

# Christina L. L. Martin, Ph.D.

## EDUCATIONAL RECORD

University Attended/Location	Degree	Major Emphasis	Date
<b>The University of Southern Mississippi, Hattiesburg, MS</b>	Ph.D.	Administration & Teaching	08/2008
<b>Mississippi State University Starkville, MS</b>	M.S.	Sport Administration	12/2002
<b>Mississippi State University Starkville, MS</b>	B.S.	Fitness Management	08/2001

## PROFESSIONAL EXPERIENCE

Employer	Title	Dates
<b>Troy University College of Health and Human Services</b> <i>Description: This position requires oversight of the college's assessments related to all Commission of Southern Association of Colleges and Schools' (SACS) reporting details including: data collection, data analysis, and data reporting.</i>	<b>Coordinator of Assessments Assessments</b>	<b>2010–Present</b>
<b>Troy University Hospitality, Sport &amp; Tourism Management</b> <i>Description: Awarded Tenure and Promotion in Spring, 2014 – effective August, 2014.</i>	<b>Associate Professor</b>	<b>2014 -Present</b>
<b>Troy University Kinesiology and Health Promotion</b> <i>Description: This is a tenure-track, assistant professor position in the sport and fitness management discipline. Specific duties include teaching full-load graduate and undergraduate major courses. Additional expectations are required for research and service areas.</i>	<b>Assistant Professor</b>	<b>2008 -Present</b>
<b>The University of Southern Mississippi School of Human Performance and Recreation</b> <i>Description: This was a 20 hour/week graduate assistantship which required teaching six hours of credits for the School of Human Performance and Recreation. Additional requirements included working with an appointed professor and assisting in research and grant projects.</i>	<b>Teaching/Research Assistant</b>	<b>2007-2008</b>

**Limited Brands, Inc. Co-Director 2004-2007**

*Description: This was a full-time, retail management position with Limited Brands, Inc. This position required oversight of the Hattiesburg, MS Victoria's Secret Store (616). Management was charged with supervising all talent, branding and operational efforts.*

*The store had an annualized sales volume of 4.3 million dollars and on average staffed 50 part-time employees. Accolades include being named a Premiere Performing Store, Ranking 12<sup>th</sup> in Club Victoria or nationally amongst other VS stores, achieving Platinum status on several occasions (surpassing sales goals) and ranking number one in the Nashville region on Black Friday, 2007, driving \$100,000 in business on a single day.*

**The University of Southern Mississippi Graduate Assistant 2003-2004**  
**College of Health Student Resource Center Director**

*Description: This was a 20 hour/week graduate assistantship which required the development of a student resource center. This center served all USM students who were interested in College of Health (COH) programs. Specifically, the job required advising students in seven major areas of study. Additional requirements included traveling throughout Mississippi to represent the various COH programs.*

**The University of Southern Mississippi Aerobics Instructor 2003-2004**  
**Payne Center**

*Description: This position required teaching approximately four weekly group aerobics classes for USM faculty and students. Additionally, the instructor was required to maintain CPR/First Aid and AFAA Group Fitness Certifications.*

**The University of Southern Mississippi Adjunct Instructor Aerobics 2003-2004**  
**School of Human Performance and Recreation**

*Description: This position required teaching two group aerobics classes for USM students. This position differs from the one listed above, for two primary reasons. It was offered as a college credit elective and included both educational and activity components. The instructor was required to maintain CPR/First Aid and AFAA Group Fitness Certifications.*

**Mississippi State University Graduate Teaching Assistant 2001-2002**  
**Department of Physical Education Aerobics, Badminton, & Tennis**

*Description: This position required physical activity classes for MSU students. These classes were offered as a college credit elective and included both educational and activity components. The instructor was required to maintain CPR/First Aid and AFAA Group Fitness Certifications.*

**Mississippi State University Aerobics Instructor 1999-2002**  
**Sanderson Center**

*Description: This position required teaching approximately four weekly group aerobics classes for MSU faculty and students. Additionally, the instructor was required to maintain CPR/First Aid and AFAA Group Fitness Certifications.*

**Mississippi State University  
Sanderson Center**

**Strength and Conditioning  
Instructor**

**1999-2001**

*Description: This was a 20 hour/week position which focused on prescribing exercise and conducting fitness assessments for multiple adult populations. Additionally, the instructor was required to maintain CPR/First Aid, AFAA Group Fitness and IFAA certifications.*

## **TEACHING EXPERIENCE**

**Assistant Professor/Sport and Fitness Management, Troy University,**  
August 2008 – Present

<u>Courses</u>	<u>Majors</u>
<i>Graduate classes</i>	
Foundations in Sport Management	Sport Management
Practicum	Sport/Fitness Mgt/PE
Critical Issues in Sport and Fitness Management	Sport/Fitness Mgt/PE
Entrepreneurship	Sport/Fitness Mgt/PE
Legal Aspects in Sport and Fitness Management	Sport/Fitness Mgt/PE
<i>Undergraduate classes</i>	
Current Issues in Sport and Fitness Management	Sport/Fitness Management
Evaluation Procedures in Sport Management	Sport/Fitness Management
Event Management	Sport/Fitness Management
Sport Communication	Sport/Fitness Management
Sport Marketing	Sport/Fitness Management
Legal Aspects in Sport and Fitness Management	Sport/Fitness Management

**Adjunct Professor, Belhaven University**  
January 2014 – March 2014 & Summer 2014

<u>Course</u>	<u>Majors</u>
<i>Graduate class</i>	
Introduction to Graduate Education	Graduate Students
Current Issues in Sport	Graduate Students

**Doctoral Student/Human Performance and Recreation, The University of Southern Mississippi**  
August 2003 – August 2008

<u>Courses</u>	<u>Majors</u>	<u>Average Class Size</u>
<i>Undergraduate classes</i>		
Aerobics	Human Performance	25
Sport Economics	Sport Management	30
Sport Marketing	Sport Management	30
Wellness	All USM majors	100

**Graduate Teaching Assistant/Health, Physical Education, Recreation and Dance, Mississippi State University**

August 2001 – December 2002

<u>Courses</u>	<u>Majors</u>
<i>Undergraduate classes</i>	
Aerobics	Physical Education Undergraduate Majors
Badminton	Physical Education Undergraduate Majors
Tennis	Physical Education Undergraduate Majors

**TEACHING EVALUATIONS**

**Average Teaching Evaluation Rating** (Fall 2010 - Present) = 6.72/7.0  
(7.0 is indicative of “strongly agreeing” with favorable teaching abilities)

**Select Student Comments Regarding Teaching Abilities**

- *Wonderful at interacting with her students and values students’ opinions. Wonderful teacher...will take every class that she teaches.*
- *Great class as usual. The book review was a bit much though. Dr. Martin = asset to Troy.*
- *Great class. Could use more discussion and less assignments.*
- *I enjoyed this class tremendously. More focus is on sport and fitness management and very little on physical education. I would have liked to see more emphasis to education as well. Dr. Martin’s delivery of the material was top notch. She said in class one day that no one in graduate school receives perfect scores which I’m not so sure I understand. I have heard this from other professors as well. Is this common, or what?*
- *Dr. Martin is an excellent professor in the field of sport management. I had the pleasure of taking Dr. Martin this spring for graduate school law, and I was very pleased. Keep up the good work, Dr. Martin! I wish we had more professors like you here at Troy!! Go Trojans!*
- *Dr. Martin made sure that everyone understood the material that we were covering. She also kept the student interest up on whatever subject matter we were going over.*
- *Great class and well taught.*
- *Dr. Martin has been one of my favorite teachers at Troy. She is very understanding and helpful and she is also a wonderful teacher. I am very thankful to have her.*
- *Sometimes she went a little fast. At times it seemed more important to go through the textbook and stay on schedule than it was to understand the material.*
- *This was an amazing class and I give full credit to the teacher! I thought the subject matter for this class was going to be boring when I first found out about it. Dr. Martin kept me interested every step of the way. Not only does she present in an enthusiastic and knowledgeable way, but she was passionate about what she taught and very organized. I loved the way she used the book for this class. Many classes require a book and pull from it, but Dr. Martin used the book very consistently and followed its specific order. This made her class easy to follow and I always knew where I needed to look to find certain information. Hats off to Dr. Martin, and good luck with your third pregnancy!*
- *Dr. Martin always has the students’ needs first. She is always professional and her enthusiasm and knowledge in the subject matter, transferred to us students, and being able to learn the material better.*
- *One of the best professors at Troy University.*
- *The class was very interesting and provided useful information that students need to know in the field of sport management. Dr. Martin was a very effective teacher and she did her best to deliver the course information to her students.*
- *My favorite teacher! Great teaching methods and preparation.*
- *An awesome class! Best teacher in all of Troy University.*

# SCHOLARSHIP AND CREATIVE ACTIVITY

## PEER REVIEWED PUBLICATIONS

1. Mathner, R., **Martin, C.L.L.**, Carroll, M.C., & Neal, T. (2014). Extending sports wagering studies outside of the student-athlete population: NCAA division I athletic trainers' gambling Behaviors. *Journal of Issues in Intercollegiate Athletics*.
2. Pinzon, S. **Martin, C.L.L.**, Kim, M.K., & 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).
3. Bowers, A.G., **Martin, C.L.L.**, Miller, J.J., Wolfe, B., & Speed, N.M. (2013). I feel pressure: Exploring the phenomenon of body image formation in collegiate female athletes within the context of social comparison theory. *Journal of Coaching Education*. 6(2), 78-100.
4. Mathner, R., **Martin, C.L.L.**, & Allen, J.T. (2013). NCAA division I athletic trainers: examining sport wagering behavior. *Journal of Contemporary Athletics*, 7(3), 161-174.
5. Miller, J., Lee, K. & **Martin, C.L.L.** (2013). Prayer at interscholastic football games: An exploratory analysis. *Journal of Legal Aspects in Sport*, 23, 91-106.
6. Bowers, A.G., Speed, N.M., Wolfe, B., Miller, J.J. & **Martin, C.L.L.** (2012). The impact of print media on the thin ideal of collegiate female athletes. *Journal of Contemporary Athletics*, 7(4).
7. Sluder, J.B., Benson, A.A., **Martin, C.L.L.**, & Freeland, R. C. (2012). A southeast United States exploration of social media usage by school administrators in screening prospective and current teachers. *Journal of Technology Integration in the Classroom, Winter Issue*, 4(2).
8. **Martin, C.L.L.** Title IX: implications for women in sport and education. (2012). *Sport Management Education Journal*, 6(1), 69-70.
9. Mathner, R.P. & **Martin, C.L.L.** Sport Management Graduate and Undergraduate Students' Perceptions of Career Choices in Sport Management. (2012). *Sport Management Education Journal*, 6(1), 21-31.
10. **Martin, C.L.L.**, Speed, N.M., & Gould, T. (2012). Physical education content knowledge and physical activity behaviors: Examining a link between knowledge, activity and behaviors of Mississippi high school students. *MAHPERD Journal*, 1(1), 10-17.
9. Hall, S.A., Bowers, A.G., & **Martin, C.L.L.** (2011). An exploratory study of job satisfaction levels of athletic marketing directors at national collegiate athletic association (NCAA) division I-A institutions. *International Journal of Sport Management, Recreation and Tourism*, 6(1), 1-17.

10. **Martin, C.L.L.**, Miller, L., Elsis, R., Bowers, A., & Hall, S. (2011). An analysis of collegiate athletic marketing strategies and evaluation processes. *Journal of Issues in Intercollegiate Athletics*, 4(1), 42-54.
11. Mathner, R.P., **Martin, C.L.L.**, & Tatum, S. (2010). The Effects of a sportsmanship education program on the behavior of college intramural sports participants. *Recreational Sports Journal*, 34(2), 119-128.
12. Miller, L.L., **Martin, C.L.L.**, & Martin, T.D. (April/May 2009). "The Activity Pyramid." *Healthy Childcare*, 12(3), 14-15.
13. **Martin, C.L.L.** & Martin, T.D.(February/March 2009). "Flexibility Exercise and the Childcare Provider." *Healthy Childcare*, 12(2), 14-15.

#### INVITED, EDITOR REVIEWED PUBLICATIONS

14. **Martin, C.L.L.** & Cockrell, R. Athletes as sponsors: the good, the bad, and the ugly. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
15. **Martin, C.L.L.** Brand awareness. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
16. **Martin, C.L.L.** Cheerleaders. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
17. **Martin, C.L.L.** Image versus positioning. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.

#### CURRENT PROJECTS

Mathner, R. P., Martin, C.L.L., Carroll, M.S., & Neal, T. Extending sports wagering studies outside of the student-athlete population: NCAA division I athletic trainers' gambling behaviors. Submitted to the Journal of Issues in Intercollegiate Athletics.

Dixon, A., Martinez, J.M., & **Martin, C.L.L.** Utilization and perceived effectiveness of social media by intercollegiate athletics departments to accomplish organizational objectives.

Miller, J., Spurlock, A., & Martin, C.L.L. Cheerleading as a sport? Perceptions of intercollegiate athletic administrators.

Miller, L.L., Wood, B.D., **Martin, C.L.L.** To sell or not to sell: A framework for understanding the influencing factors on sport management students' intentions to pursue a job in ticket sales.

Speed, N.M., **Martin, C.L.L.**, & Gould, T. Application of item analysis for contributory validity evidence and modification of the ASK-PE exercise physiology test.

Miller, L., Miller, J. & **Martin, C.L.L.** An examination of current female intercollegiate athletic donors' giving motives.

**Martin, C.L.L.** & Mathner, R.P. An analysis of service learning in sport management.

### GRANTS

**Martin, C.L.L.** (2013). A National Study on Sports Wagering Behaviors Among NCAA Athletics Department Staff members. Presentation at the North American Society for Sport Management, Seattle, WA.  
Status: Not Funded

**Martin, C.L.L.** (2011). Game Attendance Factors at a Division I University.  
Presentation at the Sport Marketing Association Conference, Houston, TX. Funded through the Troy University Faculty Development Committee, \$750  
Status: Funded

**Martin, C.L. L.** (2010). Media Bias in Sports Journalism. Presentation at the 12<sup>th</sup> Annual Florida State University Sport Management Conference, Tallahassee, FL. Funded through the Troy University Faculty Development Committee, \$250  
Status: Funded

**Martin, C.L. L.** (2010). Case Analysis of Game Attendance Factors at a Rurally Located Division I University. Presentation at the Sport Marketing Association Conference, New Orleans, La. Funded through the Troy University Faculty Development Committee, \$750  
Status: Funded

Mathner, R. & **Martin, C.L.L.** (2010). Troy University Faculty Development Grant:  
Paper Presentation, \$375  
Status: Funded

**Martin, C.L.L.** (2009). General Mills Champions for Healthy Kids: PROJECT ENERGY, \$10,000  
Status: Not Funded

Rosser, S., McDaniel, L., Speed, N., Krebs, G., & **Martin, C.L.L.** (2008-2009). Lamar County COPS Grant, \$5,000  
Responsibilities: Responsible for statistical analysis and reports

Speed, N., **Martin, C.L.L.**, & Krebs, G. (2008) Carol M. White PEP Grant, \$300,000  
Status: Not Funded

**Martin, C.L.L.** (2007). The University of Southern Mississippi Doctoral Dissertation Grant, \$500

Status: Funded

McDaniel, L., Speed, N., Krebs, G., & **Martin, C.L.L.** (2007-2008). Carol M. White PEP Grant, \$21,999

Responsibilities: Responsible for statistical analysis and reports

McDaniel, L., Speed, N., Krebs, G., & **Martin, C.L.L.** (2007-2009) Project CARE, \$55,000

Responsibilities: Responsible for statistical analysis and reports

Speed, N. & **Martin, C.L.L.** (2007) Dubard School for Language Disorders, Motor Skill Development Venture Grant, \$5,000

Responsibilities: Responsible for statistical analysis

### **PUBLISHED PROCEEDINGS**

#### **International & National Peer Reviewed**

Mathner, R.P., **Martin, C.L.L.** & Allen, J. (2012). A National Study on Sports Wagering Behaviors Among NCAA Athletics Department Staff members. *North American Society for Sport Management*, Seattle, WA. Published at: [http://www.nassm.com/files/conf\\_abstracts/2012-172.pdf](http://www.nassm.com/files/conf_abstracts/2012-172.pdf)

Alderman, H., Abney, R., Schwarz, E., **Martin, C.L.L.**, Martin, V., & Stoldt, G.C. (2012). Preparing a Self-Study for COSMA Accreditation: Focus on Content and Format. *North American Society for Sport Management*, Seattle, WA. Published at: [http://www.nassm.com/files/conf\\_abstracts/2012-221.pdf](http://www.nassm.com/files/conf_abstracts/2012-221.pdf)

Mathner, R.P. & **Martin, C.L.L.** (2010). A Thirteen-Year Comparison of Sport Management Graduate and Undergraduate Students. *North American Society for Sport Management*, Tampa, FL. Published at: [http://www.nassm.com/files/conf\\_abstracts/2010-021.pdf](http://www.nassm.com/files/conf_abstracts/2010-021.pdf)

**Martin, C.L.L.**, Gibson, A.K., Mathner, R.P., Miller, L.L., Green, F.E. (2009). An Exploratory Analysis on the Need for Standardized Exit Exams for Sport Management Undergraduate Students. *North American Society for Sport Management*, Columbia, SC. Published at: [http://www.nassm.com/files/conf\\_abstracts/2009-216.pdf](http://www.nassm.com/files/conf_abstracts/2009-216.pdf)

### **PROFESSIONAL PRESENTATIONS**

#### **International & National Peer Reviewed**

Mathner, R.P., **Martin, C.L.L.** & Weber, B. (2014). Effective Risk Management Techniques to Address Gambling and Sports Wagering Behavior by NCAA Student-Athletes and Staff. Presented at the 2014 *Sport and Recreational Law Association*, Orlando, FL.

Dixon, A., Barrett, M., Martinez, J.M., & **Martin, C.L.L.** (2013). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness. Presented at the *Sport Marketing Association Conference*, Albuquerque, NM.



- Miller, L.L., Wood, B.D., **Martin, C.L.L.** (2013). To Sell or Not to Sell: A Framework for Understanding the Influencing Factors on Sport Management Students' Intentions to Pursue a Job in Ticket Sales. Presented at the *Sport Marketing Association Conference*, Albuquerque, NM.
- Mathner, R.P. & **Martin, C.L.L.** (2012). A National Study on Sports Wagering Behavior Among NCAA Athletics Department Staff Members. Presented at the *2012 North American Society of Sport Management*, Seattle, WA.
- Alderman, H., Abney, R., Schwarz, E., **Martin, C.L.L.**, Martin, V., & Stoldt, C. (2012). Preparing a Self-Study for COSMA Accreditation: Focus on Content and Format. Presented at the *2012 North American Society of Sport Management*, Seattle, WA.
- Allen, J., Mathner, R. & **Martin, C.L.L.** (2012) NCAA Division I Athletic Trainers: Examining Sport Wagering Behavior, Presented at the *5<sup>th</sup> Annual Collegiate Sport Research Institute*, Chapel Hill, NC.
- Martin, C.L.L.**, Kim, M.K., & Elsisi, R. (2011). Market Segmentation of Division I School Fans through Socio-Demographics and Consumption Level. Presented at the *Sport Entertainment Venues Tomorrow Conference*, Columbia, SC.
- Martin, C.L.L.**, Kim, M.K., Elsisi, R., & Miller, L. (2011). Game Attendance Factors at a Division I University. Presented at the *Sport Marketing Association Conference*, Houston, TX.
- Mathner, R., & **Martin, C.L.L.** (2011). Examining the Prevalence and Scope of Sports Wagering Behaviors by Division I Collegiate Athletic Trainers. Presented at the *24<sup>th</sup> Annual Conference on Sport, Physical Activity, Recreation and Law*, Savannah, GA.
- Martin, C.L.L.**, Miller, L., Elsisi, R., Green, F. (2010). Case Analysis of Game Attendance Factors for a Rurally Located Division I University. Presented at the *Sport Marketing Association Conference*, New Orleans, LA.
- Elsisi, R., Green, F., **Martin, C.L.L.**, & Miller, L. (2010). Understanding Attendance Similarities and Differences of the Baseball Consumer: A Comparison of Minor League and Collegiate Baseball Attendees. Presented at the *Sport Entertainment Venues Tomorrow Conference*, Columbia, SC.
- Mathner, R.P. & **Martin, C.L.L.** (2010). A Thirteen-Year Comparison of Sport Management Graduate and Undergraduate Students. *North American Society for Sport Management*, Tampa, FL.
- Martin, C.L.L.**, Gibson, A.K., Mathner, R.P., Miller, L.L., Green, F.E. (2009). An Exploratory Analysis on the Need for Standardized Exit Exams for Sport Management Undergraduate Students. *North American Society for Sport Management*, Columbia, SC.
- Martin, C.L.L.**, Miller, L., & Hall, S. (2007). An Examination of Division I Collegiate Athletic Marketing Directors' Awareness of Employed and Prospective Marketing Strategies. *Sport Marketing Association Conference*, Pittsburgh, PA.
- Hall, S., Gibson, A., & **Martin, C.L.L.** (2007). Job Satisfaction of NCAA Division I Athletic Marketing Directors. *Sport Marketing Association Conference*, Pittsburgh, PA.

**Martin, C.L.L.**, Gibson, A.K., & Duplantis, P. (2005). A Comparative Analysis of Gender Differences on Viewing Behaviors of Sports Media. *3<sup>rd</sup> Annual Conference on Girls' and Women's Physical Activity and Sport*, Louisiana State University, Shreveport, LA.

Furko, L., Glover, M., & **Martin, C.L.L.** (2004). What's In It for Me?: Student Perceptions Regarding Majors' Clubs. *Sport Marketing Association Conference*, Memphis, TN.

#### **International & National Invited**

Andrew, D.P.S., Miller, J. **Martin, C.L.L.** (2013). The Trials and Tribulations of Online Doctoral Education in Sport Management. Presented at the *2013 American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)*, Charlotte, NC.

Mathner, R., **Martin, C.L.L.** & Allen, J. (2011). Sports Wagering by NCAA Athletics Department Staff Members: Are we keeping our eyes on the right ball? *National Association for Athletics Compliance*, Orlando, FL.

**Martin, C.L.L.** (2011). Commission on Sport Management Accreditation (COSMA) Training: Outcomes Assessment Piece for Troy University. *North American Society for Sport Management*, London, Ontario, Canada.

#### **State & Local**

Miller, J.J., **Martin, C.L.L.**, Lee, K., & Gillentine, A. (2013). The Effects of Interscholastic Athletic Directors' Religious Values and Practices of Pre-Game Prayer. Presented at the *Southern Sport Management Conference*, Troy, AL.

**Martin, C.L.L.** (DEC, 2012). CHHS Assessment Efforts. Presented at the Troy University Institutional Effectiveness Committee meeting, Troy, AL.

Bowers, A., Wolfe, B., Speed, N.M., **Martin, C.L.L.**, & Miller, J. (2012). Feel Pressure: A Qualitative Examination of the Influences of the Female Athlete's Body Image. Presented at the Southern Sport Management Conference, Troy, AL.

Bailey, W., **Martin, C.L.L.**, Warren, I. (2012). Retention: YOU are the Key: Instructor Strategies for Retaining Students. Presented at the 2012 Troy University eColloquium hosted by Troy University.

Bailey, W., **Martin, C.L.L.**, Warren, I. (2012). Assessment 101. Presented at the 2012 Blackboard Symposium hosted by Troy University.

Bryan, T., **Martin, C.L.L.**, Martinez, J.M. (2010). Media Bias in Sports Journalism. Presented at the 12<sup>th</sup> Annual Florida State University Sport Management Conference, Tallahassee, FL.

Mathner, R.P, **Martin, C.L.L.**, Tatum, S., Chouti, D. (2010). The Effects of a Sportsmanship Education Program on the Behavior of College Intramural Participants. *Alabama Parks and Recreation*, Alabama.

**Martin, C.L.L.**, Speed, N.M., Krebs, G., Gould, T., & Blom, L. (2009) Physical Education Content Knowledge

and Physical Activity Behaviors of Mississippi High School Students. *Mississippi Alliance for Health Physical Education Recreation and Dance*, Biloxi, MS.

Speed, N., Krebs, G., **Martin, C.L.L.**, & McDaniel, L. (2008) Examining the Impacts of a Random Drug-Testing Program in South Mississippi. *Graduate Symposium*, The University of Southern Mississippi

**Martin, C.L.L.** (2007) Physical Education Content Knowledge and Physical Activity Behaviors of Mississippi High School Students: Results of a Dissertation Pilot Study. *College of Health*, The University of Southern Mississippi.

#### **State & Local Invited**

**Martin, C.L.L.** & Martin, T.D. (2010). Flexibility Exercise and the Childcare Provider. *Sensational Saturday Child Care Conference*, Montgomery, AL.

#### **Accepted or Submitted for Conference Presentation**

Miller, J., Martin, C.L.L. (2015). But my daddy did it to me!: Analyzing the Adrian Peterson incident and state child abuse laws. Accepted for presentation at the 2015 *Sport and Recreational Law Association*, Charlotte, NC.

Miller, J., Martin, C.L.L. & Waller, J. (2015) A content analysis of child and spousal abuse U.S. and Canadian laws: Can they deter the professional athlete? Accepted for presentation at the 2015 *North American Society for Sport Management*, Ottawa, Ontario.

#### **Other Scholarly Contributions**

##### **Recognized Projects**

Curran, K., McGowan, J., Hicks, M.T. & Pierce, L. (2013-2014). Effects of Coaching Style on Team Success. \*\*Recipient of the College of Health and Human Services Undergraduate Research Award

Pinzon, S., **Martin, C.L.L.**, Kim, M. (2012-2013). An Exploration of the Impacts and Needs of Brand Identity Campaigns within Divisions of the National Collegiate Athletic Association (NCAA). Presented at the *Southern Sport Management Conference*, Troy, AL.  
 \*\*SSMA 2<sup>nd</sup> Place Winner for oral research presentation  
 \*\*Recipient of the Inaugural College of Health and Human Services Graduate Research Award

Mathner, R.P., **Martin, C.L.L.**, & Tatum, S. (2010). The Effects of a sportsmanship education program on the behavior of college intramural sports participants. *Recreational Sports Journal*.

\*\*Nominated as a 2010 Article of High Distinction

### **STUDENT-ADVISED RESEARCH**

#### **Graduate-Advised Presented and/or Published Projects**

Miller, J., Lee, K. & **Martin, C.L.L.** (2013). Prayer at interscholastic football games: An exploratory analysis. Accepted for publication in the *Journal of Legal Aspects in Sport*, 23, 91-106. Presented at the *Southern Sport Management Conference*, Troy, AL.

- Pinzon, S., **Martin, C.L.L.**, Kim, M. (2012-2013). An exploration of the impacts and needs of brand identity campaigns within divisions of the national collegiate athletic association (NCAA). Published in the *Journal of Contemporary Athletics* 8(4), XX. Presented at the *Southern Sport Management Conference*, Troy, AL.
- Martin, C.L.L.** & Cockrell, R. Athletes as sponsors: the good, the bad, and the ugly. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
- Mathner, R.P., **Martin, C.L.L.**, & Tatum, S. (2010). The Effects of a sportsmanship education program on the behavior of college intramural sports participants. Published in the *Recreational Sports Journal*, 34(2), 119-128.
- Bryan, T., **Martin, C.L.L.**, Martinez, J.M. (2010). Media bias in sports journalism. Presented at the 12<sup>th</sup> Annual Florida State University Sport Management Conference, Tallahassee, FL.
- Martin, C.L.L.**, Miller, L., Elsisi, R., Green, F. (2010). Case analysis of game attendance factors for a rurally located division I university. Presented at the *Sport Marketing Association Conference*, New Orleans, LA.
- Elsisi, R., Green, F., **Martin, C.L.L.**, & Miller, L. (2010). Understanding attendance similarities and differences of the baseball consumer: A comparison of minor league and collegiate baseball attendees. Presented at the *Sport Entertainment Venues Tomorrow Conference*, Columbia, SC.

#### **Graduate-Advised and Non-Presented Projects**

- Elizabeth Brown (2010-2011). "An Ethnographic Look at the Lives of College Football Players at a Small Division-I Football Bowl Series University".
- Alewine, B. (2009-2010). "The National Collegiate Athletic Association Membership Should Strengthen Existing Academic Eligibility Standards for Division I Student-Athletes".
- Elliott, B. (2009-2010). "Native American Names and Symbols in Sports".
- Holloday, M. (2009-2010). "Moneyball: Effects on Ticket Sales in the NHL".
- Lee, K. (2009-2010). "Prayer at Interscholastic Athletic Events in the Southeastern U.S".
- Matthews, S. (2009-2010). "Perceived Advantages and Disadvantages of Student-Athletes and Non Student-Athletes".
- Schuler, B. (2009-2010). "Current Hydration Practices of Athletic Trainers".
- Walker, B. (2009-2010). "Motivational Impacts of Music on Sports Performances".

#### **Undergraduate-Advised and Non-Presented Projects**

Curran, K., McGowan, J., Hicks, M.T. & Pierce, L. Effects of Coaching Style on Team Success.

Blue, T., Foster, A. & Punzel, D. An Analysis of Average Attendance Rates in College Sports after Facility Upgrades.

Peinhardt, M., Brown, H., Strowd, J. & Turner, D. The Effect of External Factors on Academic Performance of College Students: Athletes versus Non-Athletes.

## SERVICE

### PROFESSIONAL/NATIONAL SERVICE

<u>Organization</u>	<u>Title</u>	<u>Dates</u>
Commission on Sport Management Accreditation	Mentor *Lasell College *Result: Successful Accreditation	Fall 2014
Commission on Sport Management Accreditation	Site Visitor *Endicott College	Fall 2014
Commission on Sport Management Accreditation	BOC/ BOD Nominating Committee	Spring 2012 Spring 2014
Commission on Sport Management Accreditation Contributed to <i>COSMA Insights Newsletter</i> (8)	Public Relations Committee	Spring 2012-Present
Commission on Sport Management Accreditation	Membership Committee	Fall 2011-Present
Commission on Sport Management Accreditation	Board of Commissioner Member (Nominated/Elected)	Summer 2011- Summer 2014
North American Society for Sport Management Contributed to <i>NASSM Newsletters</i> (8) and <i>Journal of Sport Management</i> Press Releases (2)	Public Relations Committee	2009-2012

### **Ad-hoc Reviewer Assignments**

*Journal of Applied Sport Management*, Spring 2014

*International Journal of Sport Management and Marketing*, Spring 2014

*Event Management and International Journal*, Spring 2013

*Journal of Sport Administration and Supervision*, Spring 2013

*Sport Management Education Journal*, February 2012

*Journal of Sport Administration and Supervision*, February 2012  
*International Journal of Sport Management and Marketing*, May 2011.  
*Event Management and International Journal*, January, 2011.

**Conference Involvement**

Southern Sport Management Association Student Research Competition Reviewer	2014
North American Society for Sport Management Abstract Reviewer Teaching and Learning Fair	2013
Southern Sport Management Conference Student Presentation Judge	2012
Southern Sport Management Conference Organizing Committee	2011
Southern Sport Management Conference Student Presentation Judge	2011
Southern Sport Management Conference Organizing Committee	2010
Southern Sport Management Conference Student Presentation Judge	2010
Southern Sport Management Conference Organizing Committee	2009

**TROY UNIVERSITY SERVICE**

Graduate Academic Council	Chair, Elected	2013-Present
New Faculty Assessment Workshop	Presenter	2012
Assessment Coordinator Committee	Appointed Member	2012-Present
Assessment Technology Taskforce Sub-committee	Appointed Member	6/2011-2012
Assessment Technology Taskforce	Appointed Member	06/2011-2012
Graduate Academic Council	Elected Member	08/2011-Present
Personnel Advisory Committee	Appointed Member	06/2011-Present
Institutional Effectiveness Committee	Appointed Member	08/2010-Present
Troy University Cheerleading	Interview Judge	2010
Troy University Athletics	Ticket Taking	2009 Football

**COLLEGE SERVICE**

College of Health and Human Services	Search Committee Chair For Associate Dean, CHHS	Spring 2011
College of Health and Human Services	Coordinator of Assessments	2010 – Present
College of Health and Human Services	Facility Committee Member	2009 - 2010
<b><u>DEPARTMENTAL SERVICE</u></b>		
Troy University Ph.D. Proposal	ACHE Co-Author	Spring 2014
Troy University Ph.D. Proposal	SACSCOC Co-Author	Spring 2014
Tourism	Search Committee	Spring 2015
Tourism	Search Committee	Spring 2014
KHP 1144 – Step Aerobics	Guest Instructor	Spring 2013
ETroy Hospitality	Search Committee	Spring 2013
Tourism	Search Committee	Spring 2013
Sport and Fitness Management	Search Committee	Fall 2012
KHP 1144 – Step Aerobics <i>**Teaching aerobics to departmental and non-departmental majors</i>	Instructor of Record	Spring 2012
Commission on Sport Management Accreditation (COSMA) <i>**Directing Troy University Sport Management accreditation initiative</i> <i>**Received COSMA accreditation in June 2011. Troy University became 1 of only 5 programs Internationally/Nationally to receive this high distinction.</i>	Faculty Director	2009-Present
School of Hospitality, Sport & Tourism Proposal Taskforce	Appointed Member	Spring 2012
NASCAR Kinetics	Faculty Advisor	Spring 2012
NASCAR Kinetics	Faculty Advisor	Fall 2011-Fall 2012
Ph.D. in SFM Proposal Taskforce	Appointed Member	Summer 2011-2014
Sport and Fitness Management	Search Committee Chair	Spring 2011

Sport and Fitness Management	Search Committee Chair	Fall 2010
Sport and Fitness Management	Search Committee	Spring 2010
Sport and Fitness Management	Undergraduate Curriculum Committee	2008 - Present
Sport and Fitness Management	Graduate Curriculum Committee	2008-Present
Kinesiology and Health Promotion Club	Faculty Advisor	2008 – Present
Attend University Previews (7)	Fall/Spring	2008-Present
Lead IMPACT Sessions (8)	Summer	2008-Present
Homecoming/Alumni Activities (3)	Fall	2008-Present
Departmental Banquets (2)	Spring	2010-Present
Honors Convocation	Spring	2009, 2011
Graduation Ceremonies (6)	Fall/Spring/Summer	2008-Present

**COMMUNITY SERVICE**

TEAM 24, 9-U Travel Baseball Team <i>*Raised \$6,000 for Spring Season</i>	Fundraising Director	2015
TES PTO Executive Member <i>*Was elected, but my son enrolled at another school.</i>	Vice-President, Elect	2013
TES PTO Executive Member	Nominating Committee	2013
Troy Elementary School 2 <sup>nd</sup> Annual TES 5K & Fun Run <i>*Raised \$2,300 for TES</i>	Race Director	2013
Troy Elementary School	PTO Executive Committee Fundraising	2012-2013
TES PTO Executive Member	Nominating Committee	2012
Troy Elementary School TES Inaugural 5K & Fun Run <i>*Raised \$2,500 for TES</i>	Race Director	2012
Troy Elementary School	PTO Executive Committee	2011-2012



	Fundraising	
Kinesiology and Health Promotion Event Management <i>*Raised \$750 for Troy Miracle League Hosted Health Field Day for local children</i>	Professor	2010
Kinesiology and Health Promotion Event Management <i>*Raised \$1,500 for Troy Miracle League *Raised \$2,500 for KHP Scholarship Fund Hosted Health Field Day for local children</i>	Professor	2009
Special Olympics Mississippi State University	Event Coordinator - 4 Basketball (1), Volleyball (2) Track (1)	2001-2002
<b><u>OTHER</u></b> Sport Professionals' Organization for Research Training and Study	Public Relations Officer	2002

## PROFESSIONAL DEVELOPMENT

2013 Compliance Assist Training	March 2013
2012 SACSCOC Webinar: "Preparing a Compelling Fifth-Year Report"	November 2012
2012 Institutional Review Board Recertification	February 2012
2011 IUPUI Assessment Institute Conference	November 2011
2012 SACSCOC Webinar: "Do you know what SACS Accreditors Really Expect in Assessment"	October 2011
Blackboard Assessment Technology Webinar	September 2011
Tracdat Webinar	August 2011
Compliance Assist Webinar	August 2011
COSMA Accreditation Training, NASSM	June 2011
Southern Sport Management Conference, Troy University	April 2011

State of Alabama Ethics Training, Troy University	March 2011
Digital Measures Training, Troy University	February 2011
Alabama Quality Award Workshop, Troy University	January 2011
Southern Sport Management Conference, Troy University	April 2010
Blackboard Training, Troy University	October 2009
Southern Sport Management Conference, Troy University	April 2009
Webinar – “Writing Grants”, Troy University	March 2009

**GUEST LECTURES**

Lecture: “Introduction to the HSTM Industry” – KHP 2251	April 2013
Lecture: “Introduction to the SFM Industry” – KHP 2251	February 2012
Lecture: “Introduction to the SFM Industry” – KHP 2251	March 2011

**COMPUTER SKILLS**

Excel  
 Microsoft Office  
 SPSS  
 Survey Monkey  
 Compliance Assist

**CERTIFICATIONS/MEMBERSHIPS**

Commission on Sport Management Accreditation	Institutional Member	2009-Present
North American Society for Sport Management	Professional Member	2009-Present
Sport Marketing Association	Professional Member	2010 - Present
Mississippi Alliance for Health, Physical Education, Recreation and Dance	Professional Member	2009-Present
Sport Marketing Association	Student Member	2007

North American Society for Sport Management (NASSM)	Student Member	2001-2002
Sport Professionals' Organization for Research Training and Study	Student Member	2001
Mississippi Alliance for Health, Physical Education, Recreation, and Dance (MAHPERD)	Student Member	2001

## OTHER EXPERIENCES

Organization	Project Title	Dates
Troy University	Chancellor's Fellow Nominee	2014
Belhaven University	Adjunct Instructor - Online	2014
The University of Southern Mississippi USM Sport Management Majors	Internship Night Coordinator	2007
The University of Southern Mississippi Sport Marketing Class	Eagle Tip-Off Fan Fest Course Instructor	2007
Mississippi State University Athletic Marketing	Bulldog Mini-Cheer Clinic Event Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Group Reunion Sales Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Groups Calendar Project/Sales Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Groups Intern Cheer and Pom	2001-2002
Mississippi State University	Cheerleader	1998-2000
Pearl River Community College	Cheerleader	1997-1998