

Joel White
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Curriculum Vitae

Education:

University of Northern Colorado
Greeley, CO
Doctorate, sport administration (2009)
Dissertation: Customer Loyalty to Online Fantasy Sports Providers

Ohio University
Athens, OH
Master of sports administration (2004)

Ohio University
Athens, OH
Master of business administration (2004)

Brigham Young University
Provo, UT
B.A. in communications, journalism emphasis (1998)
Minor in Portuguese

Academic Experience:

Assistant Professor of Practice
Sport Management Program Coordinator
North Dakota State University
Department of Health, Nutrition, and Exercise Sciences
Courses: Sport Administration, Sport Promotion and PR, Sport Funding, Sport Law, Events
and Facility Management
Fargo, ND
August 2021-Present

Associate Professor
Mayville State University
Division of Health, Physical Education, and Recreation
Courses: Principles of Sport Management, Sport Law, Sport Sociology, Sport and Diversity,
Public Relations in Sport, Sport Promotion and Sales, Sport Finance
Mayville, ND
August 2017-July 2021

Associate professor
Rogers State University
Department of Business
Courses: Foundations of Sport Management, Sport Economics and Finance, Management and Organization of Athletic Programs, Legal Aspects of Sport, Ethics in Sport Management, Leadership in Sport, Marketing Sport, Senior Capstone, Event and Facility Management
Claremore, OK
August 2008-May 2017
(Also served as interim Department of Sport Management chair 2015-2016)

Instructor
University of Northern Colorado
Course: Commercial Recreation and Tourism
Greeley, CO
August 2006 to May 2007

Guest instructor
University of Northern Colorado
Course: Sports Marketing
Greeley, CO
Spring semester, 2007

Graduate assistant
Student-Athlete Academic Support
University of Northern Colorado Athletic Department
Greeley, CO
September 2005 to June 2006

Graduate Assistant
Alcohol Education Group Facilitator
Ohio University, Health Education and Wellness
Athens, OH
September 2003 to June 2004

Practical Experience:

Southern Ohio Copperheads
Amateur Baseball League
Athens, OH
Assistant General Manager
May 2003 to September 2003

Provo Angels
Minor League Baseball team
Provo, UT
Media Relations Director
October 2000 to April 2002

Helena Brewers
Minor League Baseball team
Helena, MT
Media Relations Director
April 1999 to September 1999

Non-professional Work Experience:

Sports Marketing Research Institute
University of Northern Colorado
Greeley, CO
Survey research, consulting
2005 to 2007

Friday Night at the Fights
Ohio University
Athens, OH
Senior Vice President of Operations
September 2003 to May 2004

Baseball Winter Meetings
New Orleans, LA
Administrative Assistant
December 2003

Publications/Presentations:

White, J. (2013). Teaching concepts of organizational theory using a project-based fantasy football league. Presented at NASSM Teaching and Learning Fair, May 2014.

White, J. (2012). The turnips: A study in leadership. Published in *Case Studies in Sport Management*, May 2012.

Drayer, J., Morse, A., Shapiro, S., Dwyer, B., & White, J. (2007). Impact of fantasy football on consumption of NFL-related products and services. Published in *Sport Management Review*, March 2010.

Drayer, J., Morse, A., Shapiro, S., Dwyer, B., & White, J. (2007). Impact of fantasy football on consumption of NFL-related products and services. Presented at Sport Marketing Association 2007 conference.

White, J. (2006). CDM vs. MLBAM: The future of fantasy sports marketing. Poster presentation at Sport Marketing Association 2006 conference.

Shin, H.K. and White, J. (2005). To sponsor or not to sponsor: A case study of Nike and its support of Action Sports. Presented at Sport Marketing Association 2005 conference, selected for the conference's book of papers.

White, J. (2005). The economic impact of Paul Brown Stadium. Presented at University of New Mexico's 2005 graduate colloquium.

Awards and Honors:

Awarded, Excellence in Teaching Award, School of Business and Technology, RSU, 2015
Awarded, Excellence in Scholarship Award, School of Business and Technology, RSU, 2013
Nominee, Excellence in Teaching Award, School of Business and Technology, RSU, 2012
Monty Woods Memorial Scholarship, Ohio University, 2004

Skills and Qualifications:

Microsoft Office
Adobe Creative Suite software
Fluent in Portuguese
Instructional (smart classroom) technology
WebCT, Angel, Jenzabar, Moodle, and Blackboard learning management systems