

J. Michael Martinez
338 C Stadium Tower
Troy University
Troy, Alabama 36082
334-670-5763
jmmartinez@troy.edu

EDUCATION

Ph.D., Human Performance

Middle Tennessee State University

May, 2009

Dissertation Topic:

Determining Employee Brand Commitment in NCAA Division I College Athletics: A Path Analysis of Internal Marketing Practices and their Influence on Organizational Commitment

M.S., Public Relations

The University of Southern Mississippi

May, 2003

B.S., Coaching and Sport Administration

The University of Southern Mississippi

December, 2001

PROFESSIONAL ACADEMIC EXPERIENCE

2009 – Present	Assistant Professor: Troy University, Department of Kinesiology and Health Promotion
2008	Adjunct Lecturer: Cumberland University, Department of Physical Education
2007 – 2009	Graduate Research Assistant: Middle Tennessee State University, Department of Health and Human Performance

OTHER PROFESSIONAL POSITIONS HELD

May 2008 – Present	Coordinator of Marketing and Development Center for Sport Policy & Research Murfreesboro, TN
July 2006 – Aug. 2007	Manager of Communications The USM Foundation Hattiesburg, MS
Aug. 2003 – July 2006	Assistant Director of Athletic Media Relations/Internet Specialist

The University of Southern Mississippi
Hattiesburg, MS

Jan. 1999 – July 2003 Editorial Staff Member/Staff Writer/Webmaster
Pittman Communications, LLC
Hattiesburg, MS

Sept. 2000 – Dec. 2002 Graduate Assistant/Athletic Media Relations
The University of Southern Mississippi
Hattiesburg, MS

RESIDENT INSTRUCTION

Undergraduate:

- Administration of College and High School Athletics
- Beginning Tennis
- Facility Maintenance and Design
- Introduction to Sport Management
- Sport Communications
- Sport Marketing
- Current Issues in Sport Management

Graduate:

- Sport Marketing
- Foundations of Sport Management
- Research Methods in Sport and Fitness Management
- Readings in Sport and Fitness Management
- Sport Finance
- Sport Administration
- Critical Issues in Sport and Fitness Management

SCHOLARLY ACTIVITY

PUBLICATIONS

Publications in Peer-Reviewed Journals (2)

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.

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.

Articles In Progress (2)

Walton, L.R., **Martinez, J.M.**, Martin, C.L.L., & Williams, K. (In progress). Social Media Perceptions Among Division I College Athletic Administrators: A Quantitative Analysis.

Mastin, M., Andrew, D.P.S., & **Martinez, J.M.** (In progress). The role of minorities in collegiate athletics: A study to address the impact of diversity management on employee job satisfaction, emotional attachment to the organization, and perceived employer support.

PRESENTATIONS

Abstracts Submitted and Accepted and Refereed Conferences (6)

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.

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.

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.

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.

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.

Martinez, J.M., & Jubenville, C.B. (2008). *The Relationship of Intercollegiate Athletic Success and Factors of Institutional Identity: A Meta-Analytic Review*. [Abstract]. *Research Proceedings of the 2008 Sport & Entertainment Venues Tomorrow*, Columbia, SC.

State (Invited) (7)

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.

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.

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.

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.

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.

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.

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.

FUNDING SOURCES

Internal Grants (9)

Martinez, J.M. (2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$695 (Funded).

Martinez, J.M. (2010) Paper Presentation Grant, Troy University, Faculty Development Council, \$275 (Funded).

Martinez, J.M. (2009) Paper Presentation Grant, Troy University, Faculty Development Council, \$750 (Funded).

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).

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).

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).

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).

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)

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 (8)

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 (Under Review).

Jubenville, C.B., **Martinez, J.M.** & Daughdrill, B. (2009, Spring) Agile Ticketing Solutions Fellowship Program, Marty McGinty, Director of Sales, \$25,000.00 (Under Review).

Jubenville, C.B., & **Martinez, J.M.** (2009, Spring) A-Game Sport Management Sales Fellowship Program, Micheal Thompson, Investor/Board Member, \$25,000.00 (Funded).

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).

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).

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).

Jubenville, C.B. & **Martinez, J.M.** (Spring 2008) Nelligan Sports Marketing Fellowship Program Micheal Lawson, Property Manager, \$20,000.00 (not funded).

Jubenville, C.B. & **Martinez, J.M.** (Fall, 2007). Learning Through Sports, Brian Shulman, Founder and CEO, \$48,000.00 (Funded).

PROFESSIONAL ORGANIZATIONS

North American Society for Sport Management (NASSM). *Current member:* 2009-present

Sport Marketing Association (SMA). *Current member:* 2009-present

Young Professionals of Columbus, GA. *Current member:* 2010

SERVICE

University

Graduate Program Coordinator, Columbus/Fort Benning, Master of Science in Sport and Fitness Management, January 2010-Present

Scholarly Presentations Coordinator, Southern Sport Management Conference, Troy, AL, 2010

Professional

Editor, *Journal of Sport Administration & Supervision*, 2011-Present

Manuscript Reviewer, *Journal of Issues in Intercollegiate Athletics*, 2011

Asst. Editor/Publications, *Journal of Sport Administration & Supervision*, 2007-2011

Abstract Reviewer, *Administrative Sciences Association of Canada Annual Conference*, 2010