

# GREGORY "GREGG" ANDREW RICH

## Curriculum Vitae

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Sport Management Program  
Department of Health Science & Kinesiology  
Georgia Southern University  
1119B Hollis Building  
Statesboro, GA



## EDUCATION AND WORK EXPERIENCE

### Education

#### University of Georgia

Ph.D. – Kinesiology (Sport Management & Policy)

Cumulative GPA: 3.89/4.0

Athens, GA

May 2017

#### Dissertation Committee

Billy J. Hawkins, PhD (Major Professor)

Becca Leopkey, PhD

Jori N. Hall, PhD

John Hulland, PhD

#### Ohio University

M.B.A. (focus in Sport Management)

M.S.A.

Cumulative GPA: 3.56/4.0

Athens, OH

June 2004

#### James Madison University

B.S. – Kinesiology

Minor – Business

Cumulative GPA: 3.53/4.0 (*cum laude*)

Harrisonburg, VA

May 2002

### Academic (Faculty) Experience

#### Associate Professor of Sport Management

Georgia Southern University, Department of Health Sciences and Kinesiology

Statesboro, GA

Aug 2024 - Pres

#### Undergraduate Program Coordinator, Sport Management

Georgia Southern University, Department of Health Sciences and Kinesiology

Statesboro, GA

August 2023 - Pres

#### Assistant Professor of Sport Management

Georgia Southern University, Department of Health Sciences and Kinesiology

Statesboro, GA

Aug 2018 – Jul 2024

#### Limited-term Lecturer, Sport Management Program

University of Georgia, Department of Kinesiology

Athens, GA

Aug 2017 – May 2018

## Related Experience in Sport and Recreation

### Training Assistant Manager

LA Fitness; Dunwoody, GA: Winter – 2009

### Sales Lead

Nike; Atlanta, GA: 2008 – 2009

### Sponsorship Consulting Associate

Velocity Sports & Ent.; Atlanta, GA: 2005 – 2008

### Office of Graduate Studies, GA

Ohio University; Athens, OH: 2003 – 2004

### Liaison to the Referee Commissioner

FIFA/Women's World Cup; Columbus, OH: 2003

### Basketball Operations Intern

Boston Celtics; Waltham, MA: Summer – 2003

### Football – Game Operations Staff

Ohio University; Athens, OH: 2002 – 2003

### Ops & Equipment Maintenance GA

Ping Recreation Center; Athens, OH: 2002 – 2003

### League Statistician

VBL; Harrisonburg, VA: Summer – 2001

### Night Manager – LeClub Rec Center

GERM; McGaheysville, VA: 2000 – 2002

## RESEARCH

My research interests can be focused into two general channels: 1. Endorsement/sponsorship and 2. How sport management practices influence consumer/fan/student-athlete experiences. With the NCAA policy changes regarding student-athlete ability to profit from their Name, Image, and Likeness (NIL), I have begun to conduct research that merges these two channels (i.e., endorsement and student-athlete experience). More broadly, I value applied, practical research with a personal desire to conduct studies that aid in bridging the gap between sport management scholars and practitioners.

## PUBLICATIONS

### Dissertation

**Rich, G.** (2017). *Hometown Sponsorships: A sustainable competitive advantage for building brand ambassadors* [Doctoral dissertation, University of Georgia].

### Published Peer-Reviewed Works

Williams, D., **Rich, G.**, Durham, O., & Doran, K. (2024). A content analysis of the Journal of Intercollegiate Sport: 2008-2022. *Journal of Intercollegiate Sport*, 17(3), 1-24. <https://doi.org/10.17161/jis.v17i3.21309>

Fields, C. A., **Rich, G.\***, & Langdon, J. (2024). An examination of hierarchical leisure constraint effects on sport participation and sport preference from adolescence into early adulthood. *Journal of Sport Behavior*, 47(1), 1-23.

Slavich, M., **Rich, G.**, & Williams, D. P. (2022). Home fare advantage: An examination of the role of food and beverages in Mercedes-Benz Stadium's spectator experience. *Journal of Applied Sport Management*, 14(3), 1-10.

Luo, L., Qian, T. Y., **Rich, G.**, & Zhang, J. J. (2022). Impact of core and peripheral market demand on event identification and behavioral intentions of recurring hallmark sporting event spectators: An empirical study of the Shanghai Masters. *International Journal of Sport Marketing and Sponsorship*, 23(2), 311-325. <https://doi.org/10.1108/IJSMS-12-2020-0218>.

Hanna, C., Barnhill, C., **Rich, G.**, Rundio, A., & Gipson, C. (2020). Savannah Hockey Classic attendance motivation. *Journal of Tourism Insights*, 10(1), 1-13. <https://doi.org/10.9707/2328-0824.1149>.

**Rich, G.**, Kungu, K., & Boolani, A. (2020). Student-athletes at an historically Black university (HBU): Examining the relationship between student-engagement on campus and career situation awareness. *Journal of Athlete Development and Experience*, 2(2), 83-102. <https://doi.org/10.25035/jade.02.02.02>.

**Rich, G.**, Hall, J. N., & Hawkins, B. J. (2019). Conceptual distinctions in general and local sponsorship objectives: A qualitative inquiry. In J. J. Zhang & B. G. Pitts, B. G. (Eds.), *Contemporary issues in global sport business: Management Resources and Opportunities* (pp. 261 – 297). London, UK: Routledge (Research Article in a Book Format).

Cobbs, J., Groza, M. D., & **Rich, G.** (2015). Brand spillover effects within a sponsor portfolio: The interaction of image congruence and portfolio size. *Marketing Management Journal*, 25(2), 107-122.

#### **Book Review**

**Rich, G.** (2021, April 27). An Athletic Director's Story and the Future of College Sports in America by Robert E. Mulcahy II with Robert Stewart: Rutgers University Press. Review for *Journal of Issues in Intercollegiate Athletics*. <http://csri-jiia.org/an-athletic-directors-story-and-the-future-of-college-sports-in-america/>

#### **Encyclopedia Entries**

**Rich, G.** (2024). Knowledge. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management* (2<sup>nd</sup> ed.), 531-532. Edward Elgar Publishing Ltd. <https://doi.org/10.4337/9781035317189.ch310>.

**Rich, G.** (2024). Property. In P. M. Pedersen (Ed.), *Encyclopedia of Sport Management* (2<sup>nd</sup> ed.), 762-763. Edward Elgar Publishing Ltd. <https://doi.org/10.4337/9781035317189.ch445>.

#### **Articles Under Review**

**Rich, G.**, Lanahan, P., Gipson, C., Hanna, C., & Williams, D. Understanding the experiences of sport management student leaders: The case of the Emeritus Memorial Golf Tournament and Auction (Qualitative Study).

#### **Working Papers**

Martin, C. & **Rich, G.\*** Examining the effects of humorous language in social media on sport consumers' merchandise value perceptions: The case of South Georgia Tormenta FC. (Quantitative Study)

**Rich, G.**, Slavich, M., Williams, D. P., & McGehee, G. A new player in town: Fan consumption behavior factors within a recently competitive market. (Qualitative/Quantitative Study).

**Rich, G.**, Hulland, J, Ionut, E. & Hawkins, B. J. When in Atlanta, Drink Coke: The interaction of city Identification and sponsor identification. (Quantitative Study).

**Rich, G.**, Durham, O., Gilbert, R., & Williams, D. Moving for the money? Examining how NIL and the transfer portal affect student-athlete motives for transfer and recruitment decisions in the Sun Belt Conference. (Mixed-Method Study).

**Rich, G.**, Williams, D. P., Slavich, M., Qian, T. Y., & Durham, O. Mapping sport management masters' programs: supply-side typologies with corresponding demand-side outcomes. (Multi-Method Study).

## PRESENTATIONS (\* denotes Senior Author/Advisor)

### Oral Presentations

Martin, C. & **Rich, G.\*** (2024, November). *Examining the Effects of Humorous Language in Social Media on Sport Consumers' Merchandise Value Perceptions: The Case of South Georgia Tormenta FC*. Presented at 2024 Sport Marketing Association Conference, St. Louis, Mo.

**Rich, G.**, Durham, O., Gilbert, R., & Williams, D. (2023, October). *Moving for the money? Examining how NIL and transfer portal policies affect NCAA Division I student-athletes' motives for transfer and recruitment decisions*. Presented at 2023 Sport Marketing Association Conference, St. Petersburg, FL.

Williams, D., Durham, O., Duran, K., & **Rich, G.** (2023, March). *A content analysis of the Journal of Intercollegiate Sport: 2008-2019*. Presented at 2023 College Sport Research Institute Conference, Columbia, SC.

**Rich, G.**, Williams, D. P., Qian, T. Y., Durham, O. (2022, October). *Mapping sport management masters' programs: supply-side typologies with corresponding demand-side outcomes*. Presented at 2022 Sport Marketing Association Conference, Charlotte, NC.

**Rich, G.**, Qian, Y., & Luo, L. (2021, October). *Examining the relationship among market demand, event identification, and behavioral intentions at the Shanghai Masters*. Presented at 2021 Sport Marketing Association Conference, Las Vegas, NV.

Slavich, M., **Rich, G.**, & Williams, D. P. (2020, May). *A new player in town: Fan consumption behavior factors within a recently-competitive market*. Abstract accepted for 2020 NASSM Conference, San Diego, CA (Conference was changed to virtual conference due to coronavirus pandemic).

**Rich, G.**, Kungu, K., & Boolani, A. (2020, April). *Career situation awareness and on-campus engagement experiences of student-athletes: Examining racial majorities in an HBU and PWI context*. Abstract accepted for 13<sup>th</sup> Annual College Sport Research Institute Conference on College Sport, Columbia, SC (Conference was cancelled due to coronavirus pandemic).

Slavich, M., **Rich, G.**, & Williams, D. P. (2019, November). *Home fare advantage: An examination of the role of food and beverages in Mercedes-Benz Stadium's spectator experience*. Presented at 17<sup>th</sup> Annual Sport Marketing Association Conference, Chicago, IL.

**Rich, G.**, Kungu, K., & Boolani, A. (2019, June). *Student-athletes at an historically Black university (HBU): Examining the relationship between student-engagement on campus and career situation awareness*. Presented at Tenth International Conference on Sport and Society. Toronto, Canada.

**Rich, G.,** & Hawkins, B. J. (2015, October). *Do millennial endorser preferences still match-up when considering race and gender?* Presented at 2015 Sport Marketing Association XIII Conference, Atlanta, GA.

### **Visual (Poster) Presentations**

Fields, C. A., & **Rich, G.\*** (2022). *The impact of socio-demographics on sport preference.* Presented at 2022 Southeast ACSM Conference, Greenville, SC.

Qian, Y., **Rich, G.,** & Luo, L. (2021, October). *Toward a better understanding of core and peripheral market demand for women's sporting events: An importance-performance map analysis approach.* Poster to be presented at 2021 Sport Marketing Association Conference, Las Vegas, NV.

**Rich, G.,** Barnhill, C. R., & Hanna, C. (2018, November). *Exploring work-integrated learning: A case study in course-driven management for a not-for-profit sporting event.* Poster presented at 2018 Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.

**Rich, G.,** & Hawkins, B. J. (2014, October). *Fan and consumer: A sponsor brand consumption model for consumer-focused sport sponsorship.* Poster presented at 2014 Sport Marketing Association XII Conference, Philadelphia, PA.

**Rich, G.,** Hawkins, B. J., & Byon K. K. (2014, May). *An interdisciplinary conceptualization of hierarchical leisure constraint theory, constraint negotiation, and endorsement.* Poster presented at 2014 NASSM Conference, Pittsburgh, PA.

**Rich, G.** (2014, March). *Buying In: Examining how sponsorship influences consumption heuristics in highly-identified fans.* Poster presented at 2014 Global Education Forum, Athens, GA.

**Rich, G.,** Byon K. K., & Baker, T. A. (2013, October). *Sleeping bag sponsorship model: Warming up to corporate sponsors.* Poster presented at Sport Marketing Association XI Conference, Albuquerque, NM.

**Rich, G.** (2013, April). *Effects of constraint negotiation upon endorsed product purchases.* Poster presented at 2013 COE Graduate Student Research Conference, Athens, GA.

**Rich, G.** (2013, February). *Affective intensity effects on image congruence within sponsorship.* Poster presented at Global Education Forum 2013, Athens, GA.

### **Pedagogy Workshop Presentations**

**Rich, G.,** & Lisec, J. (2023). *Adopting a True2U SWOT approach to course design.* Presented at 2023 Sport Marketing Association Conference, St. Petersburg, FL.

## **Grants**

### **Grants Applied**

Rich, G. (PI). Examining NIL effects on student-athlete social media involvement and emotional well-being. **2024 NCAA Innovations in Research and Practice.** \$35,000 (*Unfunded*).

# TEACHING

This section shares my teaching philosophy. Then, my overall instructor ratings are provided, which includes a sampling of students' course evaluation comments.

## Teaching Philosophy

While I desire for my students to achieve high marks in the courses I teach, I focus more on preparing them for career success. This long-term perspective influences my teaching philosophy, which is founded on:

1. Fostering an environment that is focused on exhibiting proactive, professional accountability
2. Developing critical thinking skills through use of intense, practical application projects

*A full description of my teaching philosophy is provided in my online portfolio (see QR code on Title pg)*

### General Content Delivery: Scaffolding, from Theory into Practice

A believer in the scaffolding teaching method—the construction of skill-development through increasingly difficult, yet related, activities—and with a decade of various work experiences outside of academia, I focus on presenting material in ways that help students understand its possible applications within their desired careers. New material is first taught conceptually, incorporating practical applications as students become more cogent in theory; ultimately striving to finish the teaching of material through practitioner-based simulations/assignments. When applicable, a successful professional from a field that depends on such material will serve as a guest lecturer and supplement the material that I have already taught my students, sharing their industry experiences. Ultimately, concepts and related material are taught to increase student knowledge, with application serving to develop an understanding of how that knowledge can best be applied in a sport industry setting. As stated before, preparing students for a successful career in the sport industry is of paramount importance to me.

## Course Evaluations

Georgia Southern University				Statesboro, GA
Course	Course Title	Semester	Enrollment	Instructor Rating
SMGT 7339	Financial and Strategic MGMT in Sport	Summer 2022 (1)	16	4.2/5.0
		Summer 2022 (2)	14	4.2/5.0
		Summer 2024	19	3.5/4.0
SMGT 7337	Sport Marketing	Fall 2020	19	4.4/5.0
		Fall 2022	22	4.7/5.0
		Fall 2023	20	3.5/4.0
		Fall 2024	23	3.4/4.0
SMGT 7330	Research and Analysis in Sport	Spring 2020	14	3.9/5.0*
		Spring 2022	13	4.2/5.0
		Spring 2023	22	4.3/5.0
		Spring 2024	20	3.4/4.0
SMGT 6135	Revenue Generation in Sport	Summer 2020	16	4.3/5.0
		Summer 2021 (1)	18	4.0/5.0
		Summer 2021 (2)	18	4.3/5.0

		Summer 2022	27	4.2/5.0
		Summer 2023	13	4.2/5.0
		Summer 2024	21	3.15/4.0
<b>SMGT 6134</b>	<b>Sport Sponsorship</b>	Spring 2019	32	4.1/5.0
		Spring 2021	28	4.2/5.0
		Fall 2023	15	3.1/4.0
<b>SMGT 6133</b>	<b>Sport Consumer Behavior</b>	Fall 2019	34	3.1/5.0 <<
		Fall 2021 (1)	22	4.1/5.0
		Fall 2021 (2)	20	4.0/5.0
<b>SMGT 4735</b>	<b>Sport Management Internship</b>	Fall 2023	5	(Course Evals are not administered for internship courses)
		Spring 2024	23	
		Summer 2024	24	
		Fall 2024	4	
<b>SMGT 4533</b>	<b>Ticketing and Sponsorship Sales</b>	Spring 2020	32	4.4/5.0
		Spring 2021	38	4.4/5.0
		Spring 2022	41	4.6/5.0
		Spring 2023	31	4.5/5.0
		Spring 2024	45	3.6/4.0
<b>SMGT 4531</b>	<b>Data Driven Sales in Sports</b>	Fall 2019	24	4.5/5.0
		Fall 2020	30	4.4/5.0
		Fall 2021	30	4.5/5.0
		Fall 2022	28	4.3/5.0
<b>SMGT 4336</b>	<b>Sport Business Operations</b>	Fall 2018	38	4.2/5.0
		Spring 2019	37	4.2/5.0
<b>SMGT 4330</b>	<b>Facility and Event Management</b>	Fall 2018	39	4.2/5.0
		Fall 2019	42	4.0/5.0
		Fall 2020	32	3.9/5.0
		Fall 2021	26	4.6/5.0*
		Fall 2022	25	4.2/5.0
<b>SMGT 3735</b>	<b>Sport Management Practicum</b>	Fall 2023	45	3.7/4.0
		Fall 2024	45	N/A
<b>SMGT 3330</b>	<b>Sport Promotion and Marketing</b>	Summer 2019	19	3.2/5.0 <<
<b>SMGT 3236</b>	<b>Financial Mgmt of Sport</b>	Summer 2020	23	4.5/5.0
		Summer 2021	13	4.2/5.0
		Summer 2023	24	3.6/5.0 <<
<b>SMGT 2130</b>	<b>Intro to Sport Management</b>	Spring 2019	68	4.2/5.0
		Spring 2020	74	4.5/5.0
		Spring 2021	59	4.5/5.0
		Spring 2022	62	4.6/5.0
		Spring 2023	67	4.4/5.0

<< Denotes online course with small response rate \*Denotes a 100 percent student response rate.

## Course Evaluations

University of Georgia				
Course	Course Title	Semester	Enrollment	Instructor Rating
<b>KINS 7290</b>	<b>Sport Sponsorship</b>	Spring 2018	6	4.2/5.0
<b>KINS 7280</b>	<b>Sport Marketing</b>	Fall 2017	18	4.2/5.0
		Spring 2018	11	3.4/5.0
<b>KINS 7220</b>	<b>Sport and Society</b>	Fall 2017	29	3.2/5.0

<b>KINS 5450L</b>	<b>Sport Management Internship</b>	Fall 2013 Spring 2013	4 6	4.2/5.0* 4.2/5.0*
<b>KINS 4840</b>	<b>Sport Event Management</b>	Spring 2016 Fall 2016 Spring 2017 Spring 2018	55 74 59 58	3.7/5.0 3.3/5.0 4.5/5.0 4.5/5.0
<b>KINS 4820</b>	<b>Social Aspects Sport</b>	Fall 2015	32	<b>3.7/5.0</b>
<b>KINS 4350</b>	<b>Sport Finance</b>	Fall 2013 Spring 2014	40 37	4.0/5.0* 4.2/5.0*
<b>KINS 3830</b>	<b>Meas. &amp; Evaluation</b>	Fall 2017	54	4.1/5.0*
<b>KINS 3430</b>	<b>Intro to Sport Management</b>	Fall 2017 Spring 2018	58 56	4.1/5.0 4.4/5.0
<b>KINS 3303L</b>	<b>Sport Management Practicum</b>	Fall 2013 Spring 2014	30 38	4.2/5.0 4.5/5.0
<b>PEDB 1950</b>	<b>FFL Walking</b>	Summer 2015	19	4.6/5.0
<b>PEDB 1930</b>	<b>FFL Jogging</b>	Fall 2012	19	4.6/5.0*
<b>PEDB 1910</b>	<b>FFL Indoor Cycling</b>	Fall 2016	29	4.2/5.0
<b>PEDB 1400</b>	<b>Intro to Weight Training</b>	Spring 2013 Spring 2013 Summer 2013 Summer 2013 Summer 2014 Spring 2015 Summer 2016 Summer 2016	35 34 18 17 12 36 29 22	4.7/5.0 4.8/5.0* 4.7/5.0* 4.9/5.0* 4.8/5.0* 4.7/5.0* 4.6/5.0* 4.6/5.0*
<b>PEDB 1380</b>	<b>Beginning Volleyball</b>	Spring 2013 Spring 2013	36 35	4.7/5.0 4.5/5.0*
<b>PEDB 1350</b>	<b>Beginning Tennis</b>	Fall 2012	34	3.8/5.0*
<b>PEDB 1280</b>	<b>Ultimate</b>	Fall 2014 Fall 2014 Spring 2015 Fall 2015	28 17 29 12	4.5/5.0* 4.8/5.0 4.4/5.0* 4.8/5.0*
<b>PEDB 1270</b>	<b>Soccer</b>	Fall 2016 Spring 2015	25 26	3.6/5.0* 4.6/5.0*
<b>PEDB 1240</b>	<b>Intermediate Racquetball</b>	Fall 2015 Spring 2016 Spring 2016 Fall 2016 Spring 2017	21 19 22 14 24	4.4/5.0 4.5/5.0* 4.8/5.0* 4.4/5.0 4.5/5.0
<b>PEDB 1230</b>	<b>Beginning Racquetball</b>	Fall 2014 Fall 2014 Fall 2014 Spring 2015 Fall 2015 Spring 2017	24 23 22 24 23 24	4.1/5.0* 4.7/5.0 4.7/5.0* 4.7/5.0* 4.3/5.0 4.3/5.0
<b>PEDB 1150</b>	<b>Self Defense</b>	Fall 2012	30	4.8/5.0*
<b>PEDB 1080</b>	<b>Beginning Bowling</b>	Spring 2015 Spring 2015	45 47	4.7/5.0* 4.3/5.0
<b>PEDB 1040</b>	<b>Beginning Basketball</b>	Spring 2013 Fall 2012 Fall 2012	38 34 25	4.8/5.0* 4.6/5.0* 4.6/5.0*



		Fall 2014	27	4.6/5.0*
		Summer 2015	23	4.7/5.0*
		Spring 2016	36	4.6/5.0*

<< Denotes online course with small response rate \*Denotes a 100 percent student response rate.

### Sampling of Student Comments

*"I appreciated the modules for each section [of Revenue Generation in Sport] correlating with the discussion posts and semester project. It made for an easier transition into the project because we had already worked through most of the requirements. I also appreciated the consistent feedback on assignments throughout the course."*

*"I liked the projects [in Ticketing and Sponsorship Sales] though tedious, they truly helped me understand how ticketing and sponsorship proposals work in the real world. I also like how Gregg treated us like professionals and expected us to perform like them; however, he did give us grace as we are not professionals just yet, but his teaching style will definitely come in handy when we are joining the workforce."*

*"There is nothing that needs to be done to any of Gregg's classes to enhance them [Research and Analysis in Sport]. He has set the bar so high that most of the other professors cannot keep up."*

*"The professor being so available for questions [Sport Management Practicum], the assignments we had were good material and we had more than enough time to complete everything, and the guest speakers are always a plus because we can learn new things from different people."*

*"My professor exceeded expectations when it came to instructing material. He came every single day to class [Intro to Sport Management] with a passion to teach the material and he also made it very interactive. Not only did he know his content, but he went outside of the textbook and power points. He also provided constant answers to questions I had, as well as tips and advice for professionalism and opportunities. He was constantly available outside of the class. This professor was one my favorites not because of who he is, but how he prepared me in this major as well as outside of school"*

*"The instruction of this class [Sport Marketing] was well thought out. Gregg puts effort into his lectures and courses in general. This class was challenging, but fun to participate in. The group project is very beneficial and relevant to most sport-based career paths"*

*"Dr. Rich is very professional and experienced in marketing related field [Sport Marketing], and he combined theory and practice well. It's very important for a class like marketing."*

*"First of all, this is quite possibly the best course [Sport Finance] I have taken at UGA. Professor Rich pushed all of us to learn about Sport Finance through two group projects that allowed us to explore the nature of the subject and prove our competence and understanding. He didn't reduce us to simply memorizing terms for a test. He gave us a reason to show up to class every day. You always knew that you were going to learn something new about a topic that you actually care about. Secondly, he has a passion for the subject, but more importantly you can tell that he cares about his students. I haven't found that many professors take an interest in their students like he has. He also has a humility and desire to improve that are very rare among teachers. He constantly asks for student feedback on the structure of the course and how he could improve it."*

*“The format of this course was great. Professor Rich gives an excellent perspective as someone who has personal experience in the world of Sport Finance. Combined with mutual respect, this gives us a deference to him that facilitates an environment where we’re allowed to experiment, and possibly fail, in pursuit of understanding how Sport Finance actually works in the real world. Our group projects were always graded fairly based on the efforts we put into them. We weren’t graded on whether or not he agreed with our conclusion, as long as we provided the necessary evidence to make an argument for our decision. I think that kind of approach is often overlooked in other classes that seem to think there is only one right answer. I hope that whoever reads this understands that these are exactly the kinds of classes I was expecting when I came to UGA. These classes challenge me to think and improve. Unfortunately, until now I’ve mostly been met with very basic teachers who only lecture and test, but they do not seem very interested in who students are and what they think. This class is an extremely refreshing change of pace from that, and I’m extremely pleased that I was able to take it.”*

*“Great instructor! Nice balance between being professional and personable. Always willing to provide feedback, comments and extra help when asked. Always showed up on time and clearly communicated expectations. Would definitely take him again for another course.”*

*“Professor Rich has been my favorite college professor thus far. I have now taken two classes [Measurement and Evaluation, Sport Event Management] with him as my professor. He genuinely cares about his students and helps apply real-world application to many subjects that will help us in the future”*

*“This class [Sport Event Management] was very structured, which enhanced the overall learning environment. Expectations were clear and communicated well. The professor truly cares about his students. He paid attention to details in the group projects, which I appreciated very much.”*

*“This is the first sport management class [Sport Event Management] that I’ve taken where I actually get to apply the information we talked about in class, during a class project. The majority of other classes I’ve taken just involve understanding the concepts and retaining them until after graduation when we pursue our careers. I prefer this instruction style over a strictly lecture-based style.”*

## SERVICE

### Guest Reviewer

#### Cogent Psychology

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on January 20, 2018

#### European Journal of Marketing

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on March 20, 2023
- Reviewed manuscript for journal consideration; request made on July 14, 2023
- Reviewed manuscript for journal consideration; request made on July 25, 2024
- Reviewed manuscript for journal consideration; request made on August 5, 2024

#### Event Management

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on May 24, 2018
- Reviewed manuscript for journal consideration; request made on September 27, 2019

**International Journal of Sport Management and Marketing**

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on May 24, 2021

**International Journal of Sports Marketing and Sponsorship**

Guest Reviewer

- Reviewed manuscript for special issue "Sponsorship Return on Investment" on September 8, 2016
- Reviewed manuscript for journal consideration; request made on May 30, 2016
- Reviewed manuscript for special issue "Critical Issues and Challenges in the Sport Industry of Growing Economies"; request made on August 12, 2017
- Reviewed manuscript for journal consideration; request made on January 5, 2018
- Reviewed manuscript for journal consideration; request made on January 23, 2018
- Reviewed manuscript for journal consideration; request made on March 3, 2019
- Reviewed manuscript for journal consideration; request made on September 13, 2019
- Reviewed manuscript for journal consideration; request made on December 18, 2020
- Reviewed manuscript for journal consideration; request made on March 9, 2021
- Reviewed manuscript for journal consideration; request made on May 12, 2021
- Reviewed manuscript for journal consideration; request made on August 9, 2022
- Reviewed manuscript for journal consideration; request made on June 6, 2023
- Reviewed manuscript for journal consideration; request made on October 7, 2023
- Reviewed manuscript for journal consideration; request made on February 7, 2024

**Jones & Bartlett Learning**

Guest Reviewer

- Reviewed manuscript titled *Introduction to Sport Finance* targeting an undergraduate audience
- Request for review made on August 19, 2014

**Journal of Interactive Advertising**

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on February 2, 2021
- Reviewed manuscript for journal consideration; request made on April 26, 2021

**Journal of Product & Brand Management**

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on April 7, 2021
- Reviewed manuscript for journal consideration; request made on June 16, 2021
- Reviewed manuscript for journal consideration; request made on July 15, 2022

**Journal of Sport Behavior**

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on April 4, 2020
- Reviewed manuscript for journal consideration; request made on July 6, 2020
- Reviewed manuscript for journal consideration; request made on January 24, 2023

**Marketing Intelligence and Planning**

Guest Reviewer

- Reviewed manuscript for journal consideration; request made on September 23, 2017
- Reviewed manuscript for journal consideration; request made on June 2, 2018
- Reviewed manuscript for journal consideration; request made on March 31, 2019
- Reviewed manuscript for journal consideration; request made on September 30, 2024

**Routledge Books**

Guest Reviewer

- Reviewed book proposal; request made on June 1, 2021
- Reviewed book proposal; request made on June 26, 2020

**South African Journal for Research in Sport Physical Education and Recreation** Guest Reviewer  
 ➤ Reviewed manuscript for journal consideration; request made on March 31, 2014

**Sport and Society** Guest Reviewer  
 ➤ Reviewed manuscript for journal consideration; request made on October 7, 2019  
 ➤ Reviewed manuscript for journal consideration; request made on February 9, 2023

**2014 Academy of Marketing Science Annual Conference** Indianapolis, IN: May 21 – 23, 2014  
 ➤ Reviewed abstract for ‘If you build it they will come’ track  
 ➤ Reviewed manuscript for ‘Brand leveraging via events & sponsorship’ track

**Committee Memberships/Representative**

**IRB Committee – Member** 24 - Pres  
**PhD Development Committee (Dept) - Member** 24 - Pres  
**Search Committee (Assistant Professor, Sport Mgmt) – Member** Fall, 24 - Pres  
**Search Committee (Permanent Lecturer, Sport Mgmt) – Member** Fall, 23  
**General Education and Core Curriculum (University) – Member** 23 - Pres  
**Search Committee (Visiting Professor, Sport Mgmt) – Member** Summer, 23  
**Strategic Planning Committee (College) – Member** 22 - Pres  
**Faculty Senate (University) – Member** 22 - 24  
**Graduate Committee (University) – Member** 21 - 24  
**Faculty Senate (College) – Alternate** 20 - 22  
**Strategic Planning Committee (Dept) – Committee Member (GaSO)** 19 - Pres  
**Graduate Student Association (Dept) – Department Representative (UGA)** 13 – 14  
**University Council, Committee on Intercollegiate Athletics – Member (UGA)** 13 – 14

**Speaker**

**College of Education Recruitment Weekend** Athens, GA: Jan 25, 2015  
 ➤ Spoke on graduate student panel during luncheon  
**Georgia Southern Sport Management Conference** Savannah, GA: Feb 16 – 17, 2001  
 ➤ Introduced rookie speaker panel as an undergraduate

**Georgia Southern University – Student-Focused Service**

**2023 Scholar Athlete of Year Voting Committee - Voting Member** Spring 24  
**Sport Management Program – Undergraduate Coordinator** Fall 23 - Pres  
**Sport Management Program Advisory Board** Summer 22 - Fall 23  
**Faculty Advisor – Flight Crew (Student-Club)** Fall 21 - Spring 24  
**Honors Mentor (For Undergraduate Honor Student Theses)** Spring 21 - 24  
 • C. Martin, Spring 2022 – Spring, 2024  
 • C. Fields, Spring 2021 – Spring, 2022  
**Sport Marketing Association – Undergraduate Case Study Team Advisor** Fall 21  
**First-Year Student-Athlete Professor Panel Member** Fall 21  
**Willie J. Burden Memorial Scholarship – Voting Member** Spring 20 - Pres  
**Affordable eBook Developed (SMGT 2130) – Collaborator (w/Dr. Amy Rundio)** 2020  
**Conversations with Professors – Faculty Volunteer** Fall 19 – Pres  
**Major & Career Exploration Fair (Statesboro) – Faculty Volunteer** Fall 19  
**Scholar’s Day – Department Representative/Reviewer/Interview Panel** Spring 19, 20

**Academic Discipline – Student-Focused Service**  
Sport Marketing Association – Case Study Judge

Fall 22, Fall 24

**Community-Focused Service**

Leefield Preserve Subdivision – Homeowners Association President

2023

## HONORS AND ACHIEVEMENTS

2023-24 Waters College of Health Professions – Senior Faculty Service Award	2023-2024
2022-23 Waters College of Health Professions – Senior Faculty Teaching Award	2022-2023
2019-20 Waters College of Health Professions – Junior Faculty Teaching Award	2019-2020
2016 Louise E. Kindig Award Recipient (UGA Department of Kinesiology)	2016
Sport Marketing Association Graduate Case Study Competition Winner	2012

## MEMBERSHIPS AND CERTIFICATIONS

**Memberships** (past and present)

North American Society for Sport Management  
Sport Marketing Association (Active)  
Atlanta Sports Council  
National Society of Collegiate Scholars

Big Brothers Big Sisters (Big Brother)  
Phi Epsilon Kappa  
Golden Key Honour Society  
National Honor Society

**Certifications** (past and present)

AHA Basic Life Support (BLS) - Instructor	2013 – 2015
AHA Heartsaver CPR/AED	2012 – 2018
Miller Heiman – Strategic Selling	2012 – Pres
AORN O.R. Protocol	2011 – 2013
GACE English Content Certification	2009 – 2014
ASEP/NFHS Coaching Certification	2002 – Pres
Red Cross CPR for the Professional Rescuer	2002 – 2003
Red Cross Adult CPR/AED	2002 – 2003
Red Cross Community First Aid and Safety	2000 – 2003