

## EMILY S. SPARVERO

### CONTACT INFORMATION

Department of Kinesiology and Health Education  
University of Texas at Austin  
2109 San Jacinto, Stop D3700  
Austin, TX 78712-1415  
[sparv@austin.utexas.edu](mailto:sparv@austin.utexas.edu)

### EDUCATION

#### **University of Texas at Austin**

Ph.D., Sport Management, August 2008

Dissertation: Leverage of Professional Sport Teams: Reconciling Host Communities' Expectations and Realities

Adviser: Laurence Chalip, Ph.D.

Graduate Certificate, Doctoral Portfolio Program in Alternative Dispute Resolution, 2005; Center for Public Policy Dispute Resolution, University of Texas Law School

M.Ed., Sport Management, 2001

#### **Duke University**

B.A., Economics, 1997

### TEACHING EXPERIENCE

#### **University of Texas, Austin TX August 2012 – present**

*Clinical Assistant Professor*

Undergraduate courses taught: Management of Sport and Physical Activity Programs, Revenue and Budgeting in Sport, Sport and Event Marketing, Sport Sociology, Sport Management Internship & Fieldwork

Graduate courses taught: Sport Marketing, Sport Policy, Sport Analytics, Strategic Management in Sport Organizations, Managing People and Organizations, Critical Issues in American Sport

#### **Texas Women's University, Denton, TX June 2012 – August 2012**

*Adjunct Lecturer*

Graduate courses taught: Financing Sport Enterprises, Sport Publicity and Promotion, Marketing Research Seminar

#### **Temple University, Philadelphia, PA**

*Assistant Professor August 2009 – June 2012*

Undergraduate courses taught: Introduction to Sport and Recreation, Budgeting and Financial Systems, Research Methods, Sophomore Research, Sport Marketing, Junior Internship, Senior Internship

Graduate courses taught: Sport Governance and

#### **Texas A&M University, College Station, TX**

*Visiting Assistant Professor August 2008 – August 2009*

*Visiting Lecturer August 2007 – August 2008*

Undergraduate courses taught: Financing Sport Operations, Marketing Aspects of Sport, Directed Studies (sport economics emphasis)

Graduate courses taught: Revenue Generation in Sport, Directed Studies (sport policy emphasis), Professional Internship

**University of Texas at Austin**, Sport Management Program

*Teaching Assistant* September 2003 – May 2005

September 1999 – May 2001

Undergraduate course responsibilities: Revenue and Budgeting in Sport, Sociological Aspects of Sport, Structure and Organization of Sport, Sport Philosophy, History of Sport and Physical Activity, Management of Sport and Health Promotion Programs

**University of Texas at Arlington**, Information Sciences & Operations Research Dept.

*Teaching Assistant* June 2004 – August 2004

Undergraduate course responsibilities: Business Statistics, Advanced Business Statistics

### **PEER-REVIEWED JOURNAL ARTICLES**

Kim, K.R., **Sparvero, E.S.**, & Arguelles, D. (in press). Keeping spectators in the stands: Sport literacy framework for college basketball. *International Journal of Sport Management and Marketing*.

**Sparvero, E.S.**, & Warner, S. (2019). NFL Play 60: Managing the intersection of professional sport and obesity. *Sport Management Review*, 22, 153-166.

Griffiths, R., **Sparvero, E.S.**, & Tingle, J.K. (2019). Texas Sport Leadership Consultants: A case of cases. *Case Studies in Sport Management*, 8.

Trendafilova, S, Ziakas, V., & **Sparvero, E.S.** (2017). Linking Corporate Social Responsibility in Sport with Community Development: An Added Source of Community Value. *Sport in Society*, 20, 938-956.

Warner, S., **Sparvero, E.S.**, Shapiro, S. & Anderson, A. (2017). Yielding Healthy Community with Sport? *Journal of Sport Development*, 5, 8, 41-52.

**Sparvero, E.S.**, Warner, S., & Tingle, J. (2016). RunTex: A Community Landmark Run Out of Business. *Sport Management Review*, 19, 343-351.

Kim, K.R., **Sparvero, E.S.**, & Olmeda, N. (2016). Benefits of campus recreational sports: A Rasch calibration. *Recreational Sports Journal*, 40, 165-178.

**Sparvero, E.S.**, & Kent, A. (2014). Sport team nonprofit organizations: Are sports doing well at “doing good?” *Journal of Applied Sport Management*, 6, 98-116.

Warner, S., & **Sparvero, E.S.** (2014). Salaries, dollars, and sense: Making data driven decisions. *Case Studies in Sport Management*, 2, 5.

**Sparvero, E.S.**, & Warner, S. (2013). The price of winning and the impact on the NCAA community. *Journal of Intercollegiate Sport*, 6, 120-142.

Mahan, J.E., Drayer, J., & **Sparvero, E.S.** (2012). Gambling and fantasy sports: An examination of influences on fan attitudes and behaviors. *Sport Marketing Quarterly*, 21, 159-169.

**Sparvero, E., & Warner, S.** (2013). 'What about the community impact?': The Corpus Christi 'hook'. *Sport Management Review*. DOI: 10.1016/j.smr.2012.11.003

**Sparvero, E.S., Warner, S., & Pratt, A.N.** (2013). Maybe it is about the bike: The LIVESTRONG Community and Lance Armstrong Allegations. *Case Studies in Sport Management, 1*, 1-4.

Filo, K.R., Spence, K., & **Sparvero, E.S.** (2013). Exploring the properties of community among charity sport event participants. *Managing Leisure*.

**Sparvero, E. S. & Chalip, L.** (2007). Professional teams as leverageable assets: Strategic creation of community value. *Sport Management Review, 10*, 1-30.

## BOOK CHAPTERS

**Sparvero, E.S.** (2016). Finance and budgeting. In Aicher, T.J., Paule-Koba, A., & Newland, B. (Eds). *Sport and Facility Event Management*, Burlington, MA: Jones Bartlett.

**Sparvero, E.S.** (2013). Sport and the Economy. In Cunningham, G.B., & Singer, J.N. (Eds.), *Sociology of Sport and Physical Activity*. Center for Sport Management Research and Education.

**Sparvero, E.S., Chalip, L., & Green, B.C.** (2008). United States. In Houlihan, B. & Green, M. (Eds.), *Comparative elite sport development: Systems, structures, and public policy*. Butterworth – Heinemann: Burlington, MA.

## PRESENTATIONS

### Conference Presentations (peer-reviewed)

Agha, N., Dixon, J., MacCharles, J., & **Sparvero, E.S.** (2020). *The flipped classroom: How to use case studies to increase active learning*. Presented at the Annual Meeting of the North American Society for Sport Management (virtual conference).

Chen, Y., & **Sparvero, E.S.** (2020). *Analyzing the policy impact of the Olympic Strategy on soccer professionalization in China*. Presented at the Annual Meeting of the North American Society for Sport Management (virtual conference).

Kim, K.R., Slana, R., Stoker, G., Arguelles, D., & **Sparvero, E.S.** (2019). *Transforming into active spectators: Examining college basketball literacy for spectatorship*. Presented at the Sport Marketing Association Conference. Chicago, IL.

Griffiths, R., **Sparvero, E.S., & Tingle, J.K.** (2019). *Case of cases: Applying Kolb's experiential learning model to the case teaching method*. Presented at the Annual Meeting of the North American Society for Sport Management. New Orleans, LA.

**Sparvero, E.S., Griffiths, R., Mahan, J., & Tingle, J.** (2017). *Ready, set, engage: Teaching (and reaching) Millennials*. Presented at the Annual Meeting of the North American Society for Sport Management. Denver, CO.

**Sparvero, E.S.,** Trendafilova, S., Picciarelllo, M., & Bemiller, J. (2016). *An analysis of doping-related dispute resolution in Olympic sport*. Presented at the Annual Meeting of the North American Society for Sport Management. Orlando, FL.

**Sparvero, E.S.** (2014). *Developing a ticketing partnership with local teams*. Presented at the Annual Meeting of the North American Society for Sport Management, Teaching and Learning Fair. Pittsburgh, PA.

**Sparvero, E.S. & Kent, A.** (2013). *Professional teams and charitable foundations: Doing well at doing good?* Presented at the Annual Meeting of the North American Society for Sport Management. Austin, TX.

**Sparvero, E.S.** (2013). *Real applications, real data: Using SBRNet across the sport management curriculum*. Presented at the Annual Meeting of the North American Society for Sport Management, Teaching and Learning Fair. Austin, TX.

Trendafilova, S., Ziakas, V., **Sparvero, E.S.,** & Brown, A. (2011) *Corporate Social Responsibility in European Sport Clubs: Analysis and Classification of Activities/Programs*. Presented at the European Association for Sport Management (EASM). Madrid, Spain.

**Sparvero, E.S.,** & Aicher, T.A. (2011, April). *It's all about the Benjamins: Financial management in college athletic departments*. Presented at the College Sport Research Institute. Chapel Hill, NC.

Filo, K., Funk, D., Jordan, J.S., **Sparvero, E.S.** (2011, June). *Exploring activity-contingent volunteerism: A preliminary study with Back on My Feet volunteers*. Presented at the Annual Meeting of the North American Society for Sport Management. London, Ontario, Canada.

**Sparvero, E.S.** (2010, October). *Environmental dispute resolution in Olympic host communities*. Presented at the International Sport Management Conference. Lausanne, Switzerland.

**Sparvero, E.S.** (2010, October). *Understanding the partnership process in cause marketing programs: A minor league baseball case study*. Presented at the Sport Marketing Association. New Orleans, LA.

**Sparvero, E.S.** (2010, June). *Predicting financial vulnerability measures of professional sport nonprofits*. Presented at the Annual Meeting of the North American Society for Sport Management. Tampa, Florida.

**Sparvero, E.S.** (2010, June). *An application of intervention mapping techniques to league-wide physical activity initiatives*. Presented at the Annual Meeting of the North American Society for Sport Management. Tampa, Florida.

**Sparvero, E. S. & Chalip, L.** (2007, June). *Social leverage of professional sports: Delivering benefits through community relations programming*. Presented at the Annual Meeting of the North American Society for Sport Management, Fort Lauderdale, Florida.

**Sparvero, E. S. & Chalip, L.** (2006, June). *Bridging the gap between the expectations and realities of hosting a professional sports team: A case study of Corpus Christi, Texas*. Presented at the Annual Meetings of the North American Society for Sport Management, Kansas City, Missouri.

**Sparvero, E. S.,** Trendafilova, S., & Chalip, L. (2005, June). *An alternative approach to environmental dispute resolution in sport contexts*. Presented at the Annual Meetings of the North American Society for Sport Management, Regina, Canada.

## **UNIVERSITY SERVICE**

C14 Committee, Member, 2017-2020

## **DEPARTMENTAL SERVICE**

Advisor, Sport Marketing Association Conference undergraduate case study team, 2<sup>nd</sup> place finish, 2019

Advisor, Applied Sport Management Conference undergraduate case study team, 1<sup>st</sup> place finish, 2018

Member, Subvention Committee, 2017- 2020

Advisor, Sport Analytics Club, 2016-2017

Chair, Alderson Planning Committee, 2016-17

Member, Alderson Planning Committee, 2015-2016

Member, Undergraduate Advisory Committee, 2014-2017

## **PROFESSIONAL SERVICE**

Guest editor, Special Issue on Organizational Behavior, Case Studies in Sport Management, 2019-20

Member, NASSM Conference Committee, 2018 - present

Member, Strategic Management Working Group, NASSM, 2017 - 2019

Member-at-Large, NASSM Executive Committee, 2015-2017

Chair, NASSM Distinguished Educator Award committee, 2015-2017

Co-chair, NASSM Doctoral Research Grant committee, 2015-2017

Editorial board member, Case Studies in Sport Management 2016 - present

Editorial board member, Journal of Intercollegiate Athletics, 2015 - present

Ad-hoc reviewer, Journal of Business Research

Ad-hoc reviewer, Journal of Sport Management

Ad-hoc reviewer, Sport Management Review

Ad-hoc reviewer, International Journal of Sport Management and Marketing

Ad-hoc reviewer, City, Culture, and Society

Ad-hoc reviewer, Journal of Intercollegiate Sport

Abstract reviewer, NASSM Sport Finance Section

Section head (Economics), NASSM

Section head (Governance), NASSM

Book reviewer, Routledge (Financial Management in the Sport Industry)

## **GRANTS & AWARDS**

2017 Faculty Innovation Grant, Expanding the Playbook: Gamification and the Sport Management

Internship Course, \$6040

2017 Applied Sport Management Association Case Competition Champion, Advisor

2010 Outstanding Young Investigator, International Sport Management Conference

2005 Professor and Mrs. Karl K. Klein Endowed Graduate Scholarship

2000 Alderson Graduate Scholarship for Teaching Excellence