

## CURRICULUM VITAE

### **Brian Patrick McCullough**

Texas A&M University  
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## EDUCATION

Ph.D. Texas A&M University – College Station, Texas, May 2011  
Major: Kinesiology | Emphasis: Sport Management  
Cognate: Management and Organizational Behavior

McCullough, B. P. (2011). *The recycling intentions of sport spectators: A theory of planned behavior approach* (Doctoral dissertation). Retrieved from <http://hdl.handle.net/1969.1/ETD-TAMU-2011-05-9163>.

M.S. Texas A&M University – College Station, Texas, December 2007  
Major: Kinesiology | Emphasis: Sport Management

B.S. Ithaca College – Ithaca, New York, December 2005  
Major: Sport Management

## ACADEMIC APPOINTMENTS

### **Texas A&M University**

*Associate Professor*, July 2020 – present, Department of Kinesiology & Sport Management.

Affiliated Faculty Appointments at Texas A&M University

Center for Sport Management Research and Education, Texas A&M University,  
July 2020 – present.

Huffines Institute for Sports Medicine and Human Performance, Texas A&M  
University, July 2020 – present.

### **Seattle University**

*Associate Professor*, July 2018 – June 2020, Management Department, Albers School of Business and Economics.

*Assistant Professor*, September 2014 – June 2018, Masters of Sport Administration Leadership, College of Arts and Sciences.

Affiliated Faculty Appointments at Seattle University  
Center Environmental Justice and Sustainability, 2014 – 2020.

**Bowling Green State University**

*Assistant Professor*, August 2011 – August 2014, School of Human Movement, Sport and Leisure Studies.

Affiliated Faculty Appointments at Bowling Green State University  
Center for Environmental Programs, August 2011 – August 2014.

**UNIVERSITY LEADERSHIP AND ADMINISTRATIVE APPOINTMENTS**

**Texas A&M University**

Director, Center for Sport Management Research and Education, September 2022 – Present.

**Seattle University**

Coordinator, Sport Sustainability Leadership Certificate, September 2014 – June 2018.

Developed the curriculum and contents for an exclusively online certificate that was the first of its kind to be offered worldwide. Created the various learning modules for the certificate's five courses and made all of the corresponding online course materials, lectures, supplemental materials, and case studies. Advised certificate students with their progression through the research process: instrumentation, methodology, and quantitative analysis as they partnered with various sport organizations.

**RESEARCH GRANTS & CONTRACTS**

11. Straw, C. (PD), Patterson, M. (Co-PD), **McCullough, B. P. (Co-PD)**, Runck, B (Co-PD), Watkins, E. CO-PI), Chen, W. (Co-PI), & Carr, T. (Co-PI). (in initial review). *Optimizing investment, environmental impact, and user health of community-level sports fields*. United States Department of Agriculture. Total requested: \$8,000,000.
10. Girginov, V., Könecke, T., Book, K., Ahonen, A., Brocard, J., Gouguet, J., Godfrey, T., Maxcy, J., Wagner, M., Levine, J., Broms, L., **McCullough, B. P.**, McArdle, D., Lepetit, C. (2022-2025). *Sustainable Sport Management*. ERASMUS+ Program. Total: €400,000.
9. Sherry, E., Karg, A., **McCullough, B. P.**, & Bramley, O. (2022). Research consultancy for the Australian Conversation Foundation – measuring the sport sponsorship of coal, oil and gas companies in the Australian sporty industry. Total: \$15,000 AUD
8. Delia, E., & **McCullough, B. P.** (2022-2023). *The intersection of sport fandom and environmental sustainability*. North American Society for Sport Management. Total: \$1,100.

7. Casper, J., **McCullough, B. P.**, & Smith, D. M. (2019-2020). *Ralphie's Green Stampede Fan Engagement Evaluation and Metrics*. Colorado University at Boulder Sustainability Office. Total \$6,000.
6. McManamon, A., **McCullough, B. P.**, Kellison, T., Atkins, J. (2019). *Planet Super League – Research on Sponsorship Activation and Fan Engagement*. Climate-KIC. Total €10,650.
5. **McCullough, B. P.** (2019-2020). *Sport Ecology: The Moralization of Shared Responsibility within the Sport Sector*. Center for Business Ethics Fellowship - Seattle University. Total \$6,000.
4. **McCullough, B. P.** (PI) & Trail, G. T. (Co-PI). (2019). *Sustainability Values, Perceptions, and Beliefs in the Sport Sector*. Agency: Albers College of Business and Economics Summer Research Grant - Seattle University. Total \$7,100.
3. Kellison, T. B. (PI) & **McCullough, B. P.** (Co-PI). (2018-2019). *Cost and Knowledge Valuation of LA 2028's Environmental Legacy*. Agency: International Olympic Committee. Total \$10,000.
2. **McCullough, B. P.** (PI) & Kellison, T. B. (Co-PI). (2016). *Trend Analysis of RecycleMania's Participants*. Agency: Keep America Beautiful and RecycleMania. Total \$15,000.
1. **McCullough, B. P.** (2015-2016). *Life Cycle Assessment and the Environmental Impact of Sport Spectators' Game Day Behaviors*. Agency: Center for Environmental Justice and Sustainability – Seattle University. Total \$6,000.

\*\* Co-authored with graduate student(s)

## REGULATORY DOCUMENTS

1. UNFCCC. (2018, December). Sports for Climate Action Framework. United Nations, 1-10. Retrieved from <https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action>.

## PEER REVIEWED PUBLICATIONS

47. Breitbarth, T., **McCullough, B. P.**, Collins, A., Gerke, A., & Hernold, D. M. (in press). Environmental matters in sport: Sustainable research in the academy. *European Sport Management Quarterly*. <https://doi.org/10.1080/16184742.2022.2159482> [SSCI; IF = 3.714]
46. **McCullough, B. P.**, Jakar, G., & Kellison, T. (in press). Distance decay and public transportation usage among select professional Seattle sport fans. *Tourism Geographies*. <https://doi.org/10.1080/14616688.2022.2086906> [SSCI; IF = 11.355]

45. Todaro, N. M., **McCullough, B. P.**, & Daddi, T. (in press). Stimulating the adoption of green practices by professional football organisations: A focus on stakeholders' pressures and expected benefits. *Sport Management Review*.  
<https://doi.org/10.1080/14413523.2022.2046971> [SSCI; IF = 5.589]
44. **McCullough, B. P.**, & Trail, G. T. (in press). Assessing key performance indicators of corporate social responsibility initiatives in sport. *European Sport Management Quarterly*. <https://doi.org/10.1080/16184742.2022.2033808> [SSCI; IF = 3.714]
43. **McCullough, B. P.**, Hardie, A., Kellison, T., & Dixon, M. A. (in press). Environmental perspectives of external stakeholders in sport. *Managing Sport and Leisure*, 1-14.  
<https://doi.org/10.1080/23750472.2021.1950037> \*\*
42. **McCullough, B. P.**, Casper, J. C., & Smith, D. (2022). Fan responses of sponsored environmental sustainability initiatives. *Sustainability*, 14, 14062.  
<https://doi.org/10.3390/su142114062> [SSCI; IF = 3.889] \*\*
41. Straw, C. M., **McCullough, B. P.**, Segars, C., Daher, B., & Patterson, M. (2022). Reimagining sustainable community sports fields of the future: A framework for convergent science-stakeholder decision making. *Circular Economy and Sustainability*, 2, 1267-1277. <https://doi.org/10.1007/s43615-021-00115-z>
40. Martins, R., Pereira, E., Rosado, A., Marôco, J., **McCullough, B. P.**, Mascarenhas, M. (2022). Understanding spectator sustainable transportation intentions in international sport tourism events. *Journal of Sustainable Tourism*, 30(8), 1972-1991.  
<https://doi.org/10.1080/09669582.2021.1991936> [SSCI; IF = 9.470] \*\*
39. **McCullough, B. P.**, & Pelcher, J. A. (2021). Instructor–student mentoring: Strengths of transformative sustainability learning and its direct application to impact industry and curricular refinement. *Sustainability*, 13(19), 10768. <https://doi.org/10.3390/su131910768> [SSCI; IF = 3.889] \*\*
38. Cooper, J. A., & **McCullough, B. P.** (2021). Bracketing sustainability: Carbon footprinting March Madness to rethink sustainable tourism approaches and measurements. *Journal of Cleaner Production*, 318(10), 128475.  
<https://doi.org/10.1016/j.jclepro.2021.128475> [SSCI; IF = 11.072] \*\*
37. Sartore-Baldwin, M. L. & **McCullough, B. P.** (2021). Examining sport fans and the endangered species nonhuman animals who represent their affiliated team mascot. *Society & Animals*, 29(3), 268-286. <https://doi.org/10.1163/15685306-12341605> [SSCI; IF = 1.325]
36. Trail, G. T. & **McCullough, B. P.** (2021). A longitudinal study of sustainability attitudes, intentions, and behaviors. *Sustainability Science*, 16(5), 1503-5118.  
<https://doi.org/10.1007/s11625-021-00954-7> [SSCI; IF = 7.196]

35. **McCullough, B. P.** & Trail, G. T. (2021). Transformative marketing: health and well-being of Special Olympic athletes. *International Journal for Sports Marketing and Sponsorship*, 22(3), 477-492. <https://doi.org/10.1108/IJSMS-04-2020-0046> [SSCI; IF = 2.527]
34. Casper, J. C., **McCullough, B. P.**, Kushner Smith, D. M. (2021). Pro-environmental sustainability and political affiliation: An examination of college sport sustainability efforts. *International Journal of Environmental Research and Public Health*, 18(11), 5840. <https://doi.org/10.3390/ijerph18115840> [SSCI; IF = 4.614] \*\*
33. Pelcher, J. A., **McCullough, B. P.**, & Trendafilova, S. A. (2021). Collegiate athletics environmental sustainability efforts within STARS reporting. *International Journal of Sustainability in Higher Education*, 22(2), 328-343. <https://doi.org/10.1108/IJSHE-07-2020-0246> [SSCI; IF = 4.120] \*\*
32. Orr, M., **McCullough, B. P.**, & Pelcher, J. (2020). Leveraging sport as a venue and vehicle for transformative sustainability learning. *International Journal of Sustainability in Higher Education*, 21(6), 1071-1086. <https://doi.org/10.1108/IJSHE-02-2020-0074> [SSCI; IF = 4.120] \*\*
31. **McCullough, B. P.**, Orr, M. & Kellison, T. (2020). Sport ecology: Conceptualizing an emerging subdiscipline within sport management. *Journal of Sport Management*, 34(6), 509-520. <https://doi.org/10.1123/jsm.2019-0294> [SSCI; IF = 3.954; JSM's most cited paper in 2021, *Web of Science*]
30. Kellison, T., & **McCullough, B. P.** (2020). Angelenos' environmental attitudes and behaviors in advance of LA 2028. *Journal of Olympic Studies*, 1(2), 1-21. <https://doi.org/10.5406/jofolympstud.1.2.0001>
29. Cunningham, G. B., Wicker, P., & **McCullough, B. P.** (2020). Pollution, health, and the moderating role of physical activity opportunities. *International Journal of Environmental Research and Public Health*, 17(17), 6272. <https://doi.org/10.3390/ijerph17176272> [SSCI; IF = 4.614]
28. **McCullough, B. P.**, Orr, M., Watanabe, N. M. (2020). Measuring externalities: The imperative next step to sustainability assessment in sport. *Journal of Sport Management*, 34(5), 393–402. <https://doi.org/10.1123/jsm.2019-0254> [SSCI; IF = 3.954]
27. Casper, J., **McCullough, B. P.**, & Pfahl, M. E. (2020). Examining environmental fan engagement initiatives through values and norms with intercollegiate sport fans. *Sport Management Review*, 23(2), 348-360. <https://doi.org/10.1016/j.smr.2019.03.005> [SSCI; IF = 5.589]

26. Cunningham, G. B., **McCullough, B. P.**, & Hohensee, S. (2020). Physical activity and climate change attitudes. *Climatic Change*, 159(1), 1-14. <https://doi.org/10.1007/s10584-019-02635-y> [SSCI; IF = 5.174] \*\*
25. Trail, G. T., & **McCullough, B. P.** (2020). Marketing sustainability through sport: Testing the sport participant sustainability behavior model. *European Sport Management Quarterly*, 20(2), 109-129. <https://doi.org/10.1080/16184742.2019.1580301> [SSCI; IF = 3.714]
24. **McCullough, B. P.**, Pelcher, J. A., & Trendafilova, S. (2020). An exploratory analysis of the environmental sustainability performance signaling communications among North American sport organizations. *Sustainability*, 12(5), 1950. <https://doi.org/10.3390/su12051950> [SSCI; IF = 3.889] \*\*
23. Tsuji, Y. & **McCullough, B. P.** (2019). Brand awareness of cause-related sponsorship announcements. *Journal of Contemporary Athletics*, 13(4), 1-19.
22. Pelcher, J. A., & **McCullough, B. P.** (2019). Greening the university's front porch: Environmental sustainability in collegiate athletics. *Case Studies in Sport Management*, 8(1), 13-17. <https://doi.org/10.1123/cssm.2018-0017> \*\*
21. Trail, G. T., & **McCullough, B. P.** (2018). Differential effects of internal and external constraints on sustainability intentions: A hierarchical regression analysis by market segment of running event participants. *Journal of Management for Global Sustainability*, 6(2), 1-36. <http://dx.doi.org/10.13185/JM2018.06206>
20. **McCullough, B. P.** & Trendafilova, S. (2018). Industry-academic collaborations to advance sustainability. *Sport & Entertainment Review*, 4(3), 64-69.
19. Sartore-Baldwin, M. L. & **McCullough, B. P.** (2018). Equity-based sustainability and ecocentric management: Creating more ecologically just sport organization practices. *Sport Management Review*, 21(4), 391-402. <https://doi.org/10.1016/j.smr.2017.08.009> [SSCI; IF = 5.589]
18. Trendafilova, S. & **McCullough, B. P.** (2018). Environmental sustainability scholarship and the efforts of the sport sector: A rapid review of literature. *Cogent Social Sciences*, 4(1), 1-15. <https://doi.org/10.1080/23311886.2018.1467256>
17. **McCullough, B. P.**, Kellison, T. B., & Wendling, E. (2018). Formation and function of a collegiate athletics sustainability committee. *Journal of Amateur Sport*, 4(1), 52-81. <https://doi.org/10.17161/jas.v4i1.6661> \*\*
16. Sartore-Baldwin, M. L., **McCullough, B. P.** & Quatman-Yates, C. (2017). Shared responsibility and issues of injustice and harm within sport. *Quest*, 69(3), 366-383. <https://doi.org/10.1080/00336297.2016.1238769> [SSCI; IF = 2.910]

15. Casper, J., Pfahl, M., & **McCullough, B. P.** (2017). Is *going green* worth it? Assessing fan engagement and perceptions of athletic department environmental efforts. *Journal of Applied Sport Management*, 9(1), 106-134. <https://doi.org/10.18666/JASM-2017-V9-I1-7690>
14. **McCullough, B. P.** & Melton, E. N. (2017). The benefits of becoming a green company: A corporate marketing approach. *Journal of Contemporary Athletics*, 11(1) 31-46.
13. **McCullough, B. P.**, Trendafilova, S., & Picariello, M. (2016). Legitimizing sustainability efforts through strategic partnerships. *Sport & Entertainment Review*, 2(3), 77-83. \*\*
12. **McCullough, B. P.**, Pfahl, M., & Nguyen, S. (2016). The green waves of environmental sustainability in sport. *Sport in Society*, 19(7), 1040–1065. <https://doi.org/10.1080/17430437.2015.1096251> [SSCI; IF = 1.578]
11. **McCullough, B. P.**, & Kellison, T. B. (2016). Go green for the home team: Sense of place and environmental sustainability in sport. *Journal of Sustainability Education*, 11(February) 1-14.
10. Kellison, T. B., & **McCullough, B. P.** (2016). A forecast for the mainstreaming of environmental sustainability. *Sport & Entertainment Review*, 2(1), 11-18.
9. Martinson, D., Schneider, R., & **McCullough, B. P.** (2015). An analysis of the factors and marketing techniques affecting attendance at NCAA Division I women's basketball games. *The Journal of Sport*, 4(2), 43-60. \*\*
8. Kellison, T. B., Trendafilova, S., & **McCullough, B. P.** (2015). Considering the social impact of sustainable stadium design. *International Journal of Event Management Research*, 10(1), 63-83.
7. Pfahl, M., Casper, J., Trendafilova, S., **McCullough, B. P.**, & Nguyen, S. N. (2015). Crossing boundaries: An examination of sustainability department and athletics department collaboration regarding environmental issues. *Communication & Sport*, 3(1), 27-56. <https://doi.org/10.1177/2167479513519253> [SSCI; IF = 3.183]
6. Trendafilova, S., **McCullough, B.**, Pfahl, M., Nguyen, S. N., Casper, J., & Picariello, M. (2014). Environmental sustainability in sport: Current state and future trends. *Global Journal on Advances Pure and Applied Sciences*, 3, 9-14. \*\*
5. Casper, J., Pfahl, M., & **McCullough, B. P.** (2014). Intercollegiate sport and the environment: Examining fan engagement based on athletics department sustainability efforts. *Journal of Issues in Intercollegiate Athletics*, 7, 65-91. [Best Paper for 2014]
4. **McCullough, B. P.** (2013). Identifying the influences on sport spectator recycling behaviours using the theory of planned behaviour. *International Journal of Sport*

*Management and Marketing*, 14(1/2/3/4), 146-168.  
<https://doi.org/10.1504/IJSMM.2013.060631>

3. **McCullough, B. P.**, & Cunningham, G. B. (2011). Recycling intentions among youth baseball spectators. *International Journal of Sport Management and Marketing*, 10(1/2), 104-120. <https://doi.org/10.1504/IJSMM.2011.043618>
2. **McCullough, B. P.**, & Cunningham, G. B. (2010). A conceptual model to understand the impetus to engage in and the expected organizational outcomes of green initiatives. *Quest*, 62(4), 348-363. <https://doi.org/10.1080/00336297.2010.10483654> [SSCI; IF = 2.891]
1. Cunningham, G. B., Sartore, M. L., & **McCullough, B. P.** (2010). The influence of applicant sexual orientation, applicant gender, and rater gender on ascribed attributions and hiring recommendations of personal trainers. *Journal of Sport Management*, 24(4), 400-415. <https://doi.org/10.1123/jsm.24.4.400> [SSCI; IF = 3.954]

\*\* Co-authored with graduate student(s)

## BOOKS

3. **McCullough, B. P.**, Kellison, T. B., & Melton, E. N. (Eds.). (2022). *The Routledge handbook of sport and sustainable development*. London: Routledge.  
<https://doi.org/10.4324/9781003023968>
2. **McCullough, B. P.**, & Kellison, T. B. (Eds.). (2018). *Routledge handbook of sport and the environment*. London: Routledge. <https://doi.org/10.4324/9781315619514>
1. **McCullough, B. P.** (2015). *Introduction to environmental sport management*. Mill Creek, WA: Forwarding Sport Sustainability, LLC. ISBN 978-0996926904

## BOOK UNDER CONTRACT

1. **McCullough, B. P.** (under contract). *Environmental sport management: An introduction*. London: Routledge.

## MONOGRAPHS

4. Planet League. (2022). *Scope F: Maximising sport's positive impact on carbon emissions*. The Planet League, 1-15. Retrieved from <https://www.scope-f.com/s/Scope-F-Maximising-sports-positive-impact-on-carbon-emissions.pdf>.
3. Sports Environmental Alliance. (2020). *Future proofing community sport & recreation facilities: A roadmap for climate change management for the sport and recreation facilities sector*. Sports Environmental Alliance, 1-40. Retrieved from [https://www.sportsenvironmentalliance.org/wp-content/uploads/2020/11/BROCHURE\\_Future-Proofing-Facilities.pdf](https://www.sportsenvironmentalliance.org/wp-content/uploads/2020/11/BROCHURE_Future-Proofing-Facilities.pdf).



2. Green Sports Alliance. (2018). *Fan engagement playbook: A guide to developing marketing campaigns that influence fans to increase sustainability-related behaviors at home, work and play*. Green Sports Alliance, 1-50. Retrieved from <https://greensportsalliance.cmail19.com/t/j-l-njyfx-uydkhhpi-i/>.
1. **McCullough, B. P.**, Collins, A., Bergsgard, N. A., Muhar, A., Tyrväinen, L. (2018, April 20). *The Impact of Sport and Outdoor Recreation (Friluftsliv) on the Natural Environment*. Mistra, 1-48. Retrieved from <https://www.mistra.org/wp-content/uploads/2018/06/Sport-and-outdoor-recreation-background-paper-2018-1.pdf>.

## BOOK CHAPTERS

15. **McCullough, B. P.**, & Murfree, J. R. (2022). An overview of Sustainable Development Goal 13. In B. P. McCullough, T. Kellison, & E. N. Melton (Eds.) *The Routledge Handbook of Sport and Sustainable Development* (pp. 315–327). Routledge: London. <https://www.doi.org/10.4324/9781003023968-38>
14. **McCullough, B. P.**, & Kellison, T., & Melton, E. N. (2022). An introduction to sport and sustainable development. In B. P. McCullough, T. Kellison, & E. N. Melton (Eds.) *The Routledge Handbook of Sport and Sustainable Development* (pp. 1–8). Routledge: London. <https://www.doi.org/10.4324/9781003023968-1>
13. **McCullough, B. P.**, & Murfree, J. R. (2022). Sport ecology and the environmental sport movement. In R. Brinkmann (Ed), *The Palgrave Handbook of Global Sustainability*. Palgrave: New York. [https://doi.org/10.1007/978-3-030-38948-2\\_132-1](https://doi.org/10.1007/978-3-030-38948-2_132-1)
12. Ross, S. R., **McCullough, B. P.**, & Williams, A. S. (2021). Developing a professional perspective. In P. Pedersen & L. Thibault (Eds.), *Contemporary Sport Management* (7th ed., pp. 35-58). Illinois: Human Kinetics. ISBN 978-1492550952
11. **McCullough, B. P.**, & Kellison, T. (2020). Making Our Footprint: Constraints in the Legitimization of Sport Ecology in Practice and the Academy. In B. Wilson & B. Millington (Eds.), *Sport and the Environment* (Vol. 13, pp. 199–216). Emerald Publishing Limited. <https://doi.org/10.1108/S1476-285420200000013012>
10. **McCullough, B. P.** (2019). Sport, physical activity, and the environment. In G. B. Cunningham & M. A. Dixon (Eds.), *Sociology of sport and physical activity* (3rd ed., pp. 87-102). College Station, TX: Center for Sport Management Research and Education. ISBN 978-0578520827
9. Ross, S. R., **McCullough, B. P.**, & Simmons, S. E. (2018). Developing a professional perspective. In P. Pedersen & L. Thibault (Eds.), *Contemporary Sport Management* (6th ed., pp. 30-49). Illinois: Human Kinetics. ISBN 978-1492550952

8. **McCullough, B. P.**, & Kellison, T. B. (2018). An introduction to environmental sustainability and sport. In B. P. McCullough & T. B. Kellison (Eds.), *Routledge Handbook of Sport and the Environment* (pp. 3-10). London: Routledge. <https://doi.org/10.4324/9781315619514-1>
7. Trail, G. T., & **McCullough, B. P.** (2018). Marketing sustainability through sport. In B. P. McCullough & T. B. Kellison (Eds.), *Routledge Handbook of Sport and the Environment* (pp. 134-148). London: Routledge. <https://doi.org/10.4324/9781315619514-10>
6. Kellison, T. B., & **McCullough, B. P.** (2018). Epilogue: A pragmatic perspective on the future of sustainability in sport. In B. P. McCullough & T. B. Kellison (Eds.), *Routledge Handbook of Sport and the Environment* (pp. 445-455). London: Routledge. <https://doi.org/10.4324/9781315619514-34>
5. **McCullough, B. P.** (2015). Pressures from stakeholders to implement environmental sustainability efforts: An overview. In J. M. Casper & M. E. Pfahl (Eds.), *Sport Management and the Natural Environment: Theory and Practice* (pp. 88-96). New York: Routledge. <https://doi.org/10.4324/9781315881836-8>
4. **McCullough, B. P.** (2015). The necessity of stakeholder buy-in of environmental sustainability efforts: An overview. In J. M. Casper & M. E. Pfahl (Eds.), *Sport Management and the Natural Environment: Theory and Practice* (pp. 131-140). New York: Routledge. <https://doi.org/10.4324/9781315881836-11>
3. Ross, S. R. & **McCullough, B. P.** (2014). Developing a professional perspective. In P. Pedersen & L. Thibault (Eds.), *Contemporary Sport Management* (5th ed., pp. 32-55). Illinois: Human Kinetics. ISBN 978-1450469654
2. **McCullough, B. P.** (2012). Sport, physical activity, and the environment. In G. B. Cunningham & J. N. Singer (Eds.), *Sociology of Sport and Physical Activity* (2nd ed., pp. 167-189). Texas: Center for Sport Management Research and Education. ISBN 978-0615652658
1. **McCullough, B. P.** (2010). The impact of sport and physical activity on the environment. In G. B. Cunningham & J. N. Singer (Eds.), *Sociology of Sport and Physical Activity* (pp. 135-161). Texas: Center for Sport Management Research and Education.

#### REFEREED PUBLISHED ABSTRACTS

3. Hochenberg, S., Martinson, D., & **McCullough, B. P.** (2012). Economic impact of the NCAA Women's Tournament: The case of Bowling Green, Ohio. *Sport Entertainment and Venues Tomorrow*, 57-59. \*\*
2. **McCullough, B. P.** (2011). Think green: Spectators thoughts to improve recycling programs. *Sport, Entertainment and Venues Tomorrow*, 73-75.

1. Sartore, M. L., Cunningham, G. B. & **McCullough, B. P.** (2009). Sexual prejudice and hiring recommendations in the fitness industry. *Research Quarterly for Exercise and Sport*, 80, A-98.

\*\* Co-authored with graduate student(s)

## TECHNICAL REPORTS

7. United Nations Environment Programme (2022). *Sports for Nature: Setting a baseline – Handbook*. [Orr, M., Pippard, J., Arbieu, U., Casper, J., Kellison, T., Howell, J., Ross, W., Murfree, J., **McCullough, B.**, & Trendafilova, S. (authors)]. Nairobi, Kenya. <https://www.unep.org/resources/publication/sports-nature-setting-baseline-handbook>
6. Sherry, E., Bramley, O., & **McCullough, B. P.** (2022, October). *Out of bounds: Coal, gas and oil sponsorship in Australian sports*. Australian Conservation Foundation, 1-29. <https://www.acf.org.au/out-of-bounds>

178 Media mentions after one week, top reaching coming from:

1. [Fossil fuel companies sponsor Australian sports to the tune of \\$14m-\\$18m a year, researchers find](#)– The Guardian – 92.5M reach
  2. [Resource firms 'using sports to greenwash'](#) – Daily Mail – 78.9M reach
  3. [Dire warning to all sports as AFL, NRL take fossil fuel dollars while polluters try to 'greenwash' image: study](#) – 7news.com.au – 6.74M reach
  4. [Fossil fuel industry using sports to greenwash public image](#) – Phys.org – 3.79M reach
  5. [Fossil fuel companies spend millions on sport to 'greenwash' image, report claims](#) – The Age
5. McManamon, A., **McCullough, B. P.**, Kellison, T., & Atkins, J. (2020, January). *Activating Sports Partnership for Environmental Goals*. Climate-KIC, 1-65. <https://cf955a.a2cdn1.secureserver.net/wp-content/uploads/2020/04/CKIC-Whitepaper-Final.pdf>
  4. Kellison, T. & **McCullough, B. P.** (2019). *Cost and Knowledge Valuation of Prospective Environmental Legacy Initiatives for LA 2028*. IOC Olympic Studies Centre Advanced Olympic Research, 1-29. <https://library.olympics.com/Default/digital-viewer/c-208743>
  3. **McCullough, B. P.**, Kellison, T. B. (2017). *Trend Analysis of Participants' Results and Satisfaction of RecycleMania*. RecycleMania and Keep America Beautiful, 1-18.
  2. **McCullough, B. P.**, Casper, J., & Pfahl, M. E. (2016). *State of Environmental Sustainability Initiatives in Collegiate Athletics*. Green Sports Alliance, 1-21.

1. Trail, G., & **McCullough, B. P.** (2016). *Cherry Blossom Run Summary of Sustainability Initiatives*. Cherry Blossom Run. 1-155.

## MULTIMEDIA PUBLICATIONS

3. Cunningham, G. B., & **McCullough, B. P.** (Eds.) (2011). *Sport management insights: Diversity in sport organizations interview series 3<sup>rd</sup> ed.* College Station, TX: Laboratory for Diversity in Sport.
2. Cunningham, G. B., & **McCullough, B. P.** (Eds.) (2011). *Sport management insights: Sport and exercise psychology interview series 3<sup>rd</sup> ed.* College Station, TX: Center for Sport Management Research and Education.
1. Cunningham, G. B., & **McCullough, B. P.** (Eds.) (2009). *Sport management insights: Sport and exercise psychology interview series 2<sup>nd</sup> ed.* College Station, TX: Center for Sport Management Research and Education.

## PEER REVIEWED NATIONAL / INTERNATIONAL PRESENTATIONS

83. Dietrich, A., & **McCullough, B. P.** (2023, June). *How to create valuable, data-driven solutions for sustainability in sport organizations? A case study to leverage materiality assessment across departments*. North America Society for Sport Management Annual Conference Teaching & Learning Fair. Montreal, Canada. \*\*
82. Dietrich, A., & **McCullough, B. P.** (2023, June). *Money pit or gold mine? The relationship between sustainability in sport (SIS) and financial performance*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
81. Rocha, R., & **McCullough, B. P.** (2023, June). *To activate or not: Examine the signaling of sponsor's corporate environmental values through sport sponsorships*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
80. Chaves, K., & **McCullough, B. P.** (2023, June). *Factors that determine athlete and fan's sustainable behavior during Central American Championship of Skating and Skateboarding Races and future intentions*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
79. Delia, E., **McCullough, B. P.**, & Dalal, K. (2023, June). *The intersection of sport fandom and environmental sustainability*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
78. Cayolla, R., Escadas, M., **McCullough, B. P.**, Biscaia, R., Cabilhas, A., & Santos, T., (2023, June). *Does sustainable attitudes predict sustainable behaviors: Examining the attitude-behavior gap in sport fans and university students*. North America Society for Sport Management Annual Conference. Montreal, Canada.

77. **McCullough, B. P.**, Trail, G. T., Murfree, J. R., & Kellison, T. (2022, December 1). *Baselining a blank canvas: Sport fans receptivity to messaging and impact on fandom*. Sport Management Association of Australia & New Zealand Annual Conference. Melbourne, Australia.
76. Dietrich, A., & **McCullough, B. P.** (2022, September 8). *Applying double materiality in collegiate sports: Combining stakeholder views and impact assessment for environmental sustainability*. European Association for Sport Management Annual Conference. Innsbruck, Austria.
75. Kim, H. S., Kim, M; **McCullough, B. P.** (2022, September 7). *Tracking sustainability promoting activities implemented by the Olympic partners programme*. European Association for Sport Management Annual Conference. Innsbruck, Austria.
74. Collins, A., **McCullough, B. P.**, Roberts, J., & Villalobos, S. (2022, September 7). *Assessing the carbon footprint of mass participation sport events – A focus on running events in North America*. European Association for Sport Management Annual Conference. Innsbruck, Austria. \*\*
73. Dietrich, A., & **McCullough, B. P.** (2022, June). *Athlete meets climate activist: Motivations and challenges*. Play the Game Conference. Odense, Denmark. \*\*
72. Dietrich, A., & **McCullough, B. P.** (2022, June). *Making sustainability meaningful: Conceptualizing materiality assessment in sport*. Play the Game Conference. Odense, Denmark.
71. Todaro, N., **McCullough, B. P.**, & Daddi, T. (2022, June). *A view from the top: Managerial perceptions of expected benefits from the implementation of environmental practices*. North American Society for Sport Management Conference. Atlanta, GA.
70. Cayolla, R., Kellison, T., **McCullough, B. P.**, Biscaia, R., Escadas, M., & Santos, T. (2022, June). *The rooted fan: Exploring suggested improvements to a professional sport team's sustainability initiatives*. North American Society for Sport Management Conference. Atlanta, GA.
69. Dietrich, A., **McCullough, B. P.**, Murfree, J. R. (2022, June). *To engage or not to engage: Environmental advocacy among athletes*. North American Society for Sport Management Conference. Atlanta, GA. \*\*
68. Dietrich, A., & **McCullough, B. P.** (2022, June 3). *Refining the process of sustainability strategy: Conceptualizing materiality assessment in sport*. North American Society for Sport Management Conference. Atlanta, GA. \*\*
67. Do, C., Hill, J., Kim, M., **McCullough, B. P.**, & Lee, H. W. (2022, June). *Increasing sport fans' responsiveness to sustainability messaging through the enhancement of brand trust*. North American Society for Sport Management Conference. Atlanta, GA. \*\*

66. **McCullough, B. P.**, & Kellison, T. (2022, January 26). *Sustainable development in and through sport*. [Online conference session]. Sustainability and Development Conference. Ann Arbor, Michigan.
65. Todaro, N., **McCullough, B. P.**, & Daddi, T. (2021, December 3). *Applying stakeholder theory to sport ecology: an empirical investigation of stakeholders' pressures in the European professional football sector*. [Online conference session]. Sport Management Association of Australia & New Zealand Annual Conference.
64. Brison, N. & **McCullough, B. P.** (2021, December 1). *Conceptualizing the athlete advocate to activist continuum*. [Online conference session]. Sport Management Association of Australia & New Zealand Annual Conference.
63. **McCullough, B. P.**, Kellison, T., & Murfree, J. R. (2021, November 19). *Examining the response of environmentally reluctant fans to sustainable initiatives* [Online conference session]. European Association for Sport Management Annual Conference. London, England.
62. **McCullough, B. P.**, & Kellison, T. (2021, October 21). *The green front porch of the university: Examining increased brand perception of the university as a result of the athletic department's environmental initiatives*. Sport Marketing Association Annual Conference. Las Vegas, Nevada.
61. Casper, J. C., **McCullough, B. P.**, & Smith, D. M. (2021, August). *Can sport serve as a platform for pro-environmental behavior with political conservatives? An examination of college sport sustainability efforts*. [Online conference session]. Summer American Marketing Association Conference.
60. Martins, R., Pereira, E., Rosado, A, Marôco, J., **McCullough, B. P.**, Mascarenhas, M. (2021, June 23). *Testing the sport sustainability campaign evaluation model in surfing*. [Online conference session]. International Research Network in Sport Tourism Conference. Rome, Italy.
59. **McCullough, B. P.**, Casper, J., Smith, D. M. (2021, June 4). *Environmental sustainability sponsorships: Examining the organizational and corporate partner financial returns on investment*. [Online conference session]. North American Society for Sport Management Conference. Minneapolis, MN. \*\*
58. Lichterman, L. & **McCullough, B. P.** (2021, June 4). *Barriers to prioritizing environmental sustainability in collegiate athletics*. [Online conference session]. North American Society for Sport Management Conference. Minneapolis, MN. \*\*
57. Martins, R., Pereira, E., Rosado, A, Marôco, J., **McCullough, B. P.**, Mascarenhas, M. (2021, May 13). *Understanding spectators' sustainable transportation intentions in*

- international sport tourism events*. [Online conference session]. The International Conference on Sustainable Tourism Development and Global Crises. Hong Kong, China.
56. Lichterman, L. & **McCullough, B. P.** (2021, February). *An Interview with Claire Poole, Founder and CEO of Sport Positive Summit*. [Online conference session]. Applied Sport Management Association Conference. \*\*
  55. Lichterman, L. & **McCullough, B. P.** (2021, February). *An Interview with Dave Newport, the Director of the Environmental Center at the University of Colorado-Boulder*. [Online conference session]. Applied Sport Management Association Conference. \*\*
  54. **McCullough, B. P.**, Hardie, A., Kellison, T., & Dixon, M. (2020, December). *Stakeholder perspectives: Environmental initiatives in sport*. [Online conference session]. Sport Management Association of Australia & New Zealand Conference.
  53. Murfree, J. R., & **McCullough, B. P.** (2020, December). *Environmental justice: Sport, recreation, physical activity, and health*. [Online conference session]. Sport Management Association of Australia & New Zealand Conference.
  52. Hofer, S. A., **McCullough, B. P.**, & Brison, N. T. (2020, December). *The athletes' message: Conceptualizing ecological athlete advocacy*. [Online conference session]. Sport Management Association of Australia & New Zealand Conference.
  51. **McCullough, B. P.**, & Murfree, J. (2020, November 6). *The game of environmental justice: Interplays of society and sport* [Online conference session]. North American Society for Sociology in Sport Conference.
  50. Cunningham, G. B., **McCullough, B. P.**, Wicker, P. (2020, September). *Pollution, health, and physical activity opportunities*. [Online conference session]. European Association for Sport Management Conference, London, England.
  49. Breitbarth, T., **McCullough, B. P.**, Herold, D., & Collins, A. (2020, September). *Environmental matters in sport management* [Online conference workshop]. European Association for Sport Management Conference, London, England.
  48. **McCullough, B. P.** & Trail, G. T. (2020, June). *Influence of a sport organization's ecology efforts and the resulting support of corporate partners and behavioral intentions of fans* [Online conference session]. North American Society for Sport Management Conference, San Diego, CA.
  47. **McCullough, B. P.** & Ingram, D. (2020, June). *Trend analysis of waste management programs in collegiate athletics* [Poster session]. North American Society for Sport Management Conference, San Diego, CA. \*\*

46. Smith, D. M., Casper, J., & **McCullough, B. P.** (2020, June). *Red or blue: How political affiliation of sport fans relates to sustainability attitudes and behaviors* [Conference session]. North American Society for Sport Management Conference, San Diego, CA. \*\*
45. **McCullough, B. P.** & Orr, M. (2020, June). *Materials for establishing a standalone sport ecology course* [Conference session]. North American Society for Sport Management's Teaching and Learning Fair, San Diego, CA.
44. **McCullough, B. P.** & Pelcher, J. A. (2019). *A student led case study from an experiential learning capstone course* [Conference session]. North American Society for Sport Management's Teaching and Learning Fair, New Orleans, LA. \*\*
43. Pelcher, J. A., & **McCullough, B. P.** (2019). *Getting athletics into the sustainability game: a self-ethnographic reflection of the fruits and experiences of experiential learning* [Poster session]. North American Society for Sport Management Conference, New Orleans, LA. \*\*
42. Kellison, T., & **McCullough, B. P.** (2019). *Cost and knowledge valuation of prospective environmental legacy initiatives for LA 2028* [Online conference session]. North American Society for Sport Management Conference, New Orleans, LA.
41. **McCullough, B. P.**, Orr, M., & Kellison, T. (2019). *Sport ecology: Conceptualizing an emerging sub-discipline within sport management.* [Online conference session]. North American Society for Sport Management Conference, New Orleans, LA.
40. Trail, G., T. & **McCullough, B. P.** (2019, May). *A longitudinal study of sustainability attitudes, intentions, and behaviors: Structured abstract* [Conference session]. Academy of Marketing Science Conference, Vancouver, BC.
39. Trendafilova, S., & **McCullough, B. P.** (2019, February). *Environmental sustainability in sport: narrowing the gap between theory and practice* [Conference session]. Applied Sport Management Association Conference, Nashville, TN.
38. **McCullough, B. P.**, & Pelcher, J. A. (2018, November 16). *Gaps in practice: sustainability reporting in the sport industry* [Poster session]. Sport, Entertainment, and Venues of Tomorrow Conference, Columbia, SC. \*\* **[Finalist in Best Paper Competition]**
37. Trail, G. T., & **McCullough, B. P.** (2018, November 1). *Caretakers' intentions for health and well-being of intellectually disabled athletes* [Conference session]. North American Society for the Sociology of Sport Conference, Vancouver, Canada.
36. Trail, G. T., & **McCullough, B. P.** (2018, July 23). *Differential effects of internal and external constraints on sustainability intentions using a hierarchical regression analysis by market segment* [Conference session]. Annual International Association of Jesuit Business Schools World Forum, Seattle, WA.



35. Kellison, T. B. & **McCullough, B. P.** (2018, June 8). *The environmental costs of civic paternalism during stadium-building* [Conference session]. North American Society for Sport Management Conference, Halifax, Canada.
34. Casper, J., & **McCullough, B. P.**, & Pfahl, M. E. (2018, June 8). *Examining environmental fan engagement initiatives through values and norms with intercollegiate sport fans* [Conference session]. North American Society for Sport Management Conference, Halifax, Canada.
33. Trail, G. T. & **McCullough, B. P.** (2017, August). *Sport sustainability marketing campaign strategy: Addressing communication, marketing, and business goals* [Conference session]. Summer American Marketing Association Conference, San Francisco, CA.
32. **McCullough, B. P.** (2017, June). *Integrating national and international environmental sustainability reporting standards into assignments* [Conference session]. North American Society for Sport Management Conference's Teaching and Learning Fair, Denver, CO.
31. Trail, G. T., & **McCullough, B. P.** (2017, June). *Marketing sustainability through sport: Testing the sport participant sustainability behavior model* [Conference session]. North American Society for Sport Management Conference, Denver, CO.
30. **McCullough, B. P.**, & Kellison, T. B. (2017, June). *Organizing, function, and effectiveness of cross sector social partnerships in green athletic committees* [Conference session]. North American Society for Sport Management Conference, Denver, CO.
29. **McCullough, B. P.** (2016, August). *Social and environmental justice consequences of the limited scope of environmental impacts in sport* [Conference session]. Just Sustainability: Hope for the Commons Conference, Seattle, WA.
28. **McCullough, B. P.** (2016, June). *Outlining a methodology to determine a sport spectator's environmental footprint using life cycle analysis* [Conference session]. North American Society for Sport Management Conference, Orlando, FL.
27. **McCullough, B. P.**, & Kellison, T. B. (2016, June). *Leveraging fan identification through sense of place to promote environmental sustainability in sport* [Conference session]. North American Society for Sport Management Conference, Orlando, FL.
26. **McCullough, B. P.** (2016, June). *Adding to the body of knowledge environmental sustainability in sport management* [Conference session]. North American Society for Sport Management's Teaching & Learning Fair, Orlando, FL.
25. Nguyen, S. N., Speakman, M., & **McCullough, B. P.** (2015, November). *Strategic management of the natural environment: Opportunities and challenges for the 6 Victorian*

- alpine resorts* [Conference session]. Sport Management Association of Australia and New Zealand Conference, Hobart, New Zealand.
24. **McCullough, B. P.**, Trendafilova, S., & Picariello, M. (2015, June). *FBS athletic department website communications of environmental initiatives* [Conference session]. North America Society for Sport Management Conference, Ottawa, Canada.
  23. Sartore-Baldwin, M. & **McCullough, B. P.** (2015, June). *Sport fans and their endangered mascots: What do they know and what can they do* [Conference session]? North America Society for Sport Management Conference, Ottawa, Canada.
  22. **McCullough, B. P.** (2015, June). *International collaboration in an asynchronous graduate online course* [Conference session]. North America Society for Sport Management Conference's Teaching and Learning Fair, Ottawa, Canada.
  21. **McCullough, B. P.** (2014, November). *Conservationist : Republican :: Environmentalist : Democrat - The political affiliation and environmental identification of sporting activities* [Conference session]. North American Society for the Sociology of Sport Conference, Portland, OR.
  20. Kellison, T. B., Trendafilova, S., & **McCullough, B. P.** (2014, November). *Sustainable stadium design as cause and effect of social change* [Conference session]. Sport Entertainment and Venues Tomorrow Conference, Columbia, SC.
  19. **McCullough, B. P.** & Nguyen, S. N. (2014, November). *Sustainability effort for all seasons: Expanding the environmental impact focus* [Conference session]. Sport Management Association of Australia and New Zealand Conference, Melbourne, Australia.
  18. **McCullough, B. P.** & Paule-Koba, A. L. (2014, May). *Integrative dual-class research project* [Conference session]. North America Society for Sport Management Conference's Teaching and Learning Fair, Pittsburgh, PA.
  17. Pfahl, M., Casper, J., Trendafilova, S., **McCullough, B. P.**, & Nguyen, S. N. (2014, May). *Strange bedfellows: An examination of sustainability department and athletics department collaboration regarding environmental issues* [Conference session]. North America Society for Sport Management Conference, Pittsburgh, PA.
  16. Sartore-Baldwin, M. L., **McCullough, B. P.**, Osborne, B., Quatman-Yates, C., & Vermillion, M. (2014, May). *Social connection and shared responsibility in sport: locating sport management's role in issues of exploitation and social justice* [Conference session]. North American Society for Sport Management Conference, Pittsburgh, PA.
  15. Rohrs, K., O'Leary, C. J., Daulbaugh, C., Paule-Koba, A. L., & **McCullough, B. P.** (2014, May). *Evaluation of an NCAA sponsored online supper group for career-ending*

- injured collegiate athletes transitioning out of sports* [Poster session]. North American Society for Sport Management Conference, Pittsburgh, PA. \*\*
14. Trendafilova, S., **McCullough, B. P.**, Pfahl, M., Nguyen, S., Casper, J., & Picarriello, M. (2014, April). *Environmental sustainability in sport: Current state and future trends* [Conference session]. Global Conference on Environmental Studies, Rome, Italy.
  13. **McCullough, B. P.**, Nguyen, S. N., & Pfahl, M. (2013, November) *Exploring green waves: Isomorphism of environmental practices in North America and Australia* [Conference session]. Sport Management Association of Australia and New Zealand Conference, Otago, New Zealand.
  12. Tsuji, Y. & **McCullough, B. P.** (2013, October) *Brand awareness of cause-related sponsorship announcements* [Conference session]. Sport Marketing Association Conference, Albuquerque, NM.
  11. Casper, J., Pfahl, M., & **McCullough, B. P.** (2013, October) *Engaging football fans in sustainability efforts* [Conference session]. Sport Marketing Association Conference, Albuquerque, NM.
  10. **McCullough, B. P.** (2013, June). *Hands on case study – Create and propose solutions to managers* [Conference session]. North American Society for Sport Management Conference’s Teaching and Learning Fair, Austin, TX.
  9. **McCullough, B. P.** (2012, May). *A framework to understand the green moralization of sport* [Poster session]. North American Society for Sport Management Conference, Seattle, WA.
  8. **McCullough, B. P.** (2011, November). *Understanding sport spectators recycling behaviors: A qualitative approach using the theory of planned behavior* [Conference session]. North American Society for the Sociology of Sport Conference, Minneapolis, MN.
  7. **McCullough, B. P.** (2011, October). *Green legitimacy through alliances: The case study of Greenpeace and the Sydney Olympics* [Poster session]. Sport Marketing Association Conference, Houston, TX.
  6. **McCullough, B. P.** & Sartore, M. L. (2011, June). *The greenest sport fans: The relationship between fan identity and motivation toward the environment* [Conference session]. North American Society for Sport Management Conference, London, Canada.
  5. Melton, E. N., **McCullough, B. P.**, & Cunningham G. B. (2010, October). *The green consumer: A social dominance theory perspective* [Conference session]. Sport Marketing Association Conference, New Orleans, LA.

4. Melton, E. N., Cunningham, G. B., & **McCullough, B. P.**, (2010, October). *LGBT-friendly brand positioning* [Conference session]. Sport Marketing Association Conference, New Orleans, LA.
3. **McCullough, B. P.**, & Cunningham, G. B. (2010, June). *Theory of planned behavior, recycling intentions & youth baseball: A case study* [Conference session]. North American Society for Sport Management Conference, Tampa, FL.
2. **McCullough, B. P.**, & Singer, J. N. (2010, June). *Critical view: An examination of environmental policies and practices of sport organizations* [Conference session]. North American Society for Sport Management Conference, Tampa, FL.
1. **McCullough, B. P.**, & Cunningham, G. B. (2009, May). *A conceptual model to understand the impetus to engage in and the expected organizational outcomes of green initiatives* [Poster session]. North American Society for Sport Management Conference, Columbia, SC.

\*\* Co-authored with graduate student(s)

#### STATE / REGIONAL PRESENTATIONS

4. **McCullough, B. P.** (2016, February). *Conceptualizing the environmental impact of sport fans* [Conference session]. Center of Environmental Justice and Sustainability at Seattle University. Seattle, WA.
3. **McCullough, B. P.** & Fields, C. W. (2013, February). *Academic honesty in online environments* [Poster session]. Bowling Green State University's Teaching & Learning Fair, Bowling Green, OH.
2. Seyler, C., Kutz, M., **McCullough, B. P.**, & Schneider, R. (2012, May). *Perceived importance of professionalism in athletic training education and practice* [Conference session]. Ohio Athletic Trainer's Association Conference, Akron, OH. \*\* Thesis
1. **McCullough, B. P.** (2009, April). *Recycling after consumption: A theory of planned behavior approach* [Poster session]. Texas A&M University Student Research Week, College Station, TX.

\*\* Co-authored with graduate student(s)

<sup>Thesis</sup> Based on student thesis

#### CONFERENCE PRESENTATIONS

5. **McCullough, B. P.** (2020, April 22). *Sports for climate action*. Earth Talks [online]. Seattle University Mission Day, Seattle, WA.

4. **McCullough, B. P.**, Trail, G. T., Alexander, A., & Hodin, J. (2019, June 26). *Marketing sustainability through sport: best practices for creating fan engagement campaigns with impact* [Panel session]. Pac-12 Sustainability Conference, Seattle, WA.
3. Orr, M., **McCullough, B. P.**, Pelcher, J. A., & Rowland, M. (2019, January 19). *Green teams, living labs, and venue tours: Using sport as a venue and vehicle to elevate sustainability learning* [Panel session]. International Conference on Environmental, Cultural, Economic & Social Sustainability, Vancouver, British Columbia, Canada.
2. Orr, M., **McCullough, B. P.**, & Kellison, T. (2019, January 19). *Sport Ecology Research and Practice* [Conference session]. International Conference on Environmental, Cultural, Economic & Social Sustainability. Vancouver, British Columbia, Canada.
1. Zeulner, J., Newport, D., & **McCullough, B. P.** (2016, October). *2016 AASHE/Green Sports Alliance collegiate athletics sustainability Survey: The state of collegiate athletics greening* [Conference session]. Association for the Advancement of Sustainability in Higher Education, Baltimore, MD.

#### INVITED PRESENTATIONS

55. **McCullough, B. P.** (2023, January 13). Climate impacts on athletes and sports we love. FISU World Conference: Save Winter. Lake Placid, New York.
54. **McCullough, B. P.**, Thompson, A., Bond, D., Fairley, S., & Su, Y. (2022, November 30). *What does the future of sport management look like?* Sport Management Association of Australia and New Zealand. Melbourne, Australia.
53. **McCullough, B. P.** (2022, November 23). *Sport Ecology and Lines of Research* [online]. A work presentation for Sant'Anna School for Advanced Studies - Pisa. Italy.
52. **McCullough, B. P.** (2022, November 21). *Sport and the Sustainable Development Goals* [online]. A work presentation for the Hague University of Applied Sciences. The Netherlands.
51. Epelbaum, R., **McCullough, B. P.**, Duffus, J., & Holmegaard, N. (2022, October 15). *Climate & Sustainability in Sport*. [online]. A workshop presented to Centro Caribe Sports.
50. **McCullough, B. P.**, & Dietrich, A. (2022, October 5). *Interactive workshop: Materiality assessments as strategic sport sustainability tool*. Sport Positive Summit. London, England.
49. **McCullough, B. P.** (2022, September 3). *Paths of Sustainable Sport Management Research*. European Association for Sport Management – Doctoral Seminar. Innsbruck, Austria.

48. **McCullough, B. P.** (2022, June 29). *B2B: Sustainable Marketing in Sport*. National Sport Center. Blane, MN.
47. **McCullough, B. P.** (2022, May 4). *Sport Ecology in Collegiate Sports*. [Online]. Sustainability in Athletics. Stanford University.
46. **McCullough, B. P.** (2022, April 20). *Climate at the Sports Desk*. [Online Keynote]. IMG English Premier League Productions Green Week.
45. **McCullough, B. P.**, Murfree, J. R., & Chen, C. (2022, April 8). In M. Mignano, NASSM Student Engagement Initiative - Sport Sustainability & Ecology. [Online panel]. North American Society for Sport Management Student Organization.
44. **McCullough, B. P.**, Cross, K., & Baynes, S. (2022, April 6). Environmental Action & Sport Fans. In J. Casper, *How are sport fans tackling climate change?* [Online panel]. Sport Ecology Group – Earth Month Series.  
<https://ncsu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=c64c185a-054c-490f-b509-ae71012caf02&start=0>
43. **McCullough, B. P.**, Kaufman, Z., Singh, S., Hunt, P. (2022, April 1). A Researcher's Perspective on Industry Collaborations to advance the SDGs in Sport. In E. Wolff, *The role of Universities and Education in Sport for Development in Peace: Advancing Research, Teaching, Policy, & Peace*. [Online panel]. Interdisciplinary Centre for Sport Science and Development – University of the Western Cape South Africa.
42. **McCullough, B. P.** (2022, March 17). *Embedding Sustainability in Sport: Building on Our Strengths*. [Online keynote]. New Trends in Football Conference. Athens, Greece.  
<https://boussias.wistia.com/medias/6ibhxmzlb8>
41. Babiak, K., & **McCullough, B. P.** (2022, March 2). In E. Wolff, *Trends in sport and corporate social responsibility* [Online panel]. University of Connecticut Beyond the Field. <https://www.youtube.com/watch?v=ObHpQHRV5AE>
40. **McCullough, B. P.** (2021, November 17). *Leveraging sport to advance sustainability* [online]. Acting Green Forum. Bogota, Columbia.
39. **McCullough, B. P.** (2021, October 4). *Sport ecology: The bidirectional relationship between sport and the natural environment* [online]. University of Western Ontario. London, Canada.
38. **McCullough, B. P.** (2021, June 2). *Sustainable sport management*. Presented to the United States Golf Association. College Station, Texas.
37. **McCullough, B. P.**, Rice, M., & Wicker, P. (2021, March 26). In T. Breitbarth (Moderator), *Sport and environmental sustainability*. Symposium presented by Sport

Innovation Research Group. Melbourne, Australia.

<https://cloudstor.aarnet.edu.au/plus/s/4TATaEYIiMf6fth/download>

36. **McCullough, B. P.** (2021, January 8). *Sport, the environment, and policy* [online]. German Sport University Cologne.
35. **McCullough, B. P.**, & Orr, M. (2020, December 3). *Sport and Climate Action*. [online]. The Commonwealth Secretariat – Sport for Development and Peace 3rd Open Ended Working Group on Model Indicators on Sport and SDGs.
34. **McCullough, B. P.** (2020, October 21). *The impact of sport and outdoor recreation on the natural environment* [online]. [Mistra](#).
33. **McCullough, B. P.**, Asokan, A., & Hill, M. (2020, October 14). *INSPIRE: The keys to fan engagement, in the stadium and at home* [Online conference session]. Green Sports Alliance Summit. Virtual conference.
32. **McCullough, B. P.**, McManamon, A., & Atkins, J. (2020, October 2). *Fan engagement on sustainability issues – What works* [Online conference session]? Sport Positive Summit. Virtual conference.
31. Orr, M. & **McCullough, B. P.** (2020, September 24). *Ecology, exercise & education* [online]. Green School Conference 2020. Virtual conference.
30. **McCullough, B. P.** (2020, July 15). *Increasing fan engagement with a sports organization's sustainability initiatives* [online]. Hype Sports Innovation Virtual Accelerator.
29. Casper, J., Brunner, J., Cohen, B., & **McCullough, B. P.** (2020, May 20). *Fan engagement on game day and every day* [online conference]. Atlantic Coast Conference Sustainability Virtual Symposium.
28. **McCullough, B. P.** (2020, April). *Sport ecology and consumer behavior* [online]. Temple University, Philadelphia, PA.
27. **McCullough, B. P.** (2020, March). *Best practices integrating environmental sustainability into sport events* [online]. Georgia Southern University, Statesboro, GA.
26. **McCullough, B. P.** (2020, February 21). *Critical social issue: Sport and the environment* [online]. The University of Texas - Austin.
25. **McCullough, B. P.** (2020, February 20). *Sport management, business, and sustainability*. Seattle University Chapter of American Marketing Association. Seattle, WA.
24. **McCullough, B. P.** (2020, February 18). *How the west was won through environmental regulations* [online]. The University of Tennessee – Knoxville.

23. **McCullough, B. P.** (2019, July 31). *Eco-conscious sporting events and driving sustainability*. Seattle Sports Commission, Seattle, Washington.
22. **McCullough, B. P.** (2019, June 19). *Achieving peace and environmental sustainability through sports* [online]. Expressions 2019. Kolkata, India.
21. **McCullough, B. P.** (2019, May 7). *Sport ecology and the relationship between sport and the natural environment*. University of Washington, Seattle, Washington.
20. **McCullough, B. P.** (2019, February 25). *Environmental sustainability, sport, and world peace* [online]. St. Lawrence High School. Kolkata, India.
19. **McCullough, B. P.** (2018, October 18). *The west leads the way ... or so we think* [online]. The University of Tennessee – Knoxville.
18. McManamon, A. & **McCullough, B. P.** (2018, October 15). *Green is the new black*. Sports Marketing Conference & Career Fair, Seattle, WA.
17. Seymour, R., Reading, D., McEvoy, K., & **McCullough, B. P.** (2018, May 2). *Sustainability education, training, and implementation* [Conference panel]. Sustainable Innovations in Sport Conference, Amsterdam, The Netherlands.
16. **McCullough, B. P.** (2018, April 22). *Businesses cases of “sports and sustainability.”* Green Sports Alliance Japan. Tokyo, Japan.
15. **McCullough, B. P.** (2018, April 20). *Sports and local community: How can sports become an essential and integrated part of the local community*. Green Sports Alliance Japan. Fujikawaguchiko, Japan.
14. **McCullough, B. P.** (2017, October 19). *Before the games begin: A data driven approach to sustainability and the USA Special Olympic Summer Games*. University of Washington – Seattle.
13. **McCullough, B. P.** (2017, September 19). *Making the sport industry more environmentally sustainable* [online]. The University of Tennessee – Knoxville.
12. Rowand, M., **McCullough, B. P.** & McManamon, A. (2017, June 28). *Tools & strategies for behavior change across your fan-base* [Conference session]. Green Sport Alliance Summit. Sacramento, CA.
11. **McCullough, B. P.** (2017, February 14). *Sport and the natural environment* [online]. Louisiana State University – Baton Rouge.
10. **McCullough, B. P.** (2016, November 22). *Future trends of environmental sustainability in the sport industry* [online]. Ohio University. Athens, OH.



9. **McCullough, B. P.** (2016, November 3). *strategic approaches of environmental sustainability in the sport industry* [online]. UMASS - Amherst, MA.
8. **McCullough, B. P.**, Casper, J., & Trail, G. (2016, October 16). *Marketing sustainability through sport: Measuring fan behavior, brand, and attitude impacts* [Conference session]. Boulder Think Tank for Sport Sustainability - Colorado University at Boulder.
7. **McCullough, B. P.** (2016, September 20). *The waves of environmental sustainability in sport and education* [online]. The University of Tennessee – Knoxville.
6. **McCullough, B. P.** & Hanold, M. (2016, May 24). *Sports, sustainability, media, and other issues*. Sports, Media, and American Culture Alumni Seminar Series - Seattle University.
5. **McCullough, B. P.** (2016, February 22). *Three headed monster: Competing aspects of the triple bottom line approach* [online]. The University of Texas - Austin.
4. **McCullough, B. P.** (2016, February 16). *Environmental concerns in sport* [online]. Louisiana State University – Baton Rouge.
3. **McCullough, B. P.** (2016, February 11). *Social aspects influencing environmental sustainability in sport* [online]. East Carolina University.
2. **McCullough, B. P.** (2015, October 1). *Sport and sustainability* [online]. Invited presentation at the University of Nevada – Reno.
1. **McCullough, B. P.** (2015, June 30). *Theoretical approaches to engaging fans in environmental sustainability efforts*. Green Sport Alliance Summit. Chicago, IL.

## BLOG POSTS

3. **McCullough, B. P.** (2019, September 17). *Sport, climate change, and the process of moralization*. [Blog post]. *The Sustainability Report*. Retrieved from <https://sustainabilityreport.com/2019/09/17/sport-climate-change-and-the-process-of-moralisation/>.
2. **McCullough, B. P.** (2019, January 24). *Bold and visionary leaders can make climate action a commercial strength*. [Blog post]. *The Sustainability Report*. Retrieved from <https://sustainabilityreport.com/2019/01/24/bold-and-visionary-leaders-can-make-climate-action-a-commercial-strength/>.
1. **McCullough, B. P.** & Trail, G. T. (2016, November 7). Environmental sustainability and sport [Blog post]. *North American Society for Sport Management*. Retrieved from <https://nassmblog.wordpress.com/2016/11/07/environmental-sustainability-and-sport/>.

## MEDIA & IMPACT

37. Living on Earth. (2022, December 16). *The climate loses at the World Cup*. Living on Earth [radio show]. Retrieved from <https://megaphone.link/LOE2069485661>.
36. Carter, J. (2022, December 13). Qatar's Olympics-style World Cup may not be 'carbon-neutral', as FIFA claims. But what to do to make future tournaments sustainable? AsiaOne. Retrieved from <https://www.asiaone.com/lifestyle/qatars-olympics-style-world-cup-may-not-be-carbon-neutral-fifa-claims-what-do-make-future>.
35. Irfan, U. (2022, December 10). *The World Cup is missing its climate goals. it should still keep taking shots*. Vox. Retrieved December 14, 2022, from <https://www.vox.com/science-and-health/23458620/fifa-world-cup-2022-greenwashing-climate-change>
34. Falkenheim, D. & Prewitt, A. (2022, November 1). What on Earth: How phony environmentalism came to sports. *Sports Illustrated* [online]. Retrieved from <https://www.si.com/soccer/2022/11/01/sports-greenwashing-daily-cover>.

### *In Print*

- Falkenheim, D. & Prewitt, A. (2022, December). Paint it green: Qatar's World Cup is the latest example of a growing trend: Sport organizations claiming to be far more eco-conscious than they really are. *Sports Illustrated*, 11-17.
33. Sherry, E., **McCullough, B. P.**, Bramley, O. (2022, October 26). Out of bounds: how much does greenwashing cost fossil-fuel sponsors of Australian sport? *The Conversation*. <https://theconversation.com/out-of-bounds-how-much-does-greenwashing-cost-fossil-fuel-sponsors-of-australian-sport-192720>.
  32. Campelli, M. (Editor). (2022, April 14). Creating sustainability campaigns that resonate with fans. [Audio podcast]. *Sustainability Report*. <https://sustainabilityreport.com/2022/04/14/creating-sustainability-campaigns-that-resonate-with-fans/>
  31. Poole, C. (Editor). (2022, March 25). With guest Dr. Brian McCullough. [Audio podcast] *The Climate of Sport*. <https://theclimateofsport.buzzsprout.com/1927523/10317252>
  30. **McCullough, B. P.** & Warwick, L. (2022, February 17). Rising costs of climate change threaten to make skiing a less diverse, even more exclusive sport. *The Conversation*. <https://theconversation.com/rising-costs-of-climate-change-threaten-to-make-skiing-a-less-diverse-even-more-exclusive-sport-177027>

Republished in [Yahoo! News](#) (2022, February 17), [Fast Company](#) (2022, February 22), and [Adventure Journal](#) (2022, February 22)

- Radio Interview: Thomas, E. (2022, February 19). *As global temperatures rise, winter sports become more expensive and less accessible*. [Radio broadcast]. KCBS. <https://www.audacy.com/kcbsradio/podcasts/kcbs-on-demand-20757/as-global-temperatures-rise-winter-sports-become-more-expensive-and-less-accessible-1258299522>.
29. Timms, G. (2022, January 20). English football reckons with its role in the climate crisis. *Global Sport Matters*. <https://globalsportmatters.com/health/2022/01/20/english-football-confronts-role-climate-crisis/>
28. Huml, M. (Editor). (2021, October 26). NASSM Abstracts. [Audio podcast]. *State of Sport Management: A Sports Podcast*. <https://state-of-sport-management.simplecast.com/episodes/bri-newland-brian-mccullough>
27. McCullough, B.P. (2021), “Environmental leadership showcased in the Olympic Games”, available at: <https://olympicanalysis.org/section-1/environmental-leadership-showcased-in-the-olympic-games/>
26. Greenstein, H. (2021, July 26). Suns’ naming rights deal with Footprint provides chance to increase fans’ environmental awareness. *Cronkite News – Arizona PBS*. Retrieved from <https://cronkitenews.azpbs.org/2021/07/26/suns-naming-rights-deal-with-footprint-provides-chance-to-increase-fans-environmental-awareness/>.
- Republished in [Tucson Sentinel](#) (2021, July 27).
25. GeoSport. (2021, January 7). A play-by-play of sports and climate change. *IRIS*. Retrieved from [https://youtu.be/GfALB\\_D2sQ8](https://youtu.be/GfALB_D2sQ8).
24. Campelli, M. (2020, October 22). European fans urge football to be vigilant about the environment. *The Sustainability Report*. Retrieved from <https://sustainabilityreport.com/2020/10/22/european-fans-urge-football-to-be-vigilant-about-the-environment/>
23. **McCullough, B. P.** (2020, October 8). Do sports teams’ sustainability efforts matter to fans? *The Conversation*. Retrieved from <https://theconversation.com/do-sports-teams-sustainability-efforts-matter-to-fans-147171>.
- Republished in the [Houston Chronicle](#) (2020, October 16), [Business Insider](#) (2020, October 17)
22. Orr, M (Editor). (2020, July 13). Dr. Brian McCullough [Audio podcast]. *Climate Champions*. <https://www.sportecology.org/podcast>.
21. Campelli, M (Editor). (2020, April 21). How to build deeper fan relationships through sustainability [Audio podcast]. *The Sustainability Report*.

- <https://sustainabilityreport.com/2020/04/21/how-to-build-deeper-fan-relationships-through-sustainability/>.
20. Soans, A. (2020, April 14). Brian McCullough – Associate Professor, Seattle University (United States). *KiteTalks*. Retrieved from <https://open.spotify.com/episode/4oNdwgBfvwsIhYerPVnKla?si=DCnqBwVBQh6peET7jXF9dA>.
  19. Sevansson, D. (2019, December 17). Rich anthology penetrates the intricacies of the relationship between sport and the environment. *Nordic Sport Science Forum*. Retrieved from [https://idrottsforum.org/svedan\\_mccullough-kellison191217/](https://idrottsforum.org/svedan_mccullough-kellison191217/).
  18. Meek, A. (2019, October 31). Where does the trash go after a game at Michigan Stadium? *The Athletic*. Retrieved from <https://theathletic.com/1335796/2019/10/31/where-does-the-trash-go-after-a-game-at-michigan-stadium/>.
  17. Beyond Sport. (2019, April 26). *New research collaborative to focus on sport and sustainability*. *Beyond Sport Bulletin*. Retrieved from <http://www.beyondbeyondsport.org/articles/new-research-collaborative-to-focus-on-sport-and-sustainability/>.
  16. Campelli, M. (2019, April 23). *Sport Ecology Group preparing to ‘spearhead’ sustainability movement*. [Blog post]. *Sport Sustainability Journal*. Retrieved from <https://sustainabilityreport.com/2019/04/23/sport-ecology-group-preparing-to-spearhead-sustainability-movement/>.
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  14. Blaustein, L. (2018, August 17). *Youth Sailing World Championships bring sustainability to Corpus Christi, TX*. [Blog post]. *GreenSportsBlog*. Retrieved from <https://greensportsblog.com/youth-sailing-world-championships-bring-sustainability-to-corpus-christi-texas/>.
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  12. Lundström, H. (2018, June 13). *Mer fokus på hållbarhet behövs i forskning om idrott och friluftsliv* [More focus on sustainability is needed in research on sports and outdoor life]. [Press release]. *Mistra*. Retrieved from <https://www.mistra.org/nyhet/mer-fokus-pa-hallbarhet-behovs-i-forskning-om-idrott-och-friluftsliv/>.

11. McCann, A. (2018, May 29). 2018's Best & Worst Cities for Basketball Fans. *WalletHub*. Retrieved from <https://wallethub.com/edu/best-worst-cities-for-basketball-fans/11034/#brian-patrick-mccullough>.
10. Credit Union Cherry Blossom Ten Mile. (2018, March 29). *2018 Credit Union Cherry Blossom Run organizers take to social media to ramp up education about carbon impacts and offsets* [Press release]. Retrieved from <https://www.runningusa.org/cherry-blossom-environment>.
9. Vargas, L. (2018, March 29). World in 2. *Talk Media News*. Retrieved from <https://soundcloud.com/talkmedianews/032918-feat-wi2>.
8. Vargas, L. (Interviewer) & **McCullough, B. P.** (Interviewee). (2018, March 29). *NHL Sustainability Report*. Retrieved from <https://soundcloud.com/talkmedianews/032918-int-sport-brianmcculloughnhlsustainability>.
7. Diamantopoulou, M. (Interviewer) & **McCullough, B. P.** (Interviewee). (n.d.). [Web post]. *Sustainable Innovations in Sport Speaker Interviews*. Retrieved from [http://www.sustainableinnovationinsport.org/media/uploads/files/Brian\\_McCullough\\_QA.pdf](http://www.sustainableinnovationinsport.org/media/uploads/files/Brian_McCullough_QA.pdf).
6. Blaustein, L. (2017, October 18). The GSB book review: "Routledge Handbook of Sport and the Environment" [Blog post]. *GreenSportsBlog*. Retrieved from <https://greensportsblog.com/2017/10/18/the-gsb-book-review-routledge-handbook-of-sport-and-the-environment/?platform=hootsuite>.
5. Sartore-Baldwin, M. (2017, September 25). Do sports fans connect more with endangered species mascots? *Science Trends*. Retrieved from <https://sciencetrends.com/sports-fans-connect-endangered-species-mascots/>.
4. Sartore-Baldwin, M. (2017, September 18). How do sports organizations become ecologically conscious? *Science Trends*. Retrieved from <https://sciencetrends.com/sports-organizations-become-ecologically-conscious/>.
2. Ott, P. J. (Producer). (2016, January 31). *Sport Law Biz* [Audio podcast]. Retrieved from <http://sportslawbiz.com/2016/01/31/16-sustainability-in-sports-with-brian-mccullough/>.
1. Mutnick, A. (2013, July 23). New sports business program takes numbers-based approach. *USA Today*. Retrieved from <http://college.usatoday.com/2013/07/23/new-sports-business-program-takes-numbers-based-approach>.

## UNFUNDED RESEARCH GRANTS

5. **McCullough, B. P.**, Straw, C., & Dietrich, A. (2022). Motivations, barriers and materiality matrix for golf: A framework to advance environmental sustainability based

on stakeholders and impact. United States Golf Association. Requested: \$346,281. – NOT FUNDED. \*\*

4. **McCullough, B. P.** (PI) & Straw, C. (2021). *Data-Driven Assessments of Environmental Progress and Human Experiences Among Golf Practitioners and Golfers*. United States Golf Association. Requested \$147,978 – NOT FUNDED.
3. Lee, H. W. (PI), Brison, N. (Co-PI), & **McCullough, B. P.** (Co-PI). (2020). Multiple levels of social connection: Impact of social VR experiences. Facebook Research. Requested \$75,000 – NOT FUNDED.
2. **McCullough, B. P.**, (PI); Straw, C. (Co-PI); Segars, C. (Co-PI); Daher, B. (Co-PI); & Patterson, M. (Co-PI). (2020). *Stakeholder convergence in the decision-making processes of public spaces of the future and the resulting sustainable management goals*. Convergence Research (CORE) Incubator Concept Notes, Texas A&M University Energy Institute. Requested \$15,000 – NOT FUNDED.
1. Straw, C. (PI); **McCullough, B. P.**, (Co-PI) Segars, C. (Co-PI); & Daher, B. (Co-PI). (2020). *Incorporating diverse stakeholder perspectives in community-level sports field decision-making processes related to sustainable management goals. Social and Behavioral Sciences (SBS) Pilot Seed Grant Initiative: Interdisciplinary Collaborations for Improving Human Health*. Requested \$34,965 – NOT FUNDED.

#### **CONSULTING OPPORTUNITIES**

Bowling Green Country Club, Bowling Green, OH  
Cherry Blossom Run, Washington, D.C.  
Green Sports Alliance, Portland, OR  
Keep America Beautiful-RecycleMania, Washington, D.C.  
Protect Our Winters, Boulder, CO  
Saint Mary's Catholic Church, College Station, TX  
Saint Thomas More University Parish, Bowling Green, OH  
Special Olympics USA Summer Games, Seattle, WA  
Special Olympics Washington, Seattle, WA  
Texas A&M Athletics, College Station, TX  
University of Colorado Boulder  
University of Louisiana at Lafayette – Office of Sustainability, Lafayette, LA  
University of Washington – Athletic Department, Seattle, WA  
World University Games, Lake Placid, NY

#### **EDITORIAL DUTIES**

*Frontiers in Sports Management and Marketing* (Associate Editor, 2020 – 2021)

*European Sport Management Quarterly* (Special Issue Editor, with Tim Breitbarth, David Herold, and Andrea Collins: Environmental Sustainability Matters in Sport, 2022)

*Sustainability* (Special Issue Editor, with Cheryl Mallen and Greg Dingle: Sport Ecology, 2021)

## **JOURNAL REVIEWER DUTIES**

### Editorial Board Memberships

*International Journal of Sports Marketing and Sponsorship* (2022 – present)

*Journal of Amateur Sport* (2016 – present)

*Sport, Business and Management: An International Journal* (2016 – present)

### Ad Hoc Reviewer

*Case Studies in Sport Management*

*Cogent Business & Management*

*Cogent Social Sciences*

*Communication & Sport*

*Discover Sustainability*

*Environmental Education Research Journal*

*European Sport Management Quarterly*

*German Journal of Exercise and Sport Research*

*International Journal of Marketing in Higher Education*

*International Journal of Sport Communication*

*International Journal of Sport Management and Marketing*

*International Journal of Sports Marketing and Sponsorship*

*International Journal of Sustainability in Higher Education*

*Journal of Applied Sport Management*

*Journal of Cleaner Production*

*Journal of Environmental Planning and Management*

*Journal of Intercollegiate Sport*

*Journal of Marketing in Higher Education*

*Journal of Policy Research in Tourism, Leisure and Events*

*Journal of Sport & Tourism*

*Journal of Sport Management*

*Journal of Sustainable Tourism*

*Managing Sport and Leisure*

*Quest*

*Sage Open Journal*

*Sport Management Review*

*Sport Marketing Quarterly*

*Sport, Business and Management: An International Journal*

*Sustainability*

## **BOOK / TEXTBOOK REVIEWER**

2020: *Introduction to the Philosophy of Sport*. Rowman & Littlefield: New York.

2020: *Climate Adaptation Across Industries: A Primer*. Routledge: London.

2019: *Routledge Research in Health, Nature, and the Environment*. Routledge: London.

2019: *Physical Activity in Nature*. Routledge: London.

2017: *Sport Development and Environmental Sustainability*. Routledge: London.

## **GRANT REVIEWER**

*Social Sciences and Humanities Research Council of Canada, 2021.*

*North American Society for Sport Management Service-Learning Grant, 2018-2020.*

## **GRADUATE STUDENT AWARDS**

Lichterman, L. (2023). Graduate Student of the Year. *Texas A&M University Office of Sustainability.*

Lichterman, L. (2021 – 2022) *Texas A&M Athletics Sustainability Report.* Major Grant, Texas A&M University Office of Sustainability Green Fund. Total Award: \$49,992.

Thorrington, M. (2016). *Los Angeles Football Club (LAFC) Strategic Plan for Environmental Sustainability.* 2016-2017 Student Fellowship, Center for Environmental Justice and Sustainability, Seattle University. Total Award: \$3,000.

## **DOCTORAL CHAIR**

Texas A&M University

Anne Dietrich (Ph.D., in progress)

Lorinda Cohen (Ph.D., in progress)

Rafael Rocha (Ph.D., in progress)

## **DOCTORAL COMMITTEES**

Texas A&M University

Ashlyn Hardie (Ph.D., in progress)

Swinburn University of Technology (Australia)

Olivia Bramley (Ph.D., in progress)

Université Catholique de Louvain (Belgium)

Pierre Leonard (Ph.D., in progress)

University of Louisville (degree, date)

Jessica R. Murfree (Ph.D., 2021)

## **GRADUATE STUDENT COMMITTEE MEMBERSHIP (Master's Thesis)**

Bowling Green State University (role, degree, date)

Chelsie Seyler (M.S. Thesis, 2011)

Thesis Title: *Perceived importance of professionalism in athletic training education and practice.*

## **GRADUATE STUDENT COMMITTEE MEMBERSHIP (Non-Thesis)**

Seattle University (role, degree, date)

AJ La Torre (Advisor, Sport Sustainability Leadership Certificate, 2019)

Project Title: *WIAA environmental sustainability competition.*



Isabella Geronimo (Advisor, Sport Sustainability Leadership Certificate, 2019)  
Project Title: *Designing strategic programs between Girls on the Run and Collegiate Athletic Departments.*

Jamee Pelcher (Advisor, Sport Sustainability Leadership Certificate, 2018)  
Project Title: *How to get WCU Athletics into the sustainability game.*

Santiago Gallo (Advisor, Sport Sustainability Leadership Certificate, 2018)  
Project Title: *Strategic approaches: Sustainability and the 2018 USA Special Olympics Summer Games.*

Kristin Hanczor (Advisor, Sport Sustainability Leadership Certificate, 2016)  
Project Title: *Developing an environmental sustainability strategic plan for North Carolina State University athletic department.*

Mark Thorrrington (Advisor, Sport Sustainability Leadership Certificate, 2016)  
Project Title: *Los Angeles Football Club (LAFC) strategic plan for environmental sustainability.*

Bowling Green State University (name, degree, date)

Jacqueline DalCerro (Committee Chair, M.S. Project, 2014)  
Project Title: *Sport & social clubs: Creating the appropriate paid membership program.*

David Rush (Committee Chair, M.S. Project, 2013)  
Project Title: *The cutting edge in recruiting: Players' preference artificial turf or grass.*

Christopher Kappas (Committee Chair, M.S. Project, 2013)  
Project Title: *The college athletic recruiting process: The need, creation, and implementation of an educational seminar for high school football coaches.*

Enrico Hamilton (Committee Chair, M.S. Project, 2013)  
Project Title: *Exploring environmental perceptions and expectations in collegiate recreation.*

Jordan Cravens (Committee Member, M.S. Project, 2013)  
Project Title: *Developing a fan rewards program for BGSU athletics.*

Mykal Imrock (Committee Member, M.S. Project, 2013)  
Project Title: *How do facility and game-day managers from the Mid-American Conference motivate their employees?*

Thomas Haggerty (Committee Member, M.S. Project, 2013)

Project Title: *Small school, big deal: Athletic fundraising at the Division III level.*

T.J. DiMuzio (Committee Member, M.S. Project, 2012)

Project Title: *College choice factors among football players.*

David Martinson (Committee Member, M.S. Project, 2012)

Project Title: *An analysis of the factors and marketing techniques affecting attendance at NCAA Division I Women's Basketball games.*

## **TEACHING ACTIVITY AND COURSES TAUGHT**

### Texas A&M University (as faculty)

SPMT 272: Sport Marketing Issues (Undergraduate)

SPMT 366: Sport Facility and Event Management (Undergraduate)

SPMT 610: Managing Sport Organizations (Graduate)

SPMT 682: Social Issues in Sport (Graduate)

SPMT 690: Theory of Research in Sport Management (Graduate)

### Seattle University (Graduate)

SADL 5050: Financing Sport Organizations

SADL 5110: Sport Ethics and Philosophy

SADL 5160: Sport Promotion and Sponsorship

SADL 5170: Measurement and Evaluation in Sport Management

SADL 5200: Sport Business – Introduction to Sustainability (Online & Hybrid)

SADL 5220: Sustainable Sport Facility Management (Online)

SADL 5240: Public Policy & Economics of Sustainable Sport Business (Online)

SADL 5260: Marketing Sustainability through Sport (Online)

SADL 5895: Sustainability Colloquium (Online)

### Bowling Green State University

HMSL 6300: Administration of Intercollegiate Athletics (Graduate)

HMSL 6320: Budgeting & Planning for Sport and Leisure Enterprises (Graduate)

SM 2010: Introduction to Sport Management (Undergraduate)

SM 2140: Introduction to Research in HMSLS (Undergraduate)

SM 2210: History and Philosophy of Sport (Undergraduate)

SM 3050: Sport and Event Promotion (Undergraduate; Online)

SM 4500: Managing Revenues and Expenditures (Undergraduate; Online & In-Person)

### Texas A&M University (as graduate student)

SPMT 333: Sport Management (Undergraduate)

SPMT 482: Seminar in Social Psychology of Sport (Undergraduate, Team Taught)

## **ONLINE COURSE EDITING**

### Texas A&M University (as faculty)

SPMT 610: Managing Sport Organizations (Graduate)

SPMT 690: Theory of Research in Sport Management (Graduate)

Seattle University (Graduate)

SADL 5210: Sport Business – Introduction to Sustainability  
SADL 5220: Sustainable Sport Facility Management  
SADL 5240: Public Policy & Economics of Sustainable Sport Business  
SADL 5260: Marketing Sustainability through Sports  
SADL 5895: Sustainability Colloquium

Bowling Green State University

SM 2100: Introduction to Sport Management (Undergraduate)  
SM 3050: Sport and Event Promotion (Undergraduate)  
SM 4500: Managing Revenues and Expenditures (Undergraduate)

Texas A&M University (as graduate student)

KINE (SPMT) 217: Foundations of Sport Management (Undergraduate)  
KINE (SPMT) 336: Diversity in Sport Organizations (Undergraduate)  
KINE (SPMT) 337: International Sport Management (Undergraduate)  
KINE (SPMT) 340: Sport Governance (Undergraduate)  
KINE (SPMT) 402: Pre-Internship (Undergraduate)  
KINE 304: Psychology of Sport and Physical Activity (Undergraduate)  
KINE 319: Sociology of Sport (Undergraduate)  
SPMT 482: Seminar in the Collegiate Athletics (Undergraduate)  
SPMT 482: Seminar in the History of Sport (Undergraduate)  
SPMT 482: Seminar in the Social Psychology of Sport (Undergraduate)  
SPMT 610: Managing Sport Organizations (Graduate)  
SPMT 613: Diversity in Sport Organizations (Graduate)

**PROFESSIONAL AFFILIATIONS**

Green Sport Alliance, 2013 – Present.  
Association for the Advancement of Sustainability in Higher Education, 2009 – 2016.  
American Alliance for Health, Physical Education, Recreation, and Dance, 2009 – 2011.  
European Association for Sport Management, 2020 – Present.  
North American Society for the Sociology of Sport, 2007 – 2014.  
North American Society of Sport Management, 2007 – Present.  
Sport Management Association of Australia and New Zealand, 2020 – Present.

**FELLOWSHIPS, HONORS, AND AWARDS**

Fellow, North American Society for Sport Management, 2021.  
Fellow, Higher Education Associations Sustainability Consortium, 2020 – 2021.  
Participant, 3rd Open Ended Working Group Meeting on Model Indicators on Sport and the SDGs, online, December 2020.  
Participant, 2nd Open Ended Working Group Meeting on Model Indicators on Sport and the SDGs, Geneva, Switzerland, November 2019.  
Fellow, Center for Business Ethics, Albers School of Business and Economics, Seattle University, 2019 – 2020.  
Participant, United Nations Framework Convention on Climate Change (UNFCCC) Dialogue on Sport and Climate Action, Bonn, Germany, October 2017.

Jesuit Mission Scholars Fellow, Seattle University, 2017 – 2018.  
Fellow, Center for Environmental Justice and Sustainability – Seattle University, 2015 – 2016.  
Certificate of Training, Continuing, Online, and Professional Education (COPE) – Seattle University, 2014-2015.  
Best Paper for 2014, College Sport Research Institute, 2014.  
Student Organization Advisor of the Year – Bowling Green State University, AY 2013 – 2014.  
Authors and Artists Recognition, Bowling Green State University Libraries, 2012, 2013.  
Certificate of Appreciation, Bowling Green State University Department of Athletics, 2012.  
Certificate of Training, Center for Online and Blended Learning – Bowling Green State University, 2012.  
Outstanding Graduate Student of the Year in Sport Management – Texas A&M University, 2010.

## **SERVICE**

### Professional

European Association for Sport Management

- Member, Working Group on Sustainability, 2021 – Present.

North American Society for Sport Management

- Chair, Distinguished Sport Management Educator Award Committee, 2021-2022.
- Chair, Distinguished Research Award Committee, 2021-2022.
- Chair, Doctoral Research Grant Competition, 2021-2022.
- Ad Hoc Constitution and Bylaws Review Committee, North American Society for Sport Management, 2019-2020.
- Chair, Sustainability Committee, 2020-2021.
- Member at Large, North American Society for Sport Management, 2020-2022.
- Reviewer, Conference for the North American Society for Sport Management, 2010 – 2023.
- Reviewer, NASSM Service Grant, 2016.
- Secretary, North American Society for Sport Management, 2013-2017.

North American Society for the Sociology of Sport

- Chair, NASSS Environmental Impact Committee, 2011-2012.
- Member, NASSS Environmental Impact Committee, 2010 – 2012.

Reviewer, Conference for the Sport Marketing Association, 2013 – 2019.

Reviewer, Conference for Sport Entertainment and Venues Tomorrow, 2011 – 2014.

Reviewer, Conference for the Association for the Advancement of Sustainability in Higher Education, 2010.

### University/College/Department/Division

Texas A&M University (as faculty)

University

Avilés-Johnson Fellowship Program Reviewer, 2021.

Department (Kinesiology and Sport Management [2022-present], Health and Kinesiology [2020-2022])

Faculty Annual Review Ad Hoc Committee, 2020.

HLKN Graduate Faculty, 2020 – present.

Division (Sport Management)

Sport Management A1 Committee, 2020 – present.

Sport Management PhD Program Review Committee, 2020 – present.

Sport Management Search Committee (Accountability, Climate, Equity, and Scholarship Fellowship), 2020.

Sport Management Search Committee (Assistant Professor), Fall 2020.

Sport Management Search Committee (Assistant/Associate Instructional Professor), Fall 2021.

Sport Management Search Committee (Associate/Full Professor), Fall 2022.

### Seattle University

University

Sullivan Leader Selection Committee, 2018 – 2020.

President's Committee for Sustainability, 2015 – 2020.

Carbon Offsets Sub-Committee, 2018 – 2020.

Curriculum Sub-Committee, 2015 – 2020.

Staff Parental Leave Advisory Group, 2017.

College (Arts and Sciences)

Graduate Curriculum Committee, 2015 – 2016.

College (Albers School for Business and Economics)

NTT Search Committee, 2020.

Management Department (Albers School of Business and Economics)

Personnel Committee, 2018 – 2020.

Program (Sport Business Leadership)

Admissions Team, 2018 – 2020.

Curriculum Assessment, 2018 – 2020.

Student Organizations

Greenhawks (Student-Athlete Sustainability Team), 2015.

### Bowling Green State University

University

Intercollegiate Athletics Committee, 2013 – 2014.

College (Education and Human Development)

Ad Hoc Committee on Course Evaluation, 2012 – 2013.

School (Human Movement, Sport and Leisure Studies)

Graduate Marketing Materials Committee, 2013 – 2014.

Ad Hoc Committee on School Restructuring, 2011 – 2012.

Maryann Roberson Award for Outstanding Thesis/Project, 2011 – 2014.

Program (Sport Management)

Appeals and Petitions Committee, 2011 – 2014.

Curriculum Committee, 2011 – 2014.

M. Joy Sidwell Award, 2011 – 2014.

Website Designer/Manager, Maxwell Media Watch, 2011 – 2014.

Student Organizations

Advisor, Sport Management Alliance, 2013 – 2014.

Advisor, Women's Club Rugby, 2011 – 2014.

Advisor, Angler's Club, 2011 – 2014.

Texas A&M University (as graduate student)

Department (Health and Kinesiology)

Program Review, Graduate Student Panel, 2010.

Division (Sport Management)

Sport Management Search Committee (Instructional Professor), 2011.

Sport Management Undergraduate Professional Phase Admissions Committee, 2007.

Graduate Sport Society, Texas A&M University, 2007 – 2011.

Community

Friday Night Out, St. Thomas More University Parish, 2012 – 2014.

Knights of Columbus, 2008 – present.

Chair, Health Committee, Council #6373, 2013 – 2014.

NUMA FertilityCare, Executive Board, 2016 – 2019.

Perrysburg Amateur Baseball and Softball Commission, 2012.

St. Thomas More University Parish, Executive Board for Advancement, 2011 – 2014.

Chair, 2013 – 2014.

St. Thomas More University Parish, Executive Board for Finance, 2013 – 2014.

University of Washington's Newman Center, Executive Board, 2017 – 2019.

Our Lady of Victory Sports, Executive Board, 2021 – present.

St. Mary's Catholic Church, Advancement Committee, 2021 – present.

St. Mary's Catholic Church, Planning Committee, 2021 – present.