

BAYLOR UNIVERSITY
SCHOOL OF EDUCATION
CURRICULUM VITAE

(Updated 03/01/2022) – Marshall_Magnusen@baylor.edu

Name, Rank/Profile, Department

Marshall James Magnusen

Associate Professor, Department of Educational Leadership

Degrees in Higher Education

Ph.D.	December 2011, The Florida State University, Tallahassee, FL
Major:	Sport Management

M.S.	May 2006, Texas Christian University, Fort Worth, TX
Major:	Sport and Exercise Psychology

B.S.	December 2003, Wheaton College, Wheaton, IL
Majors:	Kinesiology and English Literature

Professional Experience

Teaching Experience

2017-Present Baylor University, Waco, TX

Associate Professor of Sport Management – teaching graduate courses in sport management related primarily to the areas of organizational behavior and leadership, ethics, governance, and fundraising.

2011-2016 Baylor University, Waco, TX

Assistant Professor of Sport Management – teaching graduate courses in sport management related primarily to the areas of organizational behavior and leadership, ethics, governance, and fundraising.

Teaching Experience - Continued

2008-2011 The Florida State University, Tallahassee, FL

Sport Management Instructor – teaching undergraduate sport management courses chiefly related to the areas of sport sociology and the introductory principles and practices of sport management.

2007-2009 The Florida State University, Tallahassee, FL

Lifetime Activities Program (LAP) Instructor – responsibilities were centered on instructing undergraduate students in basic weight training and soccer.

2004-2005 Texas Christian University, Fort Worth, TX

Teaching Assistant – duties primarily included aiding the professor (instructor) in the presentation of key information about health concepts and student psychological and physiological health and well-being.

2004-2005 Texas Christian University, Fort Worth, TX

Kinesiology Activity Course Instructor – teaching undergraduate activity courses mainly related to the areas of weight training and jogging.

Administrative Experience

2009-2011 The Florida State University, Tallahassee, FL

Sport Management Internship Practicum Coordinator – responsibilities included but were not limited to hosting introductory meetings and exit interviews, establishing course curriculum, monitoring student progress, maintaining internship site supervisor connections, and assisting students in locating an appropriate internship opportunity.

Sport Industry Experience

2007-2008 The Florida State University, Tallahassee, FL

Sport Marketing and Promotions Assistant – worked alongside an assistant accounts executive with Seminole ISP Sports Network. Key responsibilities included planning, preparation, and implementation of the football game day hospitality tent and data mining and statistical analysis of sport consumer behaviors.

Sport Industry Experience

2006-2007 Texas Christian University, Fort Worth, TX

Academic Tutor – served as a Kinesiology tutor for TCU student-athletes. Courses tutored included Human Anatomy and Exercise Physiology.

Player Development Assistant – involved with the CHAMPS Life Skills program. Conducted weekly sport performance psychology sessions with TCU student-athletes. Implemented coping, goal setting, imagery, and anxiety management protocols.

2005-2007 Texas Christian University, Fort Worth, TX

Graduate Assistant Strength and Conditioning Coach – provided strength and conditioning instruction for football, women's golf, men's and women's tennis, swimming/diving, and equestrian. Trained three NSCA All-American Strength and Conditioning Athletes of the Year.

2005 F.C. Dallas (Major League Soccer team), Dallas, TX

Sport Performance Intern – developed creative strength, power, flexibility, and conditioning routines for F.C. Dallas players.

2004 Chicago Fire (Major League Soccer team), Chicago, IL

Strength and Conditioning Assistant – assisted head strength coach with athlete workouts, maintained the Lake Forest (IL) training facility, and instructed Chicago Fire players through conditioning drills.

2003 Chicago Bulls (National Basketball Association team), Chicago, IL

Strength and Conditioning Intern – assisted head strength coach with NBA player draft testing, supervised NBA players as they performed their strength training routines, maintained the Berto Center training facility, and developed PowerPoint lectures for the strength and conditioning staff.

Graduate and Undergraduate Teaching

Courses Taught

2011-Present Baylor University

Ethical Problems in Sport (SPM 5398) – This course aids graduate students in the development of a wide-ranging overview and advanced understanding of ethics and how it impacts the sport industry. Not a day passes that leaders, regardless of whether or not they work in the sport industry, are faced with a multitude of ethical decision making situations. These situations can lead to ruin or rewards, and what is unfortunate is the number of negative examples of ethical behavior appears to far outnumber the positive (at least in terms of media prominence). Essentially, a good number of industry leaders appear to lack (or choose to ignore) ethical decision making skills. All told, a myriad of ethical issues are explored, discussed, and debated in this course in an attempt to provide graduate students with the opportunity to critically reflect upon, formulate, and defend their own scholarly positions concerning the role of ethics at all levels of the sport industry.

2011-Present Baylor University

Financial Management in Sport (SPM 5327) – The purpose of this course is to provide students with a general overview of many of the traditional and innovative revenue acquisition methods available to sport managers. Students will be exposed to basic financial terms and concepts associated with financial planning. Along with learning about conventional income sources such as tax support, municipal and corporate bonds, ticket sales, concessions and fundraising, this class also will explore current events. Students will learn about recent innovations in licensing, sponsorship, and stadium funding. Additional topics that will be discussed include recruiting and facilities, hosting sport mega-events, the secondary ticket market, and creating shared value (CSV). Lastly, the book, *Moneyball*, will be explored along with several supplemental articles about sabermetrics.

Fitness Theory and Practice (HP1134) – This course explores a comprehensive lifestyle approach that is designed to provide the cognitive and behavioral skills students to need to adopt a healthy lifestyle based on personal needs. This course will provide students with information to become a good problem solver/decision maker and enable students to make informed choices about their lifestyle. The course will concentrate on various activities designed to increase physical activity. The primary goal of the course is for students to learn how to apply the concepts of physical fitness to themselves and others.

Governance in Sport (SPM 5375) – This course is an examination of sport organizations focused on scholastic, community, collegiate, professional, international, and Olympic sports. Additionally, this course is an examination of the nature of leadership and how mainstream business leadership principles and practices can be applied to the governance of various sport organization contexts.

Graduate and Undergraduate Teaching

Courses Taught

2011-Present Baylor University

Sport Fundraising (SPM 5328) – The fundraising course is designed to introduce students to the fundamental principles and best practice in sports fundraising. Focusing on the particular challenges of fundraising in intercollegiate and interscholastic sport, and for youth sport organizations, this course is designed to help students develop the professional skills that they will need for a successful career in sports, non-profit management, or education administration.

Sport Management (SPM 5373) – One of the key goals of this course is to assist graduate students in the development of a comprehensive overview and advanced understanding of the various facets of the sport industry by incorporating principal knowledge and skill sets for the sport practitioner, as well as information on specific industry segments that may aid future career choices. Therefore, graduate students receive exposure to variety of content areas, several of which include the history of sport management, sport and non-sport based human resource management (HRM), sport marketing and finance, organizational politics, leadership, mentoring, and career placement.

Sport Marketing (SPM 5336) – This course is designed to provide aspiring sport marketing professionals with fundamental theoretical and practical knowledge in marketing principles and techniques, managerial responsibilities, and issues confronting professionals in exercise and sport science organizations today. Through quality knowledge dissemination (lectures), active class participation (discussions, presentations, activities), and professional inquiry (marketing plan and pitch), a variety of marketing theories for sport programs are introduced. A philosophy of learning by participation is carried on throughout the course.

Sport Psychology (HP 5370) – This course is designed to assist graduate students in the development of a wide-ranging overview and informed understanding of psychological principles which influence behavior, enhance skill acquisition, and maximize sport performance of athletes, coaches, and others involved in sport.

Sport in a Social Context (SPM 5374) – This course provides graduate students with an opportunity to develop a broad awareness but also advanced understanding of the role of sports as social and cultural phenomena. Through the course graduate students will examine how sport and society interact; they will also explore and think critically about the relationship of sport to social variables (e.g., gender, race, social class), social institutions (e.g., education, family, politics, religion), and social issues (e.g., drug use/abuse, sportsmanship, sexuality, violence).

Graduate and Undergraduate Teaching

Courses Taught

2007-2011 The Florida State University

Introduction to Sport Management (SPM 4154) – This course aims to provide undergraduate students with a broad overview and general description of the various facets of the sport industry by incorporating principal knowledge and skill sets for the sport manager, as well as information on industry segments that may aid future career choices. In effect, progress undergraduate students beyond an anecdotal understanding of the sport industry. Students therefore received introductory exposure to the history of sport management, marketing principles, financial principles, ethical principles, an overview of major sport industry segments, and career preparation.

Sport in Society (SPM 4012) - This course provides undergraduate students with a focused study about the role of sport as a social and cultural phenomenon in the United States and throughout the world. Students were taught how sport and society interact as well as the relationship of sport to social variables (e.g., gender, race, social class), social institutions (e.g., education, family, politics, religion), and social issues (e.g., drug use/abuse, sportsmanship, sexuality, violence). In addition to the course textbook, guest speakers, relevant films (e.g., Tyson), and popular press publications (e.g., *Meat Market*, *Sneaker Wars*, *Zen in the Art of Archery*) were included to reinforce the key concepts from the academic literature.

2007-2011 The Florida State University

Basic Weight Training (PEM 1131) - This class offers students the opportunity to learn how to get into shape, demonstrate what they learned while under supervision, and then transfer what they learned to their day-to-day lives.

Soccer (PEL 1511) – This course provides students with a positive environment to learn about soccer, develop team work, release stress, and enjoy leisure.

2004-2005 Texas Christian University

Weight Training (PEAC 10491) - This physical education and activity course highlights the importance of basic weight training techniques, equips students with information about the essential concepts and knowledge related to proper physical strength and conditioning, and provides personalized workout routines.

Jogging (PEAC 10491) – The aim of this course is to provide undergraduate students with the opportunity to learn about the techniques, principles, and practice of jogging in order to provide them with a better understanding of how they can safely get in shape and maintain their physical health and well-being.

Masters and Doctoral Committees

Baylor University

Doctoral Dissertation Committees

Matthew Spivy – Ed.D. in K-12 Educational Leadership, 2021 (Member)
Dissertation Title – Factors Influencing Teacher Job Selection of a Rural School District for Employment
Job Placement Upon Graduation: Greenville ISD, Texas

Patrick Marsh – Ph.D. in Kinesiology, Exercise, Nutrition, and Health Promotion, 2019 (Member)
Dissertation Title – An Examination of Factors Affecting Student-Athlete Satisfaction with Stadium Facilities
Job Placement Upon Graduation: Samford University

Matt Robinson – Ph.D. in Kinesiology, Exercise, Nutrition, and Health Promotion, 2018 (Outside Member)
Dissertation Title – Leadership and Social Effectiveness in Sport: Conceptualizations and Investigation of Servant Leadership and Political Skill
Job Placement Upon Graduation: Schreiner University

Sarah McKinley-Barnard – Ph.D. in Kinesiology, Exercise, Nutrition, and Health Promotion, 2016 (Outside Member)
Dissertation Title: The Effectiveness of MusclePharm Fish Oil in Attenuating Eccentric Exercise-Induced Damage in Females During Mid-Follicular and Mid-Luteal Menstrual Phases.
Job Placement Upon Graduation: University of South Alabama

Thomas Andre – Ph.D. in Kinesiology, Exercise, Nutrition, and Health Promotion, 2017 (Outside Member)
Dissertation Title – Effect of a Restrictive Breathing Mask on Resistance Exercise Performance in Resistance-Trained Males
Job Placement Upon Graduation: Clayton State University

Joshua Gann – Ph.D. in Kinesiology, Exercise, Nutrition, and Health Promotion, 2017 (Outside Member)
Dissertation Title - The Effects of Hypohydration on Muscular Performance and Markers of Catabolism in Females
Job Placement Upon Graduation: University of Louisiana-Monroe

Thesis Committees

Jiayao Chee – M.S. Ed. In Sport Management, 2020 (Chair)

Thesis Title: Do Gender and Expertise Matter? An Exploration of Athletic Product Endorsement in China

Thomas Cardaci – M.S. Kinesiology, Exercise Nutrition, and Health Promotion, 2020 (Outside Member)

Thesis Title: Effects of Resistance Exercise Load on Androgen Receptor-DNA Binding, Androgen Regulated Gene Expression, and B-catenin Mediation in Human Skeletal Muscle

Dylan Wilburn – M.S. Kinesiology, Exercise, Nutrition, and Health Promotion, 2019 (Member)

Thesis Title: Effects of Carbohydrate Supplementation on Resistance Exercise Performance, Blood Glucose, Endocrine and Metabolite Responses, Immediately Before Exercise and During Recovery

Jonathan Evans – M.S.Ed. in Sport Management, 2013 (Member)

Thesis Title: An Analysis of the Strength of Religious Faith of Student-Athletes and Non-Student-Athletes at NCAA Division I-FBS Institutions

Hua Guo – M.S.Ed. in Sport Management, 2014 (Chair)

Thesis Title: The Impact of Construed External Image Factors on Sport Management Student Perceptions of Pride in a Sport Employer

Research and Scholarship

Publications – Book Chapters

Magnusen, M., Kim, J.W., & Robinson, G.M. (2021). Coaching and effective leaders: An overview and recommended research agenda. In R. Resende and R.A. Gomes (eds.), *Coaching for human development and performance in sports* (pp.441-465). Springer International Publishing.

Magnusen, M.J. (2017). Sport and recreation facilities as leverageable assets. In J. Petersen, L. Judge, & J. Miller (Eds.). *Facility and Event Management* (pp. 571-608). Dubuque, IA: Kendall Hunt Publishers.

Liu, Y., Perrewé, P.L., & **Magnusen, M.J.** (2015). Selling your soul to the devil: Political behavior, the pursuit (or discard) of authenticity, and career success. In S. Gayle Baugh & S. Sullivan (Eds.). *Research in Careers: Searching for Authenticity* (Vol. 2, pp. 133-154). Charlotte, NC: Information Age Publishing.

Giardina, M. D., & **Magnusen, M.** (2013). Dog bites man: Deconstructing the criminalization and rehabilitation of Michael Vick. In L. Wenner (Ed.). *Fallen Sports Heroes, Media, and Celebrity Culture* (pp. 165-178). New York, NY: Peter Lang.

Publications – Peer Reviewed Research Articles

Social Sciences Citation Index – reported via Thomson Reuters (ipsience.thomsonreuters.com)

* denotes student-involved research article

2022 Publications

Lussier, J., Kim, J. W., **Magnusen, M.J.**, & Kim, K. T. (2022). Card collection: An examination of whether yellow and red cards affect base salary under Major League Soccer's salary cap. *International Journal of Sports Science & Coaching*, 17, 161-168. [SSCI]

2021 Publications

Magnusen, M. (2021). Thoughts on the NIL era: An introduction to the special issue. *Journal of Applied Sport Management*, 13, 1-2.

Magnusen, M., & Todd, S.Y. (2021). A fistful of NIL: Have we entered a “Wild West” recruiting era? *Journal of Applied Sport Management*, 13-17.

Park, S., Kim, S., & **Magnusen, M.J.** (2021). Two sides of the same coin: Exploring how the bright and dark sides of team cohesion can influence sport team performance. *International Journal of Sports Science & Coaching*. August 2021. doi:10.1177/17479541211042555 [SSCI]

Robinson, G.M., Kim, J.W., **Magnusen, M.**, & Neubert, M. (2021). Win-at-all-costs? Exploring bottom-line mentality as a buffer between athletic director servant leadership and coach commitment. *Journal of Applied Sport Management*, 13, 10-18.

Robinson, G.M., **Magnusen, M.J.**, Neubert, M., & Miller, G. (2021). Servant leadership, leader effectiveness, and the role of political skill: A study of interscholastic sport administrators and coaches. *International Journal of Sports Science & Coaching*, 16, 291-303. [SSCI]

Stamatis, A., & **Magnusen, M.** (2021). Nontraumatic injuries in the NCAA: Collegiate football strength coaches should exercise caution this off-season. *International Journal of Exercise Science*, 14, 980-983.

Publications – Peer Reviewed Research Articles

Social Sciences Citation Index – reported via Thomson Reuters (ipscience.thomsonreuters.com)

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2020 Publications

Kim, S., Hong, S., **Magnusen, M.J.**, & Rhee, Y. (2020). Hard knock coaching: A cross-cultural study of the effects of abusive leader behaviors on athlete satisfaction and commitment through interactional justice. *International Journal of Sports Science & Coaching*, 15, 597-609. [SSCI]

Kim, Y.D., **Magnusen, M.J.**, Kim, Y., & Kim, M. (2020). Developing a sport fan equity index. *International Journal of Sports Marketing and Sponsorship*, 21, 247-266. [SSCI]

Kim, Y.D., Kim, Y., **Magnusen, M.**, & Kim, D. (2020). Relationships as strategic assets: A sport fan equity approach. *International Journal of Sport Management and Marketing*, 20, 47-63.

Robinson, G.M., **Magnusen, M.J.**, & Miller, G. (2020). Political skill for sport professionals: Theory, research, and career success implications. *Journal of Applied Sport Management*, 12, 15-25.

Robinson, G.M., **Magnusen, M.J.**, Neubert, M., & Miller, G. (2020). Servant leadership, leader effectiveness, and the role of political skill: A study of interscholastic sport administrators and coaches. *International Journal of Sports Science & Coaching*. [SSCI]

2019 Publications

Kim, J.W., Yoon, S. **Magnusen, M.**, Yoon, Y., & Kim, K.T. (2019). Anchored putter ban: an examination of whether anchored putting impacts career success and putting performance. *Managerial and Decision Economics*, 40, 941-949.

Kim, Y., **Magnusen, M.J.**, Kim, M., & Lee, H.-W. (2019). Meta-Analytic review of sport consumption: Factors affecting attendance to sporting events. *Sport Marketing Quarterly*, 28, 117-134.

Robinson, G.M., **Magnusen, M.**, & Kim, J.W. (2019). The socially effective leader: Exploring the relationship between athletic director political skill and coach commitment and job satisfaction. *International Journal of Sports Science & Coaching*, 14, 197-204. [SSCI]

*Amrani, K., Galluci, A., & **Magnusen, M.** (2019). Data-based interval hitting program for a collegiate tennis player: A case report. *International Journal of Athletic Therapy and Training*, 24, 15-18.

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2018 Publications

Magnusen, M. (2018). Culture matters. [Peer commentary on “Working with Coaches and Their Teams in Youth and Collegiate Sports in the USA: An Interview with Dr. Andy Gillham,” by S. Jenkins]. *International Journal of Sports Science & Coaching*, 13, 340-342. [SSCI]

Magnusen, M.J., Kim, J.W., McAllister, C.P., Perrewé, P.L., & Ferris, G.R. (2018). She got game: Investigating how reputation can be leveraged to improve recruiting effectiveness in National Collegiate Athletic Association women’s basketball. *International Journal of Sports Science & Coaching*, 13, 179-185. [SSCI]

Yoon, Y., Kim, J.W., **Magnusen, M.**, & Sagas, M. (2018). Fine-tuning brand endorsements: Exploring race-sport fit with athlete endorsers. *Journal of Applied Sport Management*, 10, 41-50.

*Andre, T.L., *Gann, J.J., *Hwang, P.S., Ziperman, E., **Magnusen, M.**, & Willoughby, D.S. (2018). Restrictive breathing mask reduces total repetitions during an acute lower body resistance training session in resistance-trained males. *Journal of Strength and Conditioning Research*, 32, 2103-2108.

2017 Publications

Hong, S., & **Magnusen, M.J.** (2017). From virtual reality to reality: Examining the relationship between sport video gaming and sport consumption behaviors. *Journal of Physical Education and Sport Management*, 8, 41-49.

Kim, J.W., **Magnusen, M.J.**, & Lee, H-W. Existence of mixed emotions during consumption of a sporting event: A real-time measure approach. (2017). *Journal of Sport Management*, 31, 360-373. [SSCI]

Kim, S., **Magnusen, M.J.**, & Andrew, D.P.S. (2017). Sport team culture: Investigating how vertical and horizontal communication influence citizenship behaviors via organizational commitment. *International Journal of Sport Psychology*, 48, 398-418. [SSCI]

Magnusen, M.J., McAllister, C.P., Kim, J.W., Perrewé, P.L., & Ferris, G.R. (2017). The reputation playbook: Exploring how reputation can be leveraged to improve recruiting effectiveness in NCAA men’s basketball. *Journal of Applied Sport Management*, 9, 11-24.

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2016 Publications

Todd, S.Y., & **Magnusen, M.** (2016). Knowing your fans: A case study of survey research in a collegiate ticket office. *Case Studies in Sport Management*, 5, 95-97.

Kim, S., **Magnusen, M.J.**, & Andrew, D.P.S. (2016). Divided we fall: Examining the relationship between horizontal communication and team commitment via team cohesion. *International Journal of Sports Science and Coaching*, 11, 625-636. [SSCI]

Magnusen, M.J., & Perrewé, P.L. (2016). The role of social effectiveness in leadership: A critical review and lessons for sport management. *Sport Management Education Journal*, 10, 64-77.

Magnusen, M.J., & Kim, J.W. (2016). Thriving in the political sport arena: LMX as a mediator of the political skill-career success relationship. *Journal of Applied Sport Management*, 8, 15-42.

Magnusen, M.J., & Todd, S.Y. (2016). Welcome to the arena: An introduction to the special issue on power and politics in sport. *Journal of Applied Sport Management*, 8, 1-5.

2015 Publications

Hong, S., **Magnusen, M.**, & Mondello, M. (2015). Collaborative innovation in sport: Conceptualizing the adoption of new stadium construction from professional sport team and government perspectives. *Journal of Physical Education and Sport Management*, 6, 70-81.

Magnusen, M. (2015). Social effectiveness and leadership. [Peer commentary on “Winning formula, man management and the inner game: Commonalities of success in the Ryder Cup and Super Bowl,” by S. Jenkins]. *International Journal of Sports Science & Coaching*, 10, 221-225. [SSCI]

Magnusen, M.J., & Todd, S.Y. (2015). Coming soon to a sport and entertainment organization near you: Video realistic job previews as a way to increase the quality of applicant pools. *Sport & Entertainment Review*, 1, 91-97.

Kim, Y., Lee, H-W., **Magnusen, M.**, & Kim, M. (2015). Factors influencing sponsorship effectiveness: A meta-analytic review and research synthesis. *Journal of Sport Management*, 4, 408-425. [SSCI]

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2014 Publications

Brimecombe, M., **Magnusen, M.J.**, & Bunds, K. (2014). Navigating the storm: A counterproductive work behavior and leadership case study in a Division I FBS School. *Sport Management Review*, 17, 219-237. [SSCI]

Kim, J.W., **Magnusen, M.J.**, & Kim, Y.K. (2014). A critical review of theoretical and methodological issues in consumer satisfaction research and recommendations for future sport marketing scholarship. *Journal of Sport Management*, 28, 338-355. [SSCI]

Magnusen, M.J., Kim, Y.K., & Perrewé, P.L. (2014). Gaining a competitive edge when recruiting student-athletes: The role of political skill. *International Journal of Sports Science & Coaching*, 9, 1291-1310. [SSCI]

Magnusen, M.J., Kim, Y.K., Perrewé, P.L., & Ferris, G.R. (2014). A critical review and synthesis of student-athlete college choice factors: Recruiting effectiveness in NCAA sports. *International Journal of Sports Science & Coaching*, 9, 1265-1286. [SSCI]

Todd, S.Y. **Magnusen, M.J.**, Andrew, D.P.S., & Lachowetz, T. (2014). From great expectations to realistic career outlooks: Exploring changes in job seeker perspectives following realistic job preview in sport. *Sport Management Education Journal*, 8, 58-70.

Treadway, D.C., Adams, G., Hanes, T.J., Perrewé, P.L., **Magnusen, M.J.**, & Ferris, G.R. (2014). The roles of recruiter political skill and performance resource leveraging in NCAA football recruitment effectiveness. *Journal of Management*, 40, 1607-1626. [SSCI]

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2013 Publications

Kim, Y.K., Trail, G.T., & **Magnusen, M.J.** (2013). Transition from motivation to behavior: Examining the moderating role of identification on the relationship between motives and attendance. *International Journal of Sports Marketing and Sponsorship*, 14, 190-211. [SSCI]

Kellison, T., Kim, Y.K., & **Magnusen, M.J.** (2013). The work attitudes of Millenials in collegiate recreational sports. *Journal of Park and Recreation Administration*, 31, 78-97.

Lee, H-W., **Magnusen, M.J.**, & Cho, S. (2013). Strength coach-athlete compatibility: Roles of coaching behaviors and athlete gender. *International Journal of Applied Sports Sciences*, 25, 55-67.

Magnusen, M.J., Gallucci, A., *Kelly, S., & *Brown, J. (2013). Snakes in sneakers: A case study of organizational politics in a NCAA Division I athletics program. *Case Studies in Sport Management*, 2, 23-35. *Denotes graduate student.

2012 Publications

Kane, R.E., **Magnusen, M. J.**, & Perrewé, P.L. (2012). Differential effects of identification on extra-role behavior. *Career Development International*, 17, 25-42. [SSCI]

Kim, S., **Magnusen, M.J.**, Andrew, D.P.S., & Stoll, J. (2012). Are transformational leaders a double-edged sword? Impact of transformational leadership on sport employee commitment and job satisfaction. *International Journal of Sports Science & Coaching*, 7, 661-676. [SSCI]

Kim, Y.D., **Magnusen, M.**, & Kim, Y.K. (2012). Revisiting sport brand personality: Scale development and validation. *Journal of Multidisciplinary Research*, 4, 65-80.

Magnusen, M.J., Kim, J.W., & Kim, Y.K. (2012). A relationship marketing catalyst: The salience of reciprocity to sport organization – sport consumer relationships. *European Sport Management Quarterly*, 12, 501-524. [SSCI]

Magnusen, M.J., & Petersen, J. (2012). Apprenticeship and mentoring relationships in strength and conditioning: The importance of physical and cognitive skill development. *Strength and Conditioning Journal*, 34, 67-72.

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2012 Publications

Magnusen, M., Kim, Y. D., & Kim, Y.K. (2012). A brief review and perspective on the future of corporate social responsibility research in sport. *International Journal of Human Movement Science*, 6, 121-140.

Todd, S.Y., Christie, I., **Magnusen, M.J.**, & Harris, K.J. (2012). A case study of diversity and leader member exchange in intercollegiate athletics. *Case Studies in Sport Management*, 1, 18-22.

2011 Publications

Magnusen, M.J., Hong, S., & Mondello, M. (2011). Social effectiveness and sport personnel: The impact of athlete political skill and influence tactics on sport organization CSR reputation and consumer advocacy intentions. *International Journal of Sport Management and Marketing*, 10, 61-82.

Magnusen, M.J., Mondello, M., Kim, Y.K., & Ferris, G.R. (2011). Roles of recruiter political skill, influence strategy, and organization reputation on recruitment effectiveness in college sports. *Thunderbird International Business Review*, 53, 687-700.

Magnusen, M.J., Hong, S., & Kim, Y.K. (2011). Sport organization social advocates: Roles of professional athlete CSR reputation and team identification. *International Journal of Human Movement Science*, 5, 105-132.

2010 Publications

Magnusen, M., Rhee, Y.C., & Kim, Y.K. (2010). The effect of team identification and game satisfaction on revisit intention: A case of Korean Basketball League spectators. *International Journal of Human Movement Science*, 4, 23-47.

Magnusen, M.J. (2010). Differences in strength coach leadership styles at NBA, Division I-A, and Division II levels. *Journal of Strength and Conditioning Research*, 24, 1440-1450. [SSCI]

Publications – Peer Reviewed Research Articles

Social Sciences Citation Index – reported via Thomson Reuters (ipsience.thomsonreuters.com)

* denotes student-involved research article

2009 Publications

Park, S. H., Kim, Y. K., & **Magnusen, M.J.** (2009). Exploring the appropriateness of the SACCPS scale to investigate factors influencing university selection by students-athletes in Korea. *ICHPER-SD Asia Journal of Research*, 1, 35-44.

Magnusen, M.J., & Rhea, D. (2009). Division I athletes' attitudes toward and preferences for male and female strength and conditioning coaches. *Journal of Strength and Conditioning Research*, 23, 1084-1090. [SSCI]

Carlson, K., **Magnusen, M.**, & Walters, P. (2009). Effect of various training modalities on vertical jump. *Research in Sports Medicine: An International Journal*, 17, 84-94.

Publications – Popular Press Articles

Magnusen, M. (March, 2010). The soil of the subpar season. *Sharing the Victory*, 22-23.

Magnusen, M. (November, 2009). Warning: Over-training ahead. *Sharing the Victory*, 22-23.

Magnusen, M., & James, J. (2009). Programs here!: Lessons from a case study. Retrieved September 4, 2009 from Athletic Management http://www.athleticmanagement.com/2009/08/31/programs_here_lessons_from_a_case_study/index.php.

Magnusen, M. (April, 2008). Blessed, not broken. *Sharing the Victory*, 26-27.

Magnusen, M. (March-April, 2008). Is it enough to be...virtually prepared to play? *Tallahassee Family Forum*, 16, 36-39.

Professional Presentations – Refereed Presentations

*denotes student-involved research

Urlick, A., Carpenter, B., Eckert, J., & **Magnusen, M.** (2021, November). *Promoting educator well-being: Validation of community empowerment, collective leadership, political skill, and well-being measures*. Presented at the annual University Council for Educational Administration Conference, Columbus, OH.

*Esparza, G., **Magnusen, M.J.** (2021, February). *Planning for an unplanned world with Don Constante*. Presented at the annual Applied Sport Management Association Conference, Kerrville, TX (virtual).

Magnusen, M.J. (2021, February). *Donor analytics crash course*. Presented at the annual Applied Sport Management Association Conference, Kerrville, TX (virtual).

Magnusen, M.J. (2021, February). *Fundraising interview with Blake Harris, Senior Director of Regional Development at Baylor University*. Applied Sport Management Association Conference, Kerrville, TX (virtual).

*Miller, A., & **Magnusen, M.J.** (2021, February). *An interview with Director of Business Development from USATF about career paths and COVID changes*. Presented at the annual Applied Sport Management Association Conference, Kerrville, TX (virtual).

Qi, J.C., **Magnusen, M.J.**, & Petersen, J.C. (2021, February). *Do gender and expertise matter? An exploration of athletic product endorsement in China*. Presented at the annual Applied Sport Management Association Conference, Kerrville, TX (virtual).

*Sulak, G., & **Magnusen, M.J.** (2021, February). *An interview with Northwestern State Athletic Director Greg Burke about fundraising and sponsorships at an FCS level institution*. Presented at the annual Applied Sport Management Association Conference, Kerrville, TX (virtual).

*Ashkinos, J., *Chapelet, E., & **Magnusen, M.J.** (2020, February). *Going global: Considerations for enhancing the international student-athlete experience*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

Hong, S., **Magnusen, M.J.**, & Jang, N. (2020, May). *The economic value of professional baseball teams in the Korean Baseball Organization (KBO) League: A contingent valuation method (CVM) approach*. Presented at the annual North American Society for Sport Management Association Conference, San Diego, California.

*Combs, K., *Everett, B., *McDonough, D., *Visy, S., & **Magnusen, M.J.** (2020, February). *Locker room to boardroom: Applying motivational coaching tactics to business management*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

Professional Presentations – Refereed Presentations

*Corcoran, A., *Beaver, D., & **Magnusen, M.J.** (2020, February). *Court of appeal: Exploring how the WNBA can enhance its market presence via brand equity*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

*Falconieri, S., *Clark, C., *Braimer, K., & **Magnusen, M.J.** (2020, February). *The good old days: Using transition theory to better understand athlete retirement from college sports*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

*Gustafson, K., *Bheraiya, A., & **Magnusen, M.J.** (2020, February). *Focus on the family: Work-family conflict and its potential impact on the children of sport professionals*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

*Joswiak, S.J., *Mendel, B.S., Polley, B.M., & **Magnusen, M.J.** (2020, February). *The game has changed: Exploring collaborative brand attacks in sport social media*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

Magnusen, M.J., *Qi, C., & Robinson, M. (2020, February). *Entering the fray: How athletic director political communications can influence sport consumer attitudes and consumption behaviors*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

*Udinski, G., *Danielsen, J., & **Magnusen, M.J.** (2020, February). *Hiring superstars: Exploring the value of professional search firms to college athletic departments*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

*Walsh, M., *Edmonson, S., & **Magnusen, M.J.** (2020, February). *The case of the Big XII conference: Academic and athletic success throughout football programs*. Presented at the annual Applied Sport Management Association Conference, Waco, Texas.

Todd, S.Y., **Magnusen, M.**, Swanson, S., & Koba, T. (2019, May). *The attractiveness of sport jobs: A policy capturing approach for key predictors of job seeker decision making*. Presented at the annual Administrative Science Association of Canada Conference, Ontario, Canada.

Marsh, P., Petersen, J. **Magnusen, M.J.**, & Gallucci, A. (2019, April). *A conceptual model to assess student-athlete satisfaction with stadium facilities*. Presented at the annual College Sport Research Institute Conference, Columbia, South Carolina.

Howard, M., & **Magnusen, M.J.** (2019, February). *Season ticket holder activity on the secondary market: An analysis in intercollegiate athletics*. Presented at the annual Applied Sport Management Association Conference, Nashville, Tennessee.

Todd, S.Y., *Scroggins, C., *Won, M., & **Magnusen, M.J.** (2019, February). *The ways in which actual experience affects the career identities of job seekers in sport*. Presented at the annual Applied Sport Management Association Conference, Nashville, Tennessee.

Professional Presentations – Refereed Presentations

*Yu, H.Y., Robinson, M.G., **Magnusen, M.J.**, Lee, D., & Lee, M. (2019, February). *Servant leadership as an effective model for member retention in the sport performance and fitness industries*. Presented at the annual Applied Sport Management Association Conference, Nashville, Tennessee.

Chung, Y., Chung, J., Kwon, W., **Magnusen, M.J.**, & Lee, H.-W. (2018, October). *Brand-consumer personality congruence: Aligning ideal self-image with brand attributes*. Presented at the annual Sport Marketing Association Conference, Dallas, Texas.

*Robinson, M., *Marsh, P., & **Magnusen, M.J.** (2018, June). *A national study of leader effectiveness and political skill in interscholastic sport leadership*. Presented at the annual conference of the North American Society for Sport Management, Halifax, Nova Scotia.

*Bryant, K., *Cochran, J., & **Magnusen, M.J.** (Advisor) (2018, February). *Work-life balance in US sport organizations: Strategies from Europe*. Presented at the annual conference of the Applied Sport Management Association, Waco, Texas.

*Kaplan, T., *Hoff, J., & **Magnusen, M.J.** (Advisor) (2018, February). *Go for chess, not checkers: A review of organizational politics and strategies for sport management*. Presented at the annual conference of the Applied Sport Management Association, Waco, Texas.

*Meckelborg, B., *Hanna, H., & **Magnusen, M.J.** (Advisor) (2018, February). *Our brand is crisis: An integration and simulation-based approach to crisis management preparation in sport*. Presented at the annual conference of the Applied Sport Management Association, Waco, Texas.

*Robinson, M., **Magnusen, M.J.**, & Miller, G. (2018, February). *Social effectiveness in sport: Career success implications of political skill for sport coaches*. Presented at the annual conference of the Applied Sport Management Association, Waco, Texas.

*Veach, A., *Hsieh, C-C., *Jordan, D., & **Magnusen, M.J.** (Advisor) (2018, February). *Keep calm and pay your dues: An attributional justice approach to understanding dues paying in sport*. Presented at the annual conference of the Applied Sport Management Association, Waco, Texas.

Yoon, Y., Kim, J.W., & **Magnusen, M.J.** (2018, February). *Fine tuning brand endorsements: Exploring race-sport fit with athlete endorsers*. Presented at the annual conference of the Applied Sport Management Association, Waco, Texas.

Kim, S., Hong, S., Rhee, Y., **Magnusen, M.J.**, Lee, J. (2017, June). *Effects of abusive leadership behaviors on athletes' satisfaction and commitment: Cross-national differences between Hong Kong and Korean student-athletes*. Presented at the annual conference of the North American Society for Sport Management, Denver, Colorado.

Ridinger, L.L., Hardin, R., Lumpkin, A., **Magnusen, M.J.**, & Achen, R. (2017, June). *The art and science of teaching: Translating practice into scholarship*. Presented at the annual conference of the North American Society for Sport Management, Denver, Colorado.

Professional Presentations – Refereed Presentations

Magnusen, M.J., Kim, J.K., & *Robinson, M. (2017, February). *Inside out: The interaction of emotions and avoidance desire on sport consumer behavior*. Presented at the annual conference of the Applied Sport Management Association, Baton Rouge, Louisiana.

*Robinson, M., Miller, G., & **Magnusen, M.J.** (2017, February). *Servant leadership in sport: A new conceptualization and lessons for sport educators*. Presented at the annual conference of the Applied Sport Management Association, Baton Rouge, Louisiana.

Magnusen, M., *McAllister, C., *Taylor, H., Perrewé, P., & Ferris, G. (2016, June). *Resource leveraging in organizational recruitment: Development and testing of a recruitment model in NCAA men's basketball*. Presented at the annual conference of the North American Society for Sport Management, Orlando, Florida.

*Marsh, J.P., *Simpson, J.L., & **Magnusen, M.J.** (2016, April). *Hoop dreams: Financial influences on the recruitment of elite basketball prospects*. Presented at the annual conference of the College Sport Research Institute, Columbia, South Carolina.

Magnusen, M.J., *McAllister, C., *Huff, T., Perrewé, P.L., & Ferris, G.R. (2016, February). *She got game: Development and testing of a recruitment model in NCAA women's basketball*. Presented at the annual conference of the Applied Sport Management Association, Baton Rouge, Louisiana.

Magnusen, M.J., Kim, J.W., & *Langston, S. (2015, December). *Political skill and career success in sport: Examining the mediation effects of LMX and perceived external marketability*. Presented at the annual conference of the Texas Association for Health, Physical Education, Recreation & Dance, Dallas, Texas. *Note:* Awarded 2nd Place Professional Level Research Poster.

*Marsh, P., *Huff, T., **Magnusen, M.J.**, & Petersen, J. (2015, December). *NCAA Division I basketball recruits and arena facilities: Capacity, attendance and gender interactions*. Presented at the annual conference of the Texas Association for Health, Physical Education, Recreation & Dance, Dallas, Texas. *Note:* Awarded 3rd Place Graduate Level Research Poster.

Kim, Y.D., **Magnusen, M.**, Park, S-H., & Kim, Y. (2015, June). *Relationships as strategic assets: An empirical assessment of sport fan equity*. Presented at the annual conference of the North American Society for Sport Management, Ottawa, Canada.

Magnusen, M., Kim, J.W., Forester, B., & Jeong, S.H. (2015, June). *Mixing sport and politics: Investigating the effects of star player political engagement on sport consumer revenge avoidance*. Presented at the annual conference of the North American Society for Sport Management, Ottawa, Canada.

Professional Presentations – Refereed Presentations

Magnusen, M.J., Kim, J.W., Forester, B., & *Ordonez, G. (2015, February). *Sport as political arena: Investigating the effects of professional sport team political engagement on sport consumer attitudes and behaviors*. Presented at the annual conference of the Southern Sport Management Association, Baton Rouge, Louisiana.

Magnusen, M.J., Kim, J.W., Forester, B., & *Ordonez, G. (2015, February). *Should sport and politics mix? Exploring the effects of head coach and star player political engagement on sport consumer revenge and avoidance*. Presented at the annual conference of the Southern Sport Management Association, Baton Rouge, Louisiana.

Kim, S., Andrew, D.P., & **Magnusen, M.J.** (2014, October). *Relationships between interpersonal communication and athletic satisfaction of University students in Hong Kong*. Presented at the annual conference of the World Association for Sport Management Conference, Madrid, Spain.

Kim, A., Kim, Y.K., & **Magnusen, M.** (2014, May). *Sponsorship management from a business network perspective: Social network analysis of sponsoring partners in the National Basketball Association*. Presented at the annual conference of the North American Society for Sport Management, Pittsburgh, Pennsylvania.

*Baggett, W., & **Magnusen, M.J.** (2014, April). *What makes an effective recruiter? An exploratory investigation of college football recruiter effectiveness characteristics*. Presented at the annual conference of the College Sport Research Institute, Columbia, South Carolina.

*Gua, H., & **Magnusen, M.** (2014, March). *The impact of construed external image factors on sport management student perceptions of pride in a sport employer*. Presented at the annual conference of the Southern Sport Management Association, Nashville, Tennessee.

Magnusen, M. & Forester, B. (2014, March). *Gaining a competitive edge when recruiting student-athletes: The role of recruiter political skill*. Presented at the annual conference of the Southern Sport Management Association, Nashville, Tennessee.

Kim, J., **Magnusen, M.**, & Kim, Y.K. (2013, October). *Nation brand through sport: The importance of stakeholder collaboration*. Presented at the annual conference of the Sport Marketing Association, Albuquerque, New Mexico.

Kim, A.C.H., Kim, Y.D., **Magnusen, M.J.**, & Kim, Y.K. (2013, October). *Strategies for relationship marketing: Sponsorship in the National Basketball Association*. Presented at the annual conference of the Sport Marketing Association, Albuquerque, New Mexico.

Magnusen, M.J. (2013, June). *Workplace politics: Exploring the relationships among faith, political behaviors, authenticity, and career success*. Presented at the annual conference of the Christian Society of Kinesiology and Leisure Studies, Waco, Texas.

Professional Presentations – Refereed Presentations

Kim, Y.D., Kim, Y.K., & **Magnusen, M.J.** (2013, May). *Relationships as strategic assets: Conceptualizing sport fan equity*. Presented at the annual conference of the North American Society for Sport Management, Austin, Texas.

Kim, Y.K., Lee, H-L, & **Magnusen, M.J.** (2013, May). *A meta-analytic review of the factors affecting sport consumer consumption behavior*. Presented at the annual conference of the North American Society for Sport Management, Austin, Texas.

Magnusen, M.J., Kim, Y.K., Perrewe, P.L., & Ferris, G.R. (2013, May). *The lifeblood of college sports: A social influence approach to understanding recruiters, the recruitment process, and student-athlete college choice factors*. Presented at the annual conference of the North American Society for Sport Management, Austin, Texas.

Kim, J. W., **Magnusen, M.**, & Kim, Y. K. (2012, November). *The interactivity of commitment dimensions: Normative commitment as a mediator of the affective commitment—sport consumer behavioral intention relationship*. Presented at the annual conference of Sport Entertainment and Venues Tomorrow, Columbia, South Carolina.

Hong, S., **Magnusen, M.J.**, & Mondello, M. (2012, October). *Innovation diffusion in sport: An examination of Major League Baseball Host Cities*. Presented at the annual conference of the Sport Marketing Association conference, Orlando, Florida.

Lee, H-W., **Magnusen, M.J.**, & Kim, Y.K. (2012, October). *Outbursts of group emotions in spectator sport: The role of scale of consumption*. Presented at the annual conference of the Sport Marketing Association conference, Orlando, Florida.

Todd, S.Y., **Magnusen, M.J.**, & Andrew, D.P.S. (2012, May). *Changes in job seeker perceptions of sport jobs following a realistic job preview in video form*. Presented at the annual conference of the North American Society for Sport Management conference, Seattle, Washington.

Hong, S., **Magnusen, M.J.**, & Mondello, M. (2012, May). *Innovation diffusion in Major League Baseball: An event history analysis*. Presented at the annual conference of the North American Society for Sport Management conference, Seattle, Washington.

Magnusen, M.J., *DeLay, L., *Evans, J., & Lee, H-W. (2012, April). *Are we compatible? Roles of coaching behaviors and athlete gender in strength-coach athlete relationships*. Presented at the annual conference of the College Sport Research Institute, Chapel Hill, North Carolina. * Denotes Baylor Sport Management graduate student.

Todd, S., **Magnusen, M.J.**, & Andrew, D.P.S. (2011, November). *The impact of video realistic job previews on applicants' perceptions of sport jobs*. Presented at the annual conference of Sport and Entertainment Venues of Tomorrow, Columbia, South Carolina.

Professional Presentations – Refereed Presentations

Magnusen, M.J., Hong, S., Kim, Y.K., & Brimecombe, M. (2011, October). *Sport organization social advocates: Roles of reputation and team identification*. Presented at the annual conference of the Sport Marketing Association, Houston, Texas. **SMA Best Paper Award Finalist**

Kane, R.E., **Magnusen, M.J.**, Perrewé, P.L, Mossini, S., Bailey, S., & Mackey, J. (2011, November). *The differential effects of identification on organizational citizenship and prosocial behaviors*. Presented at the Southern Management Association, Savannah, Georgia.

Treadway, D.C., Adams, G., Hanes, T.J., Perrewé, P.L., **Magnusen, M.J.**, & Ferris, G.R. (2011, August). *Recruiter political skill and reputation influences on NCAA football recruiting*. Presented at the Academy of Management, 71st Annual National Meeting, San Antonio, Texas.

Magnusen, M.J., Bunds, K., Hong, S., & Mondello, M. (2011, June). *The Overlooked importance of personnel: Political skill, reputation promotion, and improved consumer perceptions of CSR*. Presented at the annual conference of North American Society for Sport Management, London, Ontario.

Kim, Y.D., **Magnusen, M.J.**, & Kim, Y.K. (2011, June). *The impact of coach/athlete CSR activities on employee personal and organizational outcomes: The role of behavioral integrity*. Presented at the annual conference of North American Society for Sport Management, London, Ontario.

Brimecombe, M., **Magnusen, M.J.**, & McMorrow, T. (2010, November). *We can't all be general managers: The relationship between job preview information, expectancies, and goal setting*. Presented at the annual conference of Sport and Entertainment Venues of Tomorrow, Columbia, South Carolina.

Magnusen, M.J., Park, J.H., & Kim, Y.K. (2010, October). *Marketing relationships in sport: The effects of reciprocity, trust, and commitment on attendance intention*. Presented at the annual conference of Sport Marketing Association, New Orleans, Louisiana.

Magnusen, M.J., Kim, Y.D., Kim, Y.K., & Mondello, M. (2010, June). *Team identification and performance in sport organizations: The role of organizational citizenship behaviors*. Presented at the annual conference of North American Society for Sport Management, Tampa, Florida.

Magnusen, M.J., Mondello, M., & Howard, M. (2010, June). *Sport ticket pricing: Innovative revenue generating strategies*. Presented at the annual conference of North American Society for Sport Management, Tampa, Florida.

Magnusen, M.J., & Kim, Y.K. (2009, November). *Beyond motives and brand-recall: Examining sport video game point of attachment, real-life sport attachment, and sport consumer behaviors*. Presented at the annual conference of Sport and Entertainment Venues of Tomorrow, Columbia, South Carolina.

Professional Presentations – Refereed Presentations

Ko, Y. J., Kim, Y. K., Kwak, D. H., Cattani, K., & **Magnusen, M.** (2009, October). *Determinant of sport sponsorship response: Modification and extension*. Presented at the annual conference of Sport Marketing Association, Cleveland, Ohio.

Kim, Y.K., **Magnusen, M.J.**, & Kim, J.W. (2009, May). *Constraints and motivators in spectator sport: Application and extension of leisure constraints*. Presented at the annual conference of North American Society for Sport Management, Columbia, South Carolina.

Magnusen, M.J. (2009, November). *Team identification and performance and organizational citizenship behaviors in sport organizations*. Presented at the annual FSU-UF Sport Management Research Colloquium, Tallahassee, Florida.

Magnusen, M.J. (2007, February). *Assessing differences in strength and conditioning coach leadership styles at NBA, Division I, and Division II levels*. Presented at the annual North and Southwest Sport and Exercise Psychology Symposium, Salt Lake City, Utah.

Professional Presentations – Invited Presentations

Weight, E., Walker, M., **Magnusen, M.J.**, & Tainsky, S. (2019, February). *Publishing in the Journal of Applied Sport Management: Journal information and editor advice*. Presented at the annual Applied Sport Management Association Conference, Nashville, TN.

Todd, S.Y., & **Magnusen, M.J.** (2017, June). *How videos of actual interns working can shape unrealistic expectations of sport management students*. Presented at the annual conference of the North American Society for Sport Management, Denver, Colorado.

Magnusen, M.J. (2012, October). *Sport Marketer for a Day Student Competition*. Presented at the annual conference of the Sport Marketing Association Pedagogy Symposium, Orlando, Florida.

Magnusen, M.J. (2012, June). *Iron Body, Iron Mind: Simple Steps Toward Developing an Iron Culture*. Presented at the Texas State Clinic for the National Strength and Conditioning Association, Waco, Texas.

Grants and Contracts

Internal Support

Title: Training Giants: Al Vermeil, the Chicago Bulls, and the Story of Strength and Conditioning in the NBA

Agency: Institute for Oral History, Baylor University

Amount: \$2,500

Status: *Funded*

Project Period: May 2012 – December 2012

Principal Investigator: **Marshall Magnusen**

Title: Windows to the Soul: Eye-tracking Insights into Students' Processing of Sport Industry Job Previews

Agency: Young Investigator Development Program (YIDP), Baylor University

Amount: \$25,000

Status: Unfunded

Project Period: August 2012 – May 2013

Principal Investigator: **Marshall Magnusen**

Title: Summer Research Sabbatical

Agency: Baylor University

Amount: - - -

Status: *Funded*

Project Period: Summer 2013

Principal Investigator: **Marshall Magnusen**

Title: Summer Research Sabbatical

Agency: Baylor University

Amount: - - -

Status: *Funded*

Project Period: Summer 2015

Principal Investigator: **Marshall Magnusen**

Title: Success is a Road Not a Destination: Legends of Quarter Mile U

Agency: Institute for Oral History, Baylor University

Amount: \$2,500

Status: *Funded*

Project Period: May 2015– December 2016

Principal Investigator: **Marshall Magnusen**

Grants and Contracts**Internal Support**

Title: Promoting educator wellbeing: Validation of community empowerment, collective leadership, political skill and wellbeing measures

Agency: Baylor University Research Committee (URC)

Amount: \$10,000

Status: Unfunded

Project Period: January 2022 – December 2022

Principal Investigator: Bradley Carpenter

Co-Investigators: **Marshall Magnusen**, Angela Urick, and Jon Eckert

Grants and Contracts**External Support**

Title: The Interaction Between Recruiter Dispositional Characteristics, Recruiter Political Skill and Recruiting Effectiveness in Division 1 Basketball

Agency: Department of Management, Florida State University

Amount: \$4,000

Status: *Funded for 2013*

Project Period: May 2013 – February 2014

Principal Investigator: **Marshall Magnusen**

Title: Preparing Future Sport Professionals: Addressing the Crisis of Leadership in Sport

Agency: Albert and Margaret Alkek Foundation

Amount: \$1,000,000

Project Period: January 2014 – January 2019

Status: *Unfunded*

Principal Investigator: **Marshall Magnusen**

Title: Supporting Pro Social Athlete Behaviors: The Influence of Vertical and Horizontal Communication on Team Cohesion, Athletic Satisfaction, Organizational Commitment, and Organizational Citizenship Behaviors of NCAA Student Athletes

Agency: National Collegiate Athletic Association (NCAA)

Amount: \$29,000

Status: *Unfunded*

Project Period: February 2014 – December 2014

Principal Investigator: Damon Andrew, Louisiana State University

Co-Investigators: **Marshall Magnusen** and Seungmo Kim, Hong Kong Baptist University

Grants and Contracts

External Support

Title: Supporting Pro Social Athlete Behaviors: The Influence of Vertical and Horizontal Communication on Team Cohesion, Athletic Satisfaction, Organizational Commitment, and Organizational Citizenship Behaviors of NCAA Division I Student Athletes
Agency: National Collegiate Athletic Association (NCAA)

Amount: \$10,000

Status: *Unfunded*

Project Period: February 2014 – December 2014

Principal Investigator: Damon Andrew, Louisiana State University

Co-Investigators: **Marshall Magnusen** and Seungmo Kim, Hong Kong Baptist University

Title: Relationships as Strategic Assets: An Empirical Assessment of Sport Fan Equity
Agency: North American Society for Sport Management (NASSM)

Amount: \$1,100

Status: *Unfunded*

Project Period: May 2014 – December 2014

Principal Investigator: Young Do Kim, Florida State University

Co-Investigators: **Marshall Magnusen** and Yukyoum Kim, Florida State University

Title: Preparing Future Sport Professionals: Addressing the Crisis of Leadership in Sport
Agency: Albert and Margaret Alkek Foundation

Amount: \$1,000,000

Project Period: January 2015 – January 2020

Status: *Unfunded*

Principal Investigator: **Marshall Magnusen**

Title: A Contingent Valuation of the Standard Chartered Hong Kong Marathon.

Agency: Hong Kong General Research Fund (GRF)

Amount: \$421,100

Project Period: January 2015 – December 2015

Status: *Unfunded*

Principal Investigator: Sungil Hong

Co-Investigators: Daniel Coates, UMBC, Seungmo Kim, Hong Kong Baptist University,
Marshall Magnusen

Title: The Economic Value of a Professional Sports Team: A Contingent Valuation Method (CVM) Approach.

Agency: Hong Kong General Research Fund (GRF)

Amount: \$211,300

Project Period: January 2017 – December 2018

Status: *Unfunded*

Principal Investigator: Sungil Hong

Co-Investigator: **Marshall Magnusen**

Grants and Contracts

External Support

Title: Take me out to the ballgame: An empirical investigation of the new Wild-Card format on attendance demand of MLB.

Agency: Hong Kong General Research Fund (GRF)

Amount: \$40,000

Project Period: January 2018 – December 2018

Status: *Funded*

Principal Investigator: Sungil Hong

Co-Investigator: **Marshall Magnusen**

Title: Pursuing the dream: Exploring how EEG data captures the unconscious emotion embedded in the future work identities of sport industry job seekers.

Agency: Bitbrain

Amount: \$100,000

Project Period: January 2021 – December 2022

Status: *Unfunded*

Principal Investigator: Marshall Magnusen

Co-Investigators: Samuel Y. Todd, Hyun-Woo Lee

Title: Economic impacts of sports infrastructure built by Public Private Partnerships (PPP): A case of Kai Tak Sports Park in Hong Kong

Agency: Hong Kong General Research Fund (GRF)

Amount: \$40,000

Project Period: January 2022 – December 2022

Status: *Unfunded*

Principal Investigator: Sungil Hong

Co-Investigator: **Marshall Magnusen**

Adviser to Student Grants

Graduate School Travel Awards Program – Kirk Bryant, ASMA Conference presenter, \$100, February 2018

Graduate School Travel Awards Program – Josh Cochran, ASMA Conference presenter, \$100, February 2018

Graduate School Travel Awards Program – Alec Finch, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Harrison Hanna, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Justin Hoff, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Chia-chun Hsieh, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Tanner Kaplan, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Klein Klotz, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Jody Lee, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Brock Meckelborg, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Matt Robinson, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Cedric Whitaker, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Kerry Wright, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – Ashley Veach, ASMA Conference presenter, \$75, February 2018

Graduate School Travel Awards Program – William Baggett, CSRI Conference presenter, \$300, April 2014

Adviser to Student Grants

Graduate School Travel Awards Program – Hua Guo, Southern Sport Management Association Conference presenter, \$300, March 2014

Graduate School Travel Awards Program – Lauren Delay, CSRI Conference presenter, \$300, April 2012

Graduate School Travel Awards Program – Jonathan Evans, CSRI Conference presenter, \$300, April 2012

Service

Professional

Research Adviser

- ❖ Collegiate Strength and Conditioning Coaches Associations (CSCCa) - developed and analyzed the results of a national survey on salaries of collegiate-level strength and conditioning coaches.

Professional Affiliations

- ❖ Collegiate Strength and Conditioning Coaches Association (CSCCa) – Consultant
- ❖ North American Society for Sport Management (NASSM) – Current Member

National Service

Conference Director

- ❖ Applied Sport Management Association (ASMA) annual conference, 2020
- ❖ Applied Sport Management Association (ASMA) annual conference, 2018

Executive Board Member

- ❖ Applied Sport Management Association (ASMA), Member-At-Large, 2018 – Present

President

- ❖ Applied Sport Management Association (ASMA), President, 2020 – 2022

Editor

- ❖ Journal of Applied Sport Management, Editor, 2020 – Present
- ❖ Journal of Applied Sport Management, Associate Editor, 2019 – 2020
- ❖ Sport Management Education Journal, Pedagogical Innovations Editor, 2014 – 2017
- ❖ Journal of Applied Sport Management, Special Issue Editor, 2021 publication
- ❖ Journal of Applied Sport Management, Guest Editor of Special Issue, 2016 publication

Service

Professional

Editorial Board Member

- ❖ Sport Management Education Journal, 2013 – 2017
- ❖ Journal of Applied Sport Management, 2014 – present
- ❖ Journal of Amateur Sport, 2015 – present
- ❖ Journal of Global Sport Management, 2016 – present

Ad Hoc Conference Reviewer

- ❖ Christian Society for Kinesiology, Leisure, and Sport, 2014 - 2018
- ❖ North American Society for Sport Management Annual Conference, 2012 - present
- ❖ Sport Marketing Association Annual Conference, 2012 – present
- ❖ Applied Sport Management Association Annual Conference, 2014 – present

University Service

- ❖ Member, School of Education Curriculum Action Committee, 2021 – present
- ❖ Member, Department of Educational Leadership Chair Search Committee, 2021
- ❖ Member, Department of Educational leadership Doctoral Program Expansion Task Force, 2021
- ❖ Member, Outstanding Faculty Selection Committee, 2017-2020
- ❖ Member, School of Education Recognition & Development Committee, 2015-2020
- ❖ Faculty Advisor, Baylor Sport Management Association, 2013-Present
- ❖ Member, Search Committee for an Assistant Professor of Sport Foundations, 2012
- ❖ Faculty Sponsor of Dr. Sungil Hong, Visiting Scholar to the HHPR Department, 2012-2013

Community Service

- ❖ Volunteer, Food for Families, 2013 – Present
- ❖ Volunteer, Special Olympics Texas Basketball Tournament, 2012 – 2016

Academic and Professional Honors and Awards

- 2022** **Applied Sport Management Association**
ASMA Research Fellow
- 2017** **Baylor University, Academy for Teaching and Learning**
Summer Faculty Institute Fellow
- 2016** **Baylor University, Department of Athletics**
Outstanding Professor Award
- 2015** **Baylor University, Institute for Oral History**
Oral History Research Fellow
- 2014** **Baylor University, Department of Athletics**
Outstanding Professor Award
- 2012** **Baylor University, Institute for Oral History**
Oral History Research Fellow
- 2010** **The Florida State University, Department of Sport Management**
Distinguished Doctoral Student Researcher of the Year Award
- 2009** **The Florida State University, Department of Sport Management**
Distinguished Doctoral Student Researcher of the Year Award
- 2007** **The Florida State University, Department of Sport Management**
Graduate Teaching Scholarship Award
- 2005** **Texas Christian University, Department of Athletics**
Strength and Conditioning Graduate Assistant Award

Adviser to Student Honors and Awards

- 2012** **Baylor University, Sport Management Program**
CSRI Graduate Student Case Study Competition Champions