



Melissa J. Davies



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Education

Ph.D. Sport Administration, Minor in Applied Statistics and Research Methods
University of Northern Colorado, Greeley, CO, 2014.

Dissertation: *The relationship between information source utilization, basic need satisfaction, and self-determined motivation of adult golfers.*

M.S. Sport Management
California University of Pennsylvania, California, PA, 2010.

B.S. Sport Management
California University of Pennsylvania, California, PA, 2008.

Teaching Experience

2019-Present **Ohio University, Athens, Oh**
Assistant Professor, Sports Administration
SASM 4450- Marketing and Revenue Streams in Sport
SASM 6550-Sport Marketing (Professional Masters in Sport Administration)
SASM 6550-Sport Marketing (Masters in Athletic Administration)

2014-Present **University of the Pacific, Stockton, Ca**
Assistant Professor, Sport Management
HESP 100-Introduction to Research Methods (In class and online)
HESP 101-Sport Data Analytics
HESP 139-Sport and Exercise Psychology (In class and online)
HESP 165-Legal Aspects of Health, Exercise, & Sport
HESP 167-Introduction to Sport Management
HESP 171-Sport Finance & Economics
HESP 174-Sport Marketing & Promotions
HESP 274-Sport Marketing & Consumer Behavior

2011-2014 **University of Northern Colorado, Greeley, Co**
Instructor of Record, School of Sport and Exercise Science
SES 300-Fitness Management
SES 461-Administration & Law of Sport
SES 111, 114, 146, 150-Bowling, Golf, Group Fitness, Walking & Jogging

Guest Lectures

University of the Pacific, Stockton, CA
2017, 2019 HESP 142 Sport Globalization —*Co-supervised student class trip to Europe*
2017 HESP 142 Sport Globalization —*Global Sport Marketing*
2015, 2016 HESP 279 Graduate Research Methods —*Inferential Statistics*
2015 SOC 171 Social Research Methods —*Descriptive Statistics*
—*Inferential Statistics*

2014	HESP 279 Graduate Research Methods — <i>Quality Control in Research</i> — <i>Proposal Presentation Guest Panelist</i> University of Alberta, Edmonton, AB
2016	Sport and Exercise Psychology — <i>Motivation and Group Exercise</i>
2013	Program Planning for Leisure — <i>Social Media Marketing for Recreation</i> University of Northern Colorado, Greeley, CO
2014	SES 408 Geography of Sport — <i>Sport in Canada</i>
2013	SES 576 Graduate Sport Promotion & Marketing — <i>Selling Season Tickets</i>
2012	SES 461 Law & Administration of Sport — <i>Title IX</i>
2011	SES 300 Fitness Management— <i>Facility Design and Choosing Equipment</i>

Peer-Reviewed Publications (12)

1. Mudrick, M., Sauder, M., & **Davies, M.** (2019). When athletes don't "stick to sports": The relationship between athlete activism and sport consumer behavior, *Journal of Sport Behavior*, 42(2).
2. **Davies, M.**, Naraine, M., & Mastromartino, B. (2019). Puck drop in the Pacific Northwest: Building brand equity for a new professional sport franchise, *Case Studies for Sport Management*, 8, 18-24.
3. Pierce, D., **Davies, M.**, & Kryder, B. (2019). Innovate with design thinking in the sport management capstone course, *Sport Management Education Journal*, 13, 26-34.
4. Hungenberg, E. & **Davies, M.**, Bailey, A. (2019). Understanding the Adventure Sportscape's Impact on Consumers' Destination Image and Behavioral Intentions, *Event Management*, 23, 329-346.
5. **Davies, M.**, Babkes Stellino, M., & Gray, D. (2019). Basic psychological needs satisfaction and self-determined motivation among Canadian golf league members, *Leisure/Loisir*, 42(4), 453-480.
6. **Davies, M.**, Hungenberg, E., & Aicher, T. (2019). The relationship between runners' environmental paradigm and their motives to participate in an urban or rural marathon. *International Journal of Event and Festival Management*, 10(1), 48-66. DOI: <https://doi.org/10.1108/IJEFM-02-2018-0013>
7. **Davies, M.** & Hungenberg, E. (2018). Volunteer interactions at PGA Tour Events, *Journal of Contemporary Athletics*, 12(2), 83-103.
8. **Davies, M.** & Mudrick, M. (2017). Brand management in a niche sport: An LPGA golfer's use of Instagram, *Global Sport Business Journal*, 5(1), 1-22. www.gsbassn.com/Journal/Vol5-1/GSBJ-Vol5-Iss1-Davies-pp1-22.pdf
9. **Davies, M.** & Gray, D. (2016). Exploring the information source preferences among adult golf league members, *Journal of Amateur Sport*, 2(2), 1-28.
10. **Davies, M.**, Coleman, L., & Babkes Stellino, M. (2016). The relationship between basic psychological need satisfaction, behavioral regulation, and participation in CrossFit. *Journal of Sport Behavior*, 39(3), 239-254.

11. **Davies, M.**, Babkes Stellino, M., Nichols, B., & Coleman, L. (2016). The relationship between other-initiated motivational climate and youth hockey players' good and poor sport behaviors. *Journal of Applied Sport Psychology*, 28(1), 78-96.
12. **Davies, M.**, & Burakowski, K.A. (2015). A qualitative analysis of athletic apparel and equipment sponsorship and student-athlete recruitment at the football championship. *The Qualitative Report*, 20(3), 271-285. <http://www.nova.edu/ssss/QR/QR20/3/davies7.pdf>

Other Publications (5)

Davies, M. (in press). Adventure races [micro chapter]. In Lawrence, H., & Wells, M. (Eds.), *Event Management Blueprint: Creating & Managing Successful Sports Events* (2nd ed).

Davies, M. & Hungenberg, E. (2019). Management of professional women's golf in the United States. In N. Lough, & A. Guerin (Eds.), *Handbook of the Business of Women's Sport*.

Davies, M. (August, 20, 2018). LPGA schedule hurts its domestic potential. *SportsBusiness Journal*. <https://www.sportsbusinessdaily.com/Journal/Issues/2018/08/20/Opinion/Davies.aspx>

Davies, M. (2017). Global sport management: Contemporary issues and inquiries: Book Review. *International Journal of Sport Communication*, 10(4).

Davies, M. (August 17, 2015). Modernized rules could remove hurdles for millennial fans. *SportsBusiness Journal*. <http://www.sportsbusinessdaily.com/Journal/Issues/2015/08/17/Opinion/From-the-Field-of-Fan-Engagement.aspx>

Conference Presentations (29)

1. **Davies, M.**, Armstrong, C. & Blaszk, M. (2019). No name, no logo, no problem?: Examining early fan connections to NHL Seattle. *Sport Marketing Association Conference, Chicago, IL* [published abstract].
2. **Davies, M.** (2019). Putting the fan in the sport media driver's seat. *Sport Marketing Association Conference, Chicago, IL. [Ignite Symposium]*.
3. Sauder, M., Mudrick, M., **Davies, M.**, & Curtain, K. (2019). Past, present, future: An exploration of domestic LPGA fan motivation and identification, *North American Society for Sport Management (NASSM), New Orleans, LA*. [published abstract].
4. Mudrick, M., **Davies, M.**, & Sauder, M. (2018). Trust the process?" An investigation of fan support during periods of tanking. *Sport Marketing Association Conference, Dallas, TX* [published abstract].
5. Davies, M. (2018). Design thinking in the sport management classroom. *Sport Marketing Association Conference, Dallas, TX*. [Professional Development Session].
6. Mudrick, M., Sauder, M., & **Davies, M.** (2018). When athletes don't "stick to sports": The relationship between athlete political activism and sport consumer behavior. *North American Society for Sport Management (NASSM) Conference, Halifax, NS, Canada* [published abstract].
7. **Davies, M.** (2017). Design thinking in the classroom. *Sport Marketing Association Conference, Boston, MA. [Ignite Symposium]* *Won best Ignite Presentation.
8. Burakowski, K., **Davies, M.**, & Killick, L. (2017). Strategic Planning and Climate Change: A Case Study in the Ski Industry. *European Association for Sport Management Conference, Bern, Switzerland*.

9. Aicher, T., **Davies, M.**, & Hungenberg, E. (2017). The relationship between runners' environmental paradigm and their motives to participate in an urban or rural marathon. *North American Society for Sport Management (NASSM) Conference, Denver, CO* [published abstract].
10. Rufer, L. & **Davies, M.** (2017). The Adoption and Preferences Among Sport Fans for In-Stadium Sport Team Apps. *North American Society for Sport Management (NASSM) Conference, Denver, CO* [published abstract].
11. Mudrick, M., & **Davies, M.** (2016). An Examination of NCAA Conference Change, Fan Identification, and Consumer Behavior. *Sport Marketing Association Conference, Indianapolis, IN* [published abstract].
12. Hungenberg, E., & **Davies, M.** (2016). Understanding the Adventure Sportscape's Impact on Consumers' Destination Image and Behavioral Intentions. *Sport Marketing Association Conference, Indianapolis, IN* [published abstract].
13. **Davies M.**, & Mudrick, M. (2016). Brand management in a niche sport: An LPGA golfer's use of Instagram. *North American Society for Sport Management (NASSM) Conference, Orlando, FL* [published abstract].
14. **Davies, M.**, & Wyant, J. (2015). Technology preparation for future sport management professionals. *Sport Marketing Association Conference, Atlanta, GA*.
15. **Davies M.** (2015). The Relationship between Basic Need Satisfaction and Self-Determined Motivation among Canadian Golfers. *North American Society for Sport Management (NASSM) Conference, Ottawa, Canada* [published abstract].
16. **Davies, M.** (2014). Information source preferences among older adult golfers. *Sport Marketing Association Conference, Philadelphia, PA*.
17. **Davies, M.**, & Lupinek, J. (2014). Socialized to extinction by retina displays: What do fans really want to experience in the stadium? *Sport Marketing Association Conference, Philadelphia, PA. [Ignite Symposium]*.
18. Nichols, B., **Davies, M.**, Coleman, L., & Babkes Stellino, M. (2014). Guidelines for Effective Coach-Initiated Motivational Climate: Relationship to Good and Poor Sport Behavior. *National Coaching Conference, Washington, D.C.*
19. Coleman, L., **Davies, M.**, & Babkes Stellino, M. (2014). "CrossFit" participation: Goal involvement and perceived motivational climate. *Association of Applied Sport Psychology (AASP) Conference, Las Vegas, NV*.
20. Coleman, L., Nichols, B., Babkes Stellino, M. & **Davies, M.** (2014). Other-initiated motivational climate and good and poor sport behaviors in youth soccer. *Association of Applied Sport Psychology (AASP) Conference, Las Vegas, NV*.
21. **Davies, M.**, Coleman, L., & Babkes Stillino, M. (2014). Why CrossFit?: Participants' Basic Psychological Needs and Motives. *North American Society for Sport Management (NASSM) Conference, Pittsburgh, PA* [published abstract].
22. **Davies, M.**, Schmitt, C., & Must, E. (2013). Measuring Sport Brand Personality. *Sport Marketing Association Conference, Albuquerque, NM*.
23. Mayer, K.C., **Davies, M.**, & Zaharia, N. (2013). Non-attendance at FCS football games. *Sport Marketing Association Conference, Albuquerque, NM*.
24. **Davies, M.** (2013). Student Research Competition Finalist: A Qualitative Analysis of Athletic Apparel and Equipment Sponsorship and Student-Athlete Recruitment at the Football Championship Subdivision. *North American Society for Sport Management (NASSM) Conference, Austin, TX* [published abstract].
25. Mayer, K.C., **Davies, M.**, & Zaharia, N. (2013). Understanding students' non-attendance to fall varsity women's sports. *Scholarly Conference on Intercollegiate Sport, Chapel Hill, NC*.

26. **Davies, M.,** Schmitt, C., & Must, E. (2013). Measuring Sport Team Brand Personality-Phase One. *Applied Statistics and Research Methods (ASRM)-Research Night, University of Northern Colorado.*
27. **Davies, M.,** Nichols, B., Coleman, L., & Babkes Stellino, M. (2013). The Relationship Between Other-Initiated Motivational Climate and Youth Hockey Players' Good and Poor Sport Behaviors. *Applied Statistics and Research Methods (ASRM)-Research Night, University of Northern Colorado.*
28. **Davies, M.,** Schmitt, C., & Must, E. (2013). Measuring Sport Team Brand Personality-Scale Validation. *University of Northern Colorado Research Day, Greeley, CO.*
29. **Davies, M.,** & Burakowski, K. (2012). Student-Athlete Recruitment at the Football Championship Subdivision: Do Apparel and Equipment Sponsorships Matter? *Scholarly Conference on Intercollegiate Sport, Chapel Hill, NC.*

Technical Reports

- Seaver, R., Kahler, J., Davis, C., Cacciato, M., & Davies, M. (2020). *2020 corporate sponsor/advertiser industry report.* National Sports Forum.
- Davies, M.** (2015). *Golf league recruitment and retention.* Golf Saskatchewan.
- Davies, M.,** Nichols, B., Coleman, L., & Babkes Stellino, M. (2014). *Hockey Alberta: Good and Poor Sport Behaviors in Youth Hockey.* Hockey Alberta.
- Mayer, K., Hungenberg, E., Daly, S., **Davies, M.,** & Gray, D. (2014) *USA BMX Market Research.* Sport Marketing Research Institute: USA BMX.
- Davies, M.,** Schmitt, C., & Must, E. (2013). *Colorado Rapids Fan Involvement/Team Personality Report.* Colorado Rapids.
- Must, E., Howes, J., Gray, D., **Davies, M.** (2013). *USA Synchronized Swimming Market Research 2013.* Sport Marketing Research Institute: USA Synchronized Swimming.
- Schmitt, C., **Davies, M.,** & Gray, D. (2012). *USA Boxing Market Research 2011-2012.* Sport Marketing Research Institute: USA Boxing.

Graduate Thesis Supervision

Committee Chair

Jennifer Velarde-Menary (2017). University of the Pacific, Department of Health, Exercise and Sport Sciences. Thesis: *Small-scale sport events and sustainability: A case study in Torres del Paine National Park, Chile.*

[**Note:** Student won the 2018 Emerging Scholar Award from [Tourism & Leisure Studies](#).]

Chelsea Davis (2017). University of the Pacific, Department of Health, Exercise and Sport Sciences. Thesis: *An examination of gender differences in the stress levels of undergraduate athletic training students.*

Committee Member

John Davenport. (2019). University of the Pacific, Department of Health, Exercise, and Sport Sciences. Thesis: *The contributing factors of student fitness employee job satisfaction in campus recreation.*

Christina Murray (2018). University of the Pacific, Department of Communications. Thesis: *Workshop design for teaching college athletes social media literacy.*

Brittainy Chown (2016). University of the Pacific, Department of Health, Exercise and Sport

Sciences. Thesis: *Differences in anxiety coping strategy usage between event groups in track and field.*

Professional Service

2018-Present	Sport Marketing Association Awards Committee, Member
2016-2019	College of the Pacific Curriculum Committee, Member University of the Pacific Athletics Advisory Board, Member
2015-2019	Freshman Orientation, Faculty Advisor
2017-2018	Health, Exercise, and Sport Sciences (HESP) Department, Co-Chair
2017	Health, Exercise, and Sport Sciences (HESP) Interim Co-Graduate Director
2013-2017	North American Society for Sport Management (NASSM) Publicity and Promotions Committee, Faculty Representative
2015	University of the Pacific Student-Athlete Experience Committee
2011-2013	Sport Marketing Research Institute (Graduate Student Director)

Editorial and Review Boards

Editorial Board Member and Reviewer, Journal of Amateur Sport
Reviewer, International Journal of Sport Management & Marketing
Reviewer, Global Sport Business Journal
Reviewer, Research Quarterly for Exercise and Sport
Reviewer, Journal of Issues in Intercollegiate Athletics
Reviewer, Sport, Business and Management: An International Journal
Reviewer, International Journal of Case Studies in Management

Professional Awards & Grants

2019	Sport Marketing Association Grant Recipient “NHL to Seattle: An examination of early team brand development.”
2017	Sport Marketing Association “Best Ignite Presentation” Award “Design thinking in the classroom.”
2015	Technology in Education Grant Recipient “EconFantasy: A simulation software to enhance Sport Economics and Finance”
2015	College Research Fund Grant Recipient “Strategic planning and organizational adaptations to climate change in the Lake Tahoe region ski industry”
2013	North American Society for Sport Management (NASSM) Runner up to Student Research Paper Competition “A Qualitative Analysis of Athletic Apparel and Equipment Sponsorship and Student-Athlete Recruitment at the Football Championship Subdivision.”

Professional Development Presentations and Seminars

2019	SMA Pedagogy and Pastries -Presented: <i>Rose, Bud, Thorn Industry Analysis Activity</i>
2018	Center for Teaching and Learning (CTL): Student-Centered Teaching NASSM Teaching and Learning Fair - Presented: <i>Introduction to Photoshop</i>
2017	Center for Teaching and Learning (CTL): Contemplative Pedagogy SMA Pedagogy and Pastries - Presented: <i>Using Design Thinking in the Classroom</i>

- 2016 Center for Teaching and Learning (CTL): Course Redesign Retreat
SMA Pedagogy and Pastries
-Presented: *How to Create a Podcast*
NASSM Teaching and Learning Fair
-Presented: *Live Tweeting Assignment*
- 2015 SMA Pedagogy and Pastries
- Presented: *EconFantasy: A General Manager Fantasy Sport Simulation*
NASSM Teaching and Learning Fair
-Presented: *Using Vine Video Assignments in Sport Communication Courses*
- 2014 Sport and Technology Panel:
- Attended: “How Technology is Improving On-Field Performance”
NASSM Teaching and Learning Fair
-Presented: *Facility Assessment Assignment*
UNCO Teaching and Learning Fair
-Presented: *Active Learning: Facility Tours*
- 2013 NASSM Teaching and Learning Fair
-Presented: *Cooperative Learning Strategies for Sport Management*

Affiliations/Memberships

North American Society for Sport Management (NASSM) 2013-present
Sport Marketing Association (SMA) 2014-present
College Sport Research Institute (CSRI) 2012-2013

Sport Industry Experience

Director of Marketing and Corporate Sales, Calgary Vipers Professional Baseball, Calgary, AB, 2010-2011
Graduate Assistant-Assistant Women’s Golf Coach, California University of Pennsylvania, California, PA, 2009-2010
Recreation Programmer, City of Calgary, Calgary, AB, 2008
Hockey Official, Rocky Minor Hockey, Rocky Mountain House, AB, 2000-2004

Volunteer Experience (selection)

Frys.com Open, PGA Tour, 2015. Student Supervision
Calgary Roughnecks, National Lacrosse League, 2011. Ticket Sales, On-field promotions
Learn to Play Golf Clinic, 2008. Instructor
84 Lumber Classic, Professional Golf Association Tour, 2007. Usher
Pittsburgh Steelers, National Football League, 2005-2008. Concessions