. (Under review) Utilization and Perceived Effectiveness of Social Media by Intercollegiate Athletics Departments to Accomplish Organizational Objectives. Submitted to the *International Journal of Sport Communication*.
2. Koo, G.Y., Sung, J., & **Martinez, J. M.** (Under review). Effects of team identification on social and emotional adjustment in higher education. Submitted to the *Journal of Intercollegiate Athletics*.

Research in Progress (4)

1. **Martinez, J.M.**, Miller, J, & Koo, G.Y. Employee Marketing: Implications for Brand-Building in College Athletics. [Final preparations]
2. **Martinez, J.M.**, Miller, J, & Koo, G.Y. Determinants of organizational commitment among intercollegiate athletics administrators. [Final preparations]

3. Dixon, A., **Martinez, J.M.**, & Barrett, M. Assessing fan motivation in college sport: Implications for strategic marketing. [Discussion and Implications]
4. Montgomery, R., Dixon, A.W., & **Martinez, J.M.** Evaluating sport sponsorship effectiveness at a mid-major Division I institution [Discussion and Implications]

Professional Presentations/Papers

Abstracts Submitted and Accepted at Refereed National Conferences

1. Montgomery, R., Dixon, A.W., & **Martinez, J.M.** (2013, November). Evaluating sport sponsorship effectiveness at a mid-major Division I institution. Accepted for presentation at the 17th Annual Sport & Entertainment Venues Tomorrow Conference: Columbia, SC.
2. **Martinez, J.M.**, & Miller, J. (2013, October). Employee Marketing: Implications for Brand-Building in College Athletics. Accepted for presentation at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
3. Dixon, A.W., **Martinez, J.M.**, Barrett, M., & Martin, C.L.L. (2013, October). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness. Accepted for presentation at the 2013 Sport Marketing Association Conference, Albuquerque, NM.
4. **Martinez, J.M.**, & Miller, J. (2013, May). Service-Learning in a "Super Experience". North American Association for Sport Management Teaching and Learning Fair, Austin, TX.
5. Dixon, A., **Martinez, J.M.**, & Barrett, M. (2012, October). Assessing fan motivation in college sport: Implications for strategic marketing. [Abstract]. 10th Annual Sport Marketing Association Conference, Orlando, FL.
6. **Martinez, J.M.**, Stinson, J., & Dixon, A.W. (2012, May). Internal Marketing in Intercollegiate Athletics Departments: Maximizing Effectiveness Across Job Types. [Abstract]. North American Society for Sport Management 2012 Conference, Seattle, WA.
7. Andrew, D.P.S., **Martinez, J.M.**, & Flavell, S. (2010, November). Factors that contribute to student-athletes' choices to attend Big East Conference member institutions. 14th Annual Sport & Entertainment Venues Tomorrow Conference: Columbia, SC.
8. **Martinez, J.M.**, Stinson, J. & Jubenville, C.B. (2010, October). Internal Marketing Perceptions in Intercollegiate Athletics and their Influence on Organizational Commitment. [Abstract]. Eighth Annual Sport Marketing Association Conference: New Orleans, LA.
9. **Martinez, J.M.**, Jubenville, C.B., & Goss, B.D. (2009, November). Employee Brand Commitment in NCAA D1 College Athletics: A Path Analysis of Internal Marketing

Practices and Their Influence on Organizational Commitment. [Abstract]. 13th Annual Sport & Entertainment Venues Tomorrow Conference, Columbia, SC.

10. Jubenville, C.B., Goss, B.D., **Martinez, J.M.**, & Lund, B. (2009, November). From Scholars to Fans: Adopting a Social Media Platform to Promote Academic Research. [Invited Presentation]. 13th Annual Sport & Entertainment Venues Tomorrow Conference: Columbia, SC.
11. **Martinez, J.M.**, Stinson, J. & Jubenville, C.B. (2009, October). Intercollegiate Athletics and Institutional Fundraising: A Meta-Analysis. [Abstract]. Seventh Annual Sport Marketing Association Conference: Cleveland, OH.
12. **Martinez, J.M.**, & Jubenville, C.B. (2008, November). The Relationship of Intercollegiate Athletic Success and Factors of Institutional Identity: A Meta-Analytic Review. [Abstract]. Research Proceedings of the 12th Annual Sport & Entertainment Venues Tomorrow, Columbia, SC.

Abstracts Submitted and Accepted at State or Regional Conferences

1. Bryan, T., Martin, C. L. L., & **Martinez, J. M.** (2010, October). Media Bias in Sports Journalism: An Exploratory Study. Paper presented at the 12th Annual Florida State Sport Management Conference, Tallahassee, FL.
2. Jubenville, C. B., Goss, B. D., **Martinez, J. M.**, & Lund, B. (2010, April). An Interactive Reality-Based Sportsmanship Platform. Paper presented at the Sixth Annual Southern Sport Management Conference, Troy, AL.
3. Jubenville, C. B., Goss, B. D., & **Martinez, J. M.** (2009, April). Creating affinity through art: the Doug Hess Experience. Paper presented at the Fifth Annual Southern Sport Management Conference, Troy, AL.
4. Jubenville, C. B., Goss, B. D., & **Martinez, J. M.** (2009, April). It all started with a vision: creating a practitioner-friendly, open access journal in the sport management academy. Paper presented at the Fifth Annual Southern Sport Management Conference, Troy, AL.
5. Jubenville, C.B., **Martinez, J. M.**, Gill, J., Churchill, J., & Shelly, J.P. (2007, November). Values Based Sponsorship Case Study: Purity Dairies and One Goal Sports. Paper presented at the 2007 convention of the Tennessee Alliance for Health, Physical Education, Recreation, & Dance, Franklin, TN.
6. Jubenville, C.B., **Martinez, J. M.**, Macbeth, J., & Burt, M.J. (2007, October). Rutherford County, TN Schools Athletic Program in Corporate America: A Case Study Sponsorship. Paper presented at the 2007 convention of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance, Louisville, KY.

7. Jubenville, C.B., **Martinez, J. M.**, Gill, J., Churchill, J., & Shelly, J.P. (2007, October). Values Based Sponsorship Case Study: Purity Dairies and One Goal Sports. Paper presented at the 2007 convention of the Kentucky Alliance for Health, Physical Education, Recreation, & Dance, Louisville, KY.

Other Research/Consulting Activities

Guided Student Research Projects

1. Montgomery, R.*, Dixon, A.W., & **Martinez, J.M.** (2013). Fan Motivation and Sponsor Implications
2. Wasson, C.*, Dixon, A. W., & **Martinez, J. M.** (2013). Social Media Usage Among Major League Soccer Marketing Officers.
3. Harrison, T. B.*, **Martinez, J. M.**, & Shaughnessy, C. H. (2013). Perceived Competitive Advantage Among Division I College Athletes.
4. Dixon, A.W., **Martinez, J.M.**, Barrett, M.*, & Martin, C.L.L. (2012). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness.

Internal Grants

1. Martinez, J.M. (Fall 2013) Paper Presentation Grant, Troy University, Faculty Development Council, \$700 (Funded).
2. Martinez, J.M. (Fall 2012) Paper Presentation Grant, Troy University, Faculty Development Council, \$375 (Funded).
3. Martinez, J.M. (Spring 2012) Paper Presentation Grant, Troy University, Faculty Development Council, \$725 (Funded).
4. Martinez, J.M. (Fall 2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$695 (Funded).
5. Martinez, J.M. (Fall 2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$275 (Funded).
6. Martinez, J.M. (Fall 2009) Paper Presentation Grant, Troy University, Faculty Development Council, \$750 (Funded).
7. Jubenville, C.B. & Martinez, J.M. (2008) Center for Sport Policy and Research, Middle Tennessee State University, College of Graduate Studies, Special Assistance Grant \$15,000.00 (Funded).

8. Jubenville, C.B. & Martinez, J.M. (2008) Center for Sport Policy and Research, Middle Tennessee State University, University Foundation, Special Projects Grant \$20,000.00 (Not Funded).
9. Jubenville, C.B., & Martinez, J.M. (2007, Fall). Distinguished Lecture Series: Speaker Mr. Douglas Hess, Middle Tennessee State University, Distinguished Lecture Series, \$2,500.00 (Not Funded).
10. Jubenville, C.B., & Martinez, J.M. (2007, Fall). Distinguished Lecture Series: Speaker Mr. Brian Shulman, Middle Tennessee State University, Distinguished Lecture Series, \$800.00 (Funded).
11. Jubenville, C.B. Goss, B.D.& Martinez, J.M. (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, College of Graduate Studies, Special Assistance Grant \$21,000.00 (Funded)
12. Jubenville, C.B., Goss, B.D. & Martinez, J.M. (2007) Journal of Sport Administration and Supervision, Middle Tennessee State University, Department of Health and Human Performance, Special Assistance Grant \$5,000.00 (Funded)

External Grants

1. Jubenville, C.B., Martinez, J.M., Summer, L., & Gillette, K. (Fall 2011) NAIA Champions of Character Development Program, John Templeton Foundation, \$358,000.00 (Not Funded)
2. Jubenville, C.B., Marzouka, J.M., & Martinez, J.M. (Spring 2009) NCAA Division I Women's Basketball Grant Program: Growing the Game of Women's Basketball From the Inside: A Generation of Dreamers, A Generation of Doers, \$195,000.00 (Not funded).
3. Jubenville, C.B., Martinez, J.M. & Daughdrill, B. (2009, Spring) Agile Ticketing Solutions Fellowship Program, Marty McGinty, Director of Sales, \$25,000.00 (Not funded).
4. Jubenville, C.B., & Martinez, J.M. (2009, Spring) A-Game Sport Management Sales Fellowship Program, Micheal Thompson, Investor/Board Member, \$25,000.00 (Funded).
5. Jubenville, C.B., Diaz, S., & Martinez, J.M. (2008) Interactive, Reality Based Sportsmanship Platform, Center for Sport Policy and Research, Sun Belt Conference, Mr. Wright Waters, \$106,000.00 (Revised and Resubmitted).
6. Jubenville, C.B., Diaz, S., & Martinez, J.M. (2008) An Examination of Athletes' and Coaches' Knowledge, Values, and Attitudes of Sportsmanship in the Sun Belt Conference: A Three-Prong Approach, Center for Sport Policy and Research, Sun Belt Conference, Mr. Wright Waters, \$60,000.00 (Revised and Resubmitted).

7. Jubenville, C.B. & Martinez, J.M. (Spring 2008) Center for Sport Policy and Research, Brian Shulman, Founder and CEO Learning Through Sports, \$30,000.00 per year for two years (2008-2010) (Funded).
8. Jubenville, C.B. & Martinez, J.M. (Spring 2008) Nelligan Sports Marketing Fellowship Program Micheal Lawson, Property Manager, \$20,000.00 (not funded).
9. Jubenville, C.B. & Martinez, J.M. (Fall, 2007). Learning Through Sports, Brian Shulman, Founder and CEO, \$48,000.00 (Funded).

Professional Development and Service

Service to the department

1. Global Campus Coordinator, School of Hospitality, Sport and Tourism Management, August 2013 – Present.
2. Sport and Fitness Management Curriculum Committee, Fall 2009-Present
3. Search committee member, Tenure-track Global Campus faculty position in Fort Walton Beach, FL (2013)
4. Search committee member, Tenure-track Global Campus faculty position in Brunswick, GA (2013)
5. Search committee member, Tenure-track Global Campus faculty position in San Antonio, TX (2012-13)
6. Search committee member, Tenure-track Global Campus faculty position in Orlando, FL (2011)
7. Search committee member, Tenure-track Global Campus faculty position in Columbus, GA (2010)

Service to the College

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

Service to the University

1. Vector Team Representative (Student Retention Planning Group), Phenix City Campus, Spring 2014
2. Faculty Development Committee, Phenix City Campus Representative, August 2013 – Present.

3. Instructional Design Faculty Feedback Group, Committee Chair, Fall 2012-Present

Service to the Community

1. Selected to the Phenix City/Russell County Chamber of Commerce 2013-14 Leadership Class, August 2013
2. Head Elder, Board of Elders, Lutheran Church of the Redeemer, Columbus, GA, October 2011-Present
3. Whitewater Educational Stakeholders Committee Member, Columbus, GA, May 2013-Present

Service to the Profession

1. Special Issue Editor, *Journal of Applied Sport Management*, 2013
2. Book reviewer, *Sport Communications, Publicity and Relations*, Jones and Bartlett Learning, 2013
3. Abstract Reviewer, Sport Marketing Association Conference, 2013
4. Exemplary Course Reviewer, Blackboard, 2013
5. Manuscript Reviewer, *Sport Management Education Journal*, 2012
6. Southern Sport Management Conference Co-Director, 2011-Present
7. Editorial Board Member, *Journal of Applied Sport Management*, 2013-Present
8. Editor, *Journal of Sport Administration & Supervision*, 2011-2012
9. Sport Marketing Association, Social Media Committee Member, 2011-2012
10. Southern Sport Management Conference Academic Chair, 2010
11. Manuscript Reviewer, *Journal of Issues in Intercollegiate Athletics*, 2011
12. Asst. Editor/Publications, *Journal of Sport Administration & Supervision*, 2007-2011
13. Abstract Reviewer, Administrative Sciences Association of Canada Annual Conference, 2010

Professional Memberships (offices held):

1. Sport Marketing Association (SMA); 2009 - Present
2. Southern Sport Management Association (Executive Committee member); 2009 – Present

3. Southern Sport Management Association (President Elect): 2012-present
4. North American Society of Sport Management (NASSM); 2009, 2012
5. Young Professionals of Columbus, GA; 2010
6. Pike County (AL) Young Professionals; 2011-present
7. College Sports Information Directors Association of America; 2003-2006
8. Football Writers Association of America, 2003-2006
9. Basketball Writers Association of America; 2004-2006
10. Mississippi Press Association; 2000-2003

Professional Development Activities

1. Chancellor's Fellows Leadership Program (Troy University, 2013-2014)
2. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2013)
3. Sport Marketing Association National Conference (Sport Marketing Association, October, 2012)
4. NASSM Conference (North American Society of Sport Management, May, 2012)
5. Southern Sport Management Conference (Southern Sport Management Association, April, 2012)
6. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2011)
7. Southern Sport Management Conference (Southern Sport Management Association, April, 2011)
8. Sport Entertainment & Venues Tomorrow Conference (Univ. of South Carolina, November, 2010)
9. Sport Marketing Association National Conference (Sport Marketing Association, October, 2010)
10. Southern Sport Management Conference (Southern Sport Management Association, April, 2010)

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

Other Awards and Honors

1. Troy University Reward Caller of the Month, October, 2010