

Khalid Ballouli

UNIVERSITY OF SOUTH CAROLINA
COLLEGE OF HOSPITALITY, RETAIL, & SPORT MANAGEMENT
DEPARTMENT OF SPORT & ENTERTAINMENT MANAGEMENT
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EDUCATION

- August 2011 **Ph.D., Sport Management**
College of Education and Human Development
Texas A&M University, College Station, TX
- August 2008 **M.S., Sport Management**
College of Education and Human Development
Texas A&M University, College Station, TX
- August 2006 **B.S., Sport Management**
College of Education and Human Development
Texas A&M University, College Station, TX

ACADEMIC APPOINTMENTS

- 2017– **Associate Professor**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
- 2017– **Ph.D. Program Director**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
- 2011-2017 **Assistant Professor**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
- 2008–2011 **Graduate Assistant**
College of Education and Human Development
Texas A&M University, College Station, TX

INDUSTRY EXPERIENCE

- 2008–2011 **Director of Operations**
Texas Twelve Baseball Academy, College Station, TX
– devised policies, managed operations, and developed brand identity for youth travel baseball organization
- 2002–2007 **Professional Baseball Player**
Milwaukee Brewers Baseball Club (MLB), Milwaukee, WI
– 6th round pick in MLB draft; experience with player contracts, agent relations, endorsements, labor unions
- 1998–2002 **NCAA Division I Athlete**
Texas A&M University Baseball, College Station, TX
– 4-year letterman; honors include Team Captain, All-Conference, and NCAA College World Series participant

REFEREED JOURNAL ARTICLES

*denotes student co-author

Bernthal, M.J., **Ballouli, K.**, & Nugent, N. (2022). Toward a better understanding of parent versus local team branding in minor league baseball. *Sport Marketing Quarterly*, 31(1), 3-15.

Hwang, Y.*, & **Ballouli, K.** (2021). Developing and validating a venue stimuli-local image fit scale. *Sport Marketing Quarterly*, 30(4), 289-304.

Reifurth, K.R.N.*, Bernthal, M. J., **Ballouli, K.**, & Collins, D. (2019). Local vs. nonlocal fandom: How geographic proximity, geographic identity, and competing teams interact with team identification. *Sport Marketing Quarterly*, 28(4), 195-208.

Hwang, Y.*, & **Ballouli, K.** (2019). Contemporary issues and opportunities for university branding through fight songs. *Journal of Contemporary Athletics*, 13(2), 85-97.

Cohen, A., & **Ballouli, K.** (2018). Exploring the cultural intersection of music, sport, and physical activity among at-risk urban youth. *International Review for the Sociology of Sport*, 53(3), 350-370.

Ballouli, K., Koesters, T.C., & Hall, T. (2018). Leverage and activation of sport sponsorship through music festivals. *Event Management*, 22(2), 123-134.

Cohen, A., & **Ballouli, K.** (2018). On the benefits of writing for passion, not for promotion. *Sport and Entertainment Review*, 4, 20-23.

Hwang, Y.*, **Ballouli, K.**, K. K. F., So, & Heere, B. (2017). Effects of brand congruity and game difficulty on gamer recall and response to advertising in video games. *Journal of Sport Management*, 31(5), 480-496.

Ballouli, K., Reese, J. D., & Brown, B. (2017). Effects of mood states and team identification on pricing in the secondary ticket market. *Sport, Business, and Management: An International Journal*, 7(3), 276-292.

Ballouli, K. (2017). Sound affects: How music transforms the way spectators and participants consume sport. *Sport and Entertainment Review*, 3(1), 3-8.

Ballouli, K., Trail, G. T., Koesters, T. C., & Bernthal, M. J. (2016). Differential effects of motives and points of attachment on conative loyalty of Formula 1 U.S. Grand Prix attendees. *Sport Marketing Quarterly*, 25(3), 166-181.

Brown, B., Bennett, G., & **Ballouli, K.** (2016). Examining the effects of advertisement setting and actor race on African Americans' intentions to consume baseball. *Sport Marketing Quarterly*, 25(3), 139-151.

Ballouli, K., Grady, J., & Stewart, R. M. (2016). The delicate art of rebranding a minor league baseball franchise: Practices, pitfalls, and payoffs of rebranding the Winston-Salem Warthogs. *Sport Management Review*, 19(2), 211-226.

Koesters, T. C., **Ballouli, K.**, Bernthal, M. J., & Hansell, S. (2016). Bowling for dollars: Establishing perceived need and brand equity in a participatory sport. *Sport Marketing Quarterly*, 25(1), 62-71.

Ballouli, K., & Heere, B. (2015). Sonic branding in sport: A model for communicating brand identity through musical fit. *Sport Management Review*, 18(3), 321-330.

Bernthal, M. J., Koesters, T. C., **Ballouli, K.**, & Brown, M. T. (2015). Motivations and fan engagement related to professional bass fishing spectatorship. *Sport Marketing Quarterly*, 24(1), 6-18.

- Ballouli, K.**, & Bennett, G. (2014). New (sound)waves in sport marketing: Do semantic differences in analogous music impact shopping behaviors of sport consumers? *Sport Marketing Quarterly*, 23(2), 59-72.
- Ballouli, K.**, & Hutchinson, M. (2013). Effects of brand music on attitudes toward sport advertising. *Journal of Issues in Intercollegiate Athletics*, 6, 268-285.
- Ballouli, K.**, Hutchinson, M., Cattani, K., & Reese, J. D. (2013). A qualitative inquiry into motivations to participate in fantasy football. *International Journal of Sport Management*, 14(2), 211-232.
- Ballouli, K.**, & Bennett, G. (2012). Creating a sonic identity for the University of Houston. *Sport Marketing Quarterly*, 21(1), 53-60.
- Ballouli, K.**, & Hutchinson, M. (2012). Branding the elite professional athlete through digital media and technology: An interview with Ash De Walt. *International Journal of Entrepreneurial Ventures*, 4(1), 58-64.
- Bennett, G., **Ballouli, K.**, & Sosa, J. (2011). “Sometimes good, sometimes not so good”: Student satisfaction with an international exchange program. *Sport Management Education Journal*, 5(1), 19-31.
- Bouchet, A., **Ballouli, K.**, & Bennett, G. (2011). Implementing a ticket sales force in college athletics: A decade of challenges. *Sport Marketing Quarterly*, 20(2), 22-32.
- Ballouli, K.**, & Hutchinson, M. (2010). Digital branding and social media strategies for professional athletes, sports teams, and sports leagues: An interview with Amy Jo Martin. *International Journal of Sport Communication*, 3(4), 395-401.

ARTICLES UNDER REVIEW

- Kazmierski, G.*, & **Ballouli, K.** (first review). Effects of competing in the Olympic Games on college athletes’ national identity, team identity, and athlete identity. (Submitted to *Sport Management Review*)
- Hwang, Y.*, **Ballouli, K.**, & Choi, W. (first review). Making sense of stadium stimuli-local image fit: Mediating effects of sense of home and authentic tourist experience on spectators. (Submitted to *Sport Marketing Quarterly*)
- Gao, F.*, Heere, B., & **Ballouli, K.** (first review). On the dark side of national team identity: ethnocentrism and xenophobia. (Submitted to *International Review for the Sociology of Sport*)
- Nite, C., **Ballouli, K.**, & Naughtright, J. (second review). Illegitimately pursuing legitimacy: Critical conversations of sport mega events in developing countries. (Submitted to *Sport in Society*)
- Pedo Lopes, A.*, **Ballouli, K.**, & Mihalik, B. (second review). Push–pull analysis of motocross and supercross athletes’ migration to the United States. (Submitted to *Sport Management Review*)

BOOK CHAPTERS

- Ballouli, K.** (2018). Sonic branding: Why your sport brand needs walk-up music. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (2nd ed., pp. 55-62). Durham, NC: Carolina Academic Press.
- Ballouli, K.** (2018). Digital athlete branding: Digital experiences of professional sport athletes. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (2nd ed., pp. 45-54). Durham, NC: Carolina Academic Press.
- Ballouli, K.**, & Bennett, G. (2010). Sport in the international arena. In G.B. Cunningham & J.N. Singer (Eds.), *Sociology of Sport and Physical Activity*. College Station, TX: CSMRE.

BOOK REVIEWS

Ballouli, K. (in press). Review of *Will Big League Baseball Survive? Globalization, the End of Television, Youth Sports, and the Future of Major League Baseball*. Published in *Journal of Sport Management*.

Ballouli, K. (2012). Review of *Sporting Sounds: Relationships between Sport and Music*. Published in *Journal of Sport Management*, 26(5), 445-446.

Ballouli, K. (2012). Review of *It's a Whole New Ballgame: How Social Media is Changing Sports*. Published in *Sport Management Review*, 15(3), 381-382.

REFEREED CONFERENCE PRESENTATIONS

**denotes presenting author*

Pedo Lopes, A., **Ballouli, K.**, & Mihalik, B. (2022, March). Transnational migration of non-team sports' athletes to the United States: A discussion of the push-pull framework and the muscle drain phenomenon. Paper presented at the World Association for Sport Management annual conference, Doha, Qatar.

Nite, C., **Ballouli, K.**, & Nauright, J. (2021, November). Illegitimate pursuits of national legitimacy: Critically examining sport mega events in developing countries. Paper presented at the Sport Management Association of Australia and New Zealand, Virtual Conference.

Bernthal, M. J., **Ballouli, K.**, & Nugent, N. (2021, October). Toward a better understanding of parent team versus local team branding in minor league baseball. Paper presented at the Sport Marketing Association annual conference, Las Vegas, NV.

– *Finalist, Outstanding Professional Paper*

Kazmierski, G., & **Ballouli, K.**, (2021, March). Effects of the COVID-19 pandemic on student-athlete transition. Paper presented at the College Sports Research Institute annual conference, Columbia, SC.

Kazmierski, G., & **Ballouli, K.**, (2021, March). Exploring the student-athlete experience at the Olympic Games. Paper presented at the College Sports Research Institute annual conference, Columbia, SC.

Pedo Lopes, A., **Ballouli, K.**, & Mihalik, B. (2020, May). Migration of athletes to the USA: American dream or muscle drain? Paper presented at the North American Society for Sport Management annual conference, San Diego, CA.

Hwang, Y., & **Ballouli, K.** (2019, November). Making sense of venue stimuli-local image fit: The mediating effects of "sense of home" and authentic experience on sport spectatorship. Paper presented at the Sport Marketing Association annual conference, Chicago, IL.

Li, Z., Won, M., Corr, C., Scroggins, C., & **Ballouli, K.** (2019, November). Examining usage behavior and perception of a celebrity health and fitness mobile app: A collective self-study. Paper presented at the Sport Marketing Association annual conference, Chicago, IL.

Ballouli, K., Li, Z., & Cohen, A. (2019, June). Trade-offs with legitimations for sport: A case of a youth baseball program and its effect on salubrious socialization and community development. Paper presented at the North American Society for Sport Management annual conference, New Orleans, LA.

Hwang, Y., & **Ballouli, K.** (2019, May). More than meets your eye: Developing and validating a local image and event stimuli fit scale. Paper presented at the North American Society for Sport Management annual conference, New Orleans, LA.

- Reifurth, K. R. N., Heere, B., & **Ballouli, K.** (2018, November). Child fans' abilities to exhibit loyalty: Experimentation using choice alternatives. Poster presented at the Sport Marketing Association annual conference, Frisco, TX.
- Heere, B., So, K. K. F., & **Ballouli, K.** (2018, November). Capturing the sensory experience: What makes a brandscape unique? Paper presented at the Sport Marketing Association annual conference, Frisco, TX.
- Woolf, J., **Ballouli, K.**, & Heere, B. (2018, June). Learning to dope: Accounts from former professional baseball players. Paper presented at the North American Society for Sport Management annual conference, Halifax, Nova Scotia.
- Hwang, Y., & **Ballouli, K.** (2017, November). More than meets the eye: The development of a stadium stimuli and local image fit scale. Paper presented at the Sport Marketing Association annual conference, Boston, MA.
- Reifurth, K. R. N., Heere, B., & **Ballouli, K.** (2017, November). Father effect: Effects of physical and perceived father involvement on children's long-term team identification. Paper presented at the Sport Marketing Association annual conference, Boston, MA.
- Grady, J., Carson, A., & **Ballouli, K.** (2017, November). The social evolution of Olympic legal and brand protection. Paper presented at the Sport Marketing Association annual conference, Boston, MA.
- Woolf, J., **Ballouli, K.**, & Heere, B. (2017, August). Examining doping from a community of practice perspective: Insights into athlete learning, meaning, and identity. Paper presented at the International Network of Doping Research annual conference, Aarhus, Denmark.
- Hwang, Y., & **Ballouli, K.** (2017, June). The effects of stadium stimuli and local image on fans' sensory experience in a stadium. Paper presented at the North American Society for Sport Management annual conference, Denver, CO.
- Hwang, Y., & **Ballouli, K.** (2017, March). Issues and opportunities for college branding through college fight songs. Paper presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.
- Ballouli, K.**, Grady, J., & Hwang, Y. (2017, March). Crowd management and control through stadium music and in-game sound. Paper presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.
- Reifurth, K. R. N., Bernthal, M. J., & **Ballouli, K.** (2016, November). Local vs. nonlocal fandom: How geographic proximity, geographic identity, and competing teams interact with team identification. Paper accepted at the Sport Marketing Association annual conference, Indianapolis, IN.
- Hwang, Y., & **Ballouli, K.** (2016, November). Effects of brand familiarity and game difficulty on sponsor effectiveness in sport video games. Paper presented at the Sport Marketing Association annual conference, Indianapolis, IN.
- *Winner, Outstanding Student Paper*
- Cohen, A., & **Ballouli, K.** (2016, June). Examining the cultural intersection of music, sport, and physical activity among at-risk youth in an urban community. Paper presented at the North American Society for Sport Management annual conference, Orlando, FL.
- Hwang, Y., & **Ballouli, K.** (2016, March). Limited capacity model (LCM) and advertising effectiveness in sport video games. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Grady, J., Carson, A. W., & **Ballouli, K.** (2016, March). Understanding Rule 40 at the 2016 Rio Games. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Koesters, T. C., & Trail, G. T. (2015, October). Exploring the differential effects of motives and points of attachment on conative loyalty of attendees at the Formula 1 U.S. Grand Prix. Paper presented at the Sport Marketing Association annual conference, Atlanta, GA.
– *Finalist, Outstanding Professional Paper*

Ballouli, K., Reese, J. D., & Brown, B. (2015, October). Effects of emotions and team identification on ticket pricing in the secondary ticket market. Paper presented at the Sport Marketing Association annual conference, Atlanta, GA.

Kosar, N., **Ballouli, K.**, Koesters, T. C., & Mihalik, B. (2015, June). Exploring peripheral aspects of sport sponsorship: The case of Austin Fan Fest and Circuit of The Americas. Paper presented at the Asia Pacific Council on Hotel, Restaurant, and Institutional Education annual conference, Auckland, New Zealand.

Roulier, R., John-Sandy, R., Cohen, A., & **Ballouli, K.** (2015, April). Creating citizen athletes: Exploring collaborative efforts to support a low-income community. Paper presented at the Muhammad Ali Center Athletes and Social Change Forum annual conference, Louisville, KY.

Kosar, N., & **Ballouli, K.**, (2015, April). Assessing the impact of live DJs at college football practices on motivational coaching practices and athlete recruitment methods. Poster presented at the College Sports Research Institute annual conference, Columbia, SC.

Kosar, N., Blevins, J., **Ballouli, K.**, & Grady, J. (2015, March). An examination of blanket music licensing at minor and independent league sport stadiums. Paper presented at the Music and Entertainment Industry Educators Association annual conference, Austin, TX.

Kosar, N., **Ballouli, K.**, & Cohen, A. (2014, November). Yielding social change for at-risk urban youth at the intersections of hip-hop and sport. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., & Heere, B. (2014, October). Sonic branding in sport: A model for communicating brand identity with through musical fit. Paper presented at the Sport Marketing Association annual conference, Philadelphia, PA.
– *Finalist, Outstanding Professional Paper*

Ballouli, K., Koesters, T. C., & Hall, T. (2014, October). Leveraging and activating sponsorship through music festivals: A case study of Circuit of The Americas and Austin Fan Fest. Paper presented at the Sport Marketing Association annual conference, Philadelphia, PA.

Ballouli, K., & Bennett, G. (2014, May). Method for teaching international sport business. Teaching exhibits presented at the North American Society for Sport Management Teaching and Learning Fair, Pittsburgh, PA.

Koesters, T. C., **Ballouli, K.**, & Brown, M. (2013, October). Economic impact of the Formula 1 U.S. Grand Prix on Austin, Texas. Poster presented at the Sport Marketing Association annual conference, Albuquerque, NM.

Grady, J., & **Ballouli, K.** (2013, May). Regulating the “Twitter Olympics”: Analyzing efforts to regulate social media and ambush marketing at the London 2012 Olympic Games. Paper presented at the North American Society for Sport Management annual conference, Austin, TX.

Ballouli, K., & Schmidt, N. (2013, March). Examining NCAA bowl sponsorships from the matchup hypothesis perspective. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Ballouli, K., Grady, J., & Brown, B. (2013, March). Marketing innovation and entrepreneurial ventures in sport: Branding athletes through use of new media and technology. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Brown, B., **Ballouli, K.,** & Bennett, G. (2012, November). Motivating the unmotivated: Reasons for minimal African American baseball consumption. Poster presented at the North American Society for Sociology and Sport annual conference, New Orleans, LA.

Ballouli, K., Bennett, G., & Hutchinson, M. (2012, October). A multifaceted analysis of satisfaction with hospitality services. Paper presented at the Sport Marketing Association annual conference, Orlando, FL.

Stewart, R., & **Ballouli, K.** (2012, October). Creating the Winston-Salem Dash: Rebranding in minor league baseball. Poster presented at the Sport Marketing Association annual conference, Orlando, FL.

Ballouli, K., Koesters, T. C., & Hutchinson, M. (2012, May). Sound affects: The influence of music on consumers in stadiums. Poster presented at the North American Society for Sport Management annual conference, Seattle, WA.

Ballouli, K., Hutchinson, M., & Koesters, T. C. (2012, May). Consumers' perceptions of background music in team highlight videos: A case of branded music verses popular music. Poster presented at the North American Society for Sport Management annual conference, Seattle, WA.

Ballouli, K., & Brown, B. (2012, March). Social responsibility in sport: Is it worth it? Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Brown, B., **Ballouli, K.,** Reese, J. D., & Bennett, G. (2012, March). Spectator-based brand equity and university-held pep rallies. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, South Carolina.

Ballouli, K., Bennett, G., & Hutchinson, M. (2011, October). Brand building through team music: The impact of musical fit on shopping outcomes. Paper presented at the Sport Marketing Association annual conference, Houston, TX.

Ballouli, K., Bennett, G., & Hutchinson, M. (2011, October). There's more to a sports brand than meets the eye: The strategic use of music in sports. Poster presented at the Sport Marketing Association annual conference, Houston, TX.

Nite, C., & **Ballouli, K.** (2011, June). Brand imagery and celebrity athletes: Examining the reinforcement of stereotypes. Poster presented at the North American Society for Sport Management annual conference, London, Ontario.

Reese, J. D., & **Ballouli, K.** (2011, April). Violence in mixed martial arts: A review of concepts, research, and practice. Poster presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual conference, San Diego, CA.

Ballouli, K., & Hutchinson, M. (2010, November). To tweet, or not to tweet: Brand management in sport through the strategic use of Twitter. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Reese, J. D., **Ballouli, K.**, & Bennett, G. (2010, October). Measuring the effects of social media on television viewership. Paper presented at the Sport Marketing Association annual conference, New Orleans, LA.

Bouchet, A., **Ballouli, K.**, & Bennett, G. (2010, October). Implementing a ticket sales force in college athletics: A decade of challenges. Paper presented at the Sport Marketing Association annual conference, New Orleans, LA.

Agyemang, K. J., & **Ballouli, K.** (2010, June). An examination of barriers facing African American membership in fantasy football leagues. Poster presented at the North American Society for Sport Management annual conference, Tampa, FL.

Ballouli, K., Hutchinson, M., & Bennett, G. (2010, March). The economic impact of a statewide event on a small community. Poster presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual conference, Indianapolis, IN.

Ballouli, K., & Bennett, G. (2009, October). Fusing sport and entertainment in America: The case of the American Sports Brand Fusion Arts Exchange. Paper presented at the Sport Marketing Association annual conference, Cleveland, OH.

Hutchinson, M., & **Ballouli, K.** (2009, October). Assessing satisfaction of fan loyalty programs: A case study of an intercollegiate team rewards program. Poster presented at the Sport Marketing Association annual conference, Cleveland, OH.

Hodge, K., Bennett, G., & **Ballouli, K.** (2009, May). Branding youth sports. Paper presented at the North American Society for Sport Management annual conference, Columbia, SC.

Ballouli, K., & Hodge, K. (2009, March). Risk management in youth sport: The case of an elite youth baseball academy. Paper presented at the Sport and Recreation Law Association annual conference, San Antonio, TX.

Hutchinson, M., Bennett, G., & **Ballouli, K.** (2008, November). The impact of increasing gas prices on attendance at the Florida Sunshine State Games. Paper presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Bennett, G., & Hutchinson, M. (2008, November). Service quality and fan satisfaction with a state sports festival. Paper presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Cooper, B., Gorzycki, L., & Gwinn, B. (2008, January). Improving brand distinction between the NASCAR Nationwide Series and the Sprint Cup Series. Case study presentation at the National Sports Forum annual conference, Memphis, TN.

– *Winner, Student Case Study Competition*

Ballouli, K., Bennett, G., & Bouchet, A. (2007, November). Does the host site matter? A comparison of market demographics for an annual amateur state sports festival. Poster presented at the Sport Marketing Association annual conference, Pittsburg, PA.

Bouchet, A., Bennett, G., & **Ballouli, K.** (2007, November). Consumer attitudes toward a state sports festival: Case of the Sunshine State Games. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.

INVITED PRESENTATIONS

Ballouli, K., Cunningham G. B., Karadakis, K., Melton, N., Nite, C., & Walker, N. (2017, October). Insights for PhD students embarking on academic careers. Panel participation at the TRSM Doctoral Student Colloquium, Gainesville, FL.

Ballouli, K., Bennett, G., Jenson, J. A., McEvoy, C. D., & Sutton, W. A. (2015, October). Mentorship matters: Mentoring early career scholars and educators in sport marketing. Panel participation at the Sport Marketing Association annual conference, Atlanta, GA.

Ballouli, K., Eigenbrot, S., Marshall, E., & Williams, D. (2015, April). What if the college football money train disappears? A discussion on college sports without college football. Panel participation at the College Sports Research Institute annual conference, Columbia, SC.

Ballouli, K., (2015, March). On the transition from PhD student to tenured faculty. Invited presentation for the College of Hospitality, Retail, and Sport Management Research Symposium (USC), Columbia, SC.

Ballouli, K., Nichols, E., Rittenberry, J., & Shiver, K. (2014, November). Connecting with sport fans and selling tickets via social media strategy. Panel moderator at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K. (2014, June). Facilitating active student learning and engagement in the hospitality classroom. Invited presentation for the National Restaurant Association Educational Foundation (Summer Institutes), Columbia, SC.

Ballouli, K. (2013, June). Communication skills in hospitality and restaurant management. Invited presentation for the National Restaurant Association Educational Foundation (Summer Institutes), Columbia, SC.

Ballouli, K. (2013, May). Brand management for nonprofit organizations in the sport and entertainment industry. Invited presentation for the South Carolina Arts Commission annual conference, Columbia, SC.

Ballouli, K., Canaday, J., De Walt, A., Martin, J., & Orth, J. (2011, October). Super panel on digital media, social media, and sport marketing strategies. Panel participation at the Sport Marketing Association annual conference, Houston, TX.

MEDIA MENTIONS

Canadian Baseball Hall of Fame (2020, April). Like grandfather, like grandson: Ballouli followed no-hit throwing grandpa into pro ball.

SportsXtra (2020, January). What does the Houston Astros recent cheating scandal mean for Major League Baseball?

SportsXtra (2019, January). Will the Seattle Seahawks mega contract extension for Russell Wilson have ripple effects throughout the NFL?

Breaking the Norm (2017, July). Thoughts on President Trump's travel ban, racism, and profiling in everyday life, and how a man with 3 college degrees still gets treated "differently" when people see his name.

Sports Illustrated (2017, February). American dreamer: One of the few Arab-born professional baseball players discusses what the "travel ban" and the United States mean to him. (Published Editorial)

ESPN.com (2013, September). New sound at Kyle Field takes Aggie football fans' breath away.

International Business Times (2014, September). Derek Jeter memorabilia, jersey sales just part of season-long marketing campaign, retirement tour.

Fangraphs (2013, August). Why aren't there more minorities playing in professional baseball?

Over the Fence is Out (2009). Dick Fowler pitched the longest game and only Canadian no-hitter.

GRANT FUNDING

*total funding = \$304,284; external funding = \$265,313

Hwang, Y. [PI], Koesters, T., & **Ballouli, K.** [Co-Is] (2020). Employing the venue stimuli-local image fit scale to examine FC Cincinnati fan perception of sensory experience. FC Cincinnati. Funded: \$13,000.

Ballouli, K. [PI], Harrill, R., & Brown, M. [Co-Is] (2017). An internal and external audit of current consumers, prospect audiences, and industry trends related to daily visitors and 'day groups'. Patriots Point Naval & Maritime Museum. Funded: \$25,000.

So, K. K. F. [PI], **Ballouli, K.**, & Heere, B., [Co-Is] (2017). A longitudinal exploration into the role of sensory brand experiences in building customer engagement. College of Hospitality, Retail, and Sport Management (USC) Interdisciplinary Faculty Grant Program. Funded: \$9,758.

Ballouli, K. [PI], Campbell, J. M., & Harrill, R. [Co-Is] (2015). Leveraging a tourist gift shop to enhance the leisure experience, strengthen aesthetic value of the destination, and boost overall store sales. Patriots Point Naval & Maritime Museum. Funded: \$22,000.

Grady, J. [PI], Carson, A., & **Ballouli, K.** [Co-Is] (2016). Ready for Rio: How the revised Rule 40 policy will impact athlete sponsorship at the 2016 Summer Olympics. Vice President of Research (USC) Magellan Scholar Grant Program. Funded: \$2,500.

Koesters, T. C. [PI], & **Ballouli, K.** [Co-Is] (2015). Economic impact of the Formula 1 U.S. Grand Prix on the State of Texas. Circuit of The Americas. Funded: \$14,647.

Ballouli, K. [PI], Harrill, R., Brown, M. T., & Koesters, T. C. [Co-Is] (2015). An internal and external marketing audit of current visitors, prospect audiences, and industry trends related to overnight camping services at Patriots Point and USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$28,073.

Ballouli, K. [PI] (2015). Using asynchronous distance technology as to deliver traditional classroom content and material. Provost's Office (USC) Distributed Learning Grant Program. Funded: \$7,105.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. [Co-Is] (2014). A comprehensive annual visitor profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$32,000.

Grady, J. [PI], Gelay, J., Mitchell, J., & **Ballouli, K.** [Co-Is] (2014). A case study of ambush marketing at the 2014 FIFA World Cup. Vice President of Research (USC) Magellan Scholar Grant Program. Funded: \$5,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Trail, G. T. [Co-Is] (2014). The economic impact of the Formula 1 U.S. Grand Prix on the State of Texas. Circuit of The Americas. Funded: \$14,364.

Ballouli, K. [PI] (2014). Exploring effects of hip-hop music on marginalized urban youth at the cultural intersection of dance, sport, and physical activity. College of Hospitality, Retail, and Sport Management (USC) Untenured Faculty Seed Grant. Funded: \$2,391.

Ballouli, K. [PI] (2014). Trade-off in sport-for-development: The case of an elite youth baseball program and its effects on members' salubrious socialization and community development. Provost's Office (USC) SEC Visiting Faculty Travel Grant. Funded: \$1,565.

Ballouli, K. [PI], Koesters, T. C., & Harrill, R. [Co-Is] (2013). Assessing overnight camping service quality at Patriots Point and USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$19,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Heere, B. [Co-Is] (2013). Economic impact of the Formula 1 U.S. Grand Prix on the State of Texas. Circuit of The Americas. Funded: \$16,229.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. [Co-Is] (2013). A comprehensive consumer profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$32,000.

Gillentine, A. [PI], **Ballouli, K.**, DiPietro, R. B., Grady, J., Heere, B., Koesters, T. C., Mercado, H., Nagel, M., Regan, T., Shaomian, A., & Southall, R. M. [Co-Is] (2013). Venue Management School Educational Materials-Phase I. International Association of Venue Managers. Funded: \$10,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Bernthal, M. J. [Co-Is] (2013). Seminar training on sport consumer behavior theory and research. Ebonite International, Inc. Funded: \$6,000.

Shaomian, A. [PI], **Ballouli, K.**, Gillentine, A., & Koesters, T. C. [Co-Is] (2012). A seminar on marketing and target positioning for the nonprofit and entertainment industry. SC Arts Commission. Funded: \$1,000.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. [Co-Is] (2012). A comprehensive consumer profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$32,000.

Ballouli, K. [PI] (2012). Curriculum development and new course offering of Special Topics in Live Entertainment and Sport: Social Media. College of Hospitality, Retail, and Sport Management (USC) Teaching Innovation Grant. Funded: \$5,652.

Ballouli, K. [PI] (2012). An assessment of comprehensive offerings for holistic hospitality at the London 2012 Olympic Games. College of Hospitality, Retail, and Sport Management (USC) Faculty International Research Incentives Grant. Funded: \$5,000.

Bennett, G. [PI], & **Ballouli, K.** [Co-I] (2009). Post-event research report for the 2009 Sunshine State Games. Florida Sports Foundation. Funded: \$6,500.

Bennett, G. [PI], & **Ballouli, K.** [Co-I] (2008). Post-event research report for the 2008 Sunshine State Games. Florida Sports Foundation. Funded: \$6,500.

TEACHING ACTIVITY

University of South Carolina

SPTE 201 – Introduction to Sport Management

SPTE 380 – Sport and Entertainment Marketing

SPTE 655 – Social Media Marketing

HRSM 788 – Research Methods

HRSM 888 – Research Design

Texas A&M University

SPMT 615 – Sport Marketing

SPMT 617 – Communication in Sport

STUDENT ADVISING

Doctoral Committee Chair

- Kemardo Tyrell (expected 2025)
- Grace Kazmierski (expected 2023)
- Yongjin Hwang (2018)

Doctoral Committee Member

- Deukmook Bae (2025)
- Deokyung Ock (2025)
- Alexia Pedro Lopes (2022)
- Christopher Corr (2021)
- Misun Won (2021)
- Kelly Evans (2019)
- Walker Ross (2019)
- Fei Gao (2019)
- Su Jara-Pazmino (2019)
- Katherine Reifurth (2019)
- Dorothy Collins (2017)
- Henry Wear (2017)

Master's Thesis Committee Chair

- Kendra Holaday (2019). MS, Sport Management, “Premium seating in college athletics: Trends of today and the future.”
- Yaoyao Sun (2017). MS, Sport Management, “Exploring motives to participate in League of Legends.”

Master's Thesis Committee Member

- Edward Horne (2013). MS, Sport Management, “Is the current United States Tennis Association's adult league system restrictive?”

Undergraduate Magellan Scholar Co-Supervisor

- Anthony Carson (2016). “How revised Rule 40 will impact sponsorship at the 2016 Rio Olympics.”
- Joe Gelay and Jack Mitchell (2014). “Analysis of ambush marketing at the 2014 FIFA World Cup.”

Undergraduate Honors Committee Chair

- Andrew Madigan and Justin Stombler (2019). BA, Business, “An analysis of the success of the Atlanta United as an Expansion Team in Major League Soccer.”
- Brett Williams (2017). BA, Broadcast Journalism, “Fresh tracks: Musical inspiration behind a collegian's freshman year.”
- Nicholas Schmidt (2012). BS, Sport Management, “Influence of event-sponsor fit on perceptions and attitudes towards NCAA bowl game sponsorships.”
- Randall Stewart (2012). BS, Sport Management, *magna cum laude*, “Bringing Winston-Salem together: A case study of rebranding in Minor League Baseball.”

HONORS AND AWARDS

<i>Elected President</i> , Sport Marketing Association	2022
<i>Research Fellow</i> , Sport Marketing Association	2021
<i>Fellow</i> , Pipeline for Academic Leaders (PAL), University of South Carolina	2019
<i>Winner</i> , Patricia G. Moody Research and Scholarship Award, College of HRSM	2017
<i>Winner</i> , Best Student Research Paper (Advisor), Sport Marketing Association	2017

<i>Honoree</i> , Outstanding Service Award, Sport Marketing Association	2016
<i>Finalist</i> , Outstanding Professional Paper, Sport Marketing Association Conference	2015
<i>Finalist</i> , Patricia G. Moody Research and Scholarship Award, College of HRSM	2015
<i>Nominee</i> , Breakthrough Rising Star Award, Office of the Vice President for Research	2013
<i>Nominee</i> , Undergraduate Research Mentor Award, Office of Undergraduate Research	2013
<i>Nominee</i> , Harvey E. Varney Distinguished Teacher of the Year Award, College of HRSM	2012

ACADEMY SERVICE

Editorial Review Board

– <i>Sport Marketing Quarterly</i>	2016–
– <i>International Journal of Sport Marketing and Sponsorship</i>	2019–2021
– <i>Sport and Entertainment Review</i>	2014–2018

Ad Hoc Reviewer

– <i>Journal of Sport Management</i>
– <i>Sport Management Review</i>
– <i>Sport in Society</i>
– <i>Journal of Applied Sport Management</i>
– <i>International Journal of Sport Management and Marketing</i>
– <i>International Journal of Sport Marketing and Sponsorship</i>
– <i>International Review for the Sociology of Sport</i>
– <i>Sport, Business and Management: An International Journal</i>
– <i>Journal of Issues in Intercollegiate Sport</i>
– <i>Journal of Intercollegiate Sport</i>
– <i>Journal of Applied Sport Management</i>
– <i>Journal of Sport Communication</i>
– <i>Sex Roles: A Journal of Research</i>

Textbook Reviewer

– <i>Sports Marketing</i> , Taylor and Francis	2019
– <i>Leveraging Brands in Sport Business</i> , Sage Publications	2018
– <i>Sports Marketing</i> , Taylor and Francis	2016
– <i>Social Media in Sport Marketing</i> , Holcomb Hathaway	2012
– <i>Leveraging Brands in Sport Business</i> , Sage Publications	2012

Conference Abstract Section Head

– Sport Marketing Association, Best Papers Reviewing Committee	2017–2020
– North American Society of Sport Management, Sport Marketing	2016–2018

Conference Abstract Reviewer

– North American Society of Sport Management	2010–2020
– Sport Marketing Association	2010–2015

Executive Council

– <i>Website Administrator</i> , North American Society of Sport Management	2021–
– <i>Website-Mobile App Administrator</i> , Sport Marketing Association	2014–
– <i>Host Committee</i> , North American Society of Sport Management	2015–2017
– <i>Vice President of Academic Affairs</i> , Sport Marketing Association	2012–2016

FACULTY SERVICE

University of South Carolina

<i>Ambassador</i> , United Way Campaign, College of HRSM	2020–
<i>Chair</i> , PhD Program Review Committee, Department of SPTE	2017–
<i>Member</i> , University Athletics Advisory Committee, University of South Carolina	2019–2021
<i>Chair</i> , Curricula and Courses Planning Committee, College of HRSM	2016–2017
<i>Member</i> , Carolina Judicial Council, Office of Student Conduct and Academic Integrity	2016–2017
<i>Discussion Leader</i> , University 101 First Year Reading Experience	2014–2017
<i>Case Study Director</i> , Sport Entertainment and Venues Tomorrow Conference	2013–2019
<i>Academic Director</i> , Sport Entertainment and Venues Tomorrow Conference	2013–2017
<i>Chair</i> , Search Committee, Associate/Assistant Professor, Department of SPTE	2017
<i>Member</i> , Search Committee, Associate Dean of Operations, College of HRSM	2017
<i>Member</i> , Tenure and Promotion Committee, Department of SPTE	2014–2016
<i>Member</i> , Search Committee, Associate Professor, School of HRTM	2015
<i>Member</i> , Search Committee, Associate Professor, Department of SPTE	2012
<i>Member</i> , Curricula and Courses Planning Committee, College of HRSM	2014–2016
<i>Member</i> , Teaching Innovation Grant Committee, College of HRSM	2014–2015
<i>Member</i> , Faculty Research and Grant Committee, College of HRSM	2013–2014
<i>Member</i> , PhD Program Planning Committee, Department of SPTE	2012–2016

Texas A&M University

<i>Member</i> , Search Committee, Assistant Professor, Division of SPMT	2009
<i>Academic Director</i> , U.S. Department of Education Fusion Arts Exchange	2007–2008

MEMBERSHIPS

North American Society for Sport Management (NASSM)	2010–
Sport Marketing Association (SMA)	2010–