

Jason M. Simmons

University of Cincinnati
Teachers College 436-J
Cincinnati, Ohio 45221

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EDUCATION

- Ph.D. 2011 University of Louisville
Educational Leadership and Organizational Development
Concentration: Sport Administration

Dissertation: Fan-Family Conflict: An Examination of
Inter-Role Conflict Between Sport Fan and Family Roles.
- M.S. 2007 University of Louisville
Major Area: Sport Administration
- B.A. 2003 University of Nevada, Reno
Major: History
Minor: Psychology

PROFESSIONAL WORK EXPERIENCE

- University of Cincinnati, Cincinnati, OH** August 2020 – Present
Associate Professor of Sport Administration
- University of Cincinnati, Cincinnati, OH** July 2018 – Present
Program Coordinator, Sport Administration
- University of Cincinnati, Cincinnati, OH** August 2014 – July 2020
Assistant Professor of Sport Administration
- University of Tampa, Tampa, FL** August 2011 – August 2014
Assistant Professor of Sport Management
- University of Louisville, Louisville, KY** August 2008 – July 2011
Graduate Assistant, Instructor of Sport Administration
- Bellarmino University, Louisville, KY** January 2009 – May 2010
Adjunct Instructor, Communication
- Bellarmino University, Louisville, KY** July 2007 – June 2008
Assistant Sports Information Director

Louisville Bats, Louisville, KY
Intern, Media Relations

April 2007 – September 2007

University of Louisville Athletics, Louisville, KY
Graduate Assistant, Women's Basketball Video Coordinator

July 2006 – August 2007

VA Sierra Nevada Health Care System, Reno, NV
Unit Manager (ICU), Transportation Coordinator

February 2004 – May 2006

TEACHING EXPERIENCE

University of Cincinnati, Cincinnati, OH
Assistant Professor – Sport Administration Program
Associate Professor – Sport Administration Program

August 2014 – Present

Courses taught:

- SMGT 3020: Sport Marketing
- SMGT 4020: Sport Public Relations
- SMGT 7001: Applied Research Methods for Athletic Administration (Graduate; Online)
- SMGT 7013: Strategic Athletic Marketing and Communication (Graduate; In-Person and Online)
- SMGT 7030: Strategic Sport Facility and Event Marketing (Graduate)

University of Tampa, Tampa, FL
Assistant Professor – Department of Sport Management

August 2011 – August 2014

Courses taught:

- SPM 290: Introduction to Sport Management
- SPM 385: Media Relations and Communication in Sport
- SPM 393: Stadium and Arena Management
- SPM 495: Internship in Sport Management
- GTW 101/102: First Year Student Orientation (Gateways)

Advised approximately 75 undergraduate sport management students.

University of Louisville, Louisville, KY
Instructor – Sport Administration Program

August 2008 – July 2011

Courses taught:

- SPAD 284: Issues and Ethics in Sport
- SPAD 401: Career Development in Sport
- SPAD 402: Internship in Sport Administration
- SPAD 405: Sport Facility Management

- SPAD 561: Special Topics – Sport Communication and Technology (undergraduate/graduate)
- SPAD 561: Special Topics – Event Management: World Equestrian Games (undergraduate/graduate)
- HSS 604: Research Methods in Health and Sport Sciences (graduate)

Advised approximately 50 undergraduate sport administration students.

University of Louisville, Louisville, KY
Graduate Teaching Assistant

August 2008 – August 2010

Courses taught:

- SPAD 405: Sport Facility Management
- SPAD 561: Sport Communication
- HSS 604: Research Methods in Health and Sport Sciences (co-instructor)
- HSS 136: Soccer
- HSS 138: Basketball

Teacher's assistant:

- SPAD 405: Sport Facility Management
- HSS 293: Foundations of Sport and Exercise Psychology

Bellarmino University, Louisville, KY
Adjunct Instructor – School of Communication

January 2009 – May 2010

Courses taught:

- COMM 324: Sport and the Media.

RESEARCH AND SCHOLARLY ACTIVITIES

1. Publications

Refereed Journals

Popp, N., Shapiro, S., **Simmons, J.**, & Dastrup, R. (in review). Does scheduling cupcakes impact concessions? Examining actual attendance in college basketball non-conference games. Submitted to the *Journal of Applied Sport Management*.

Popp, N., Du, J., Shapiro, S., & **Simmons, J.** (2023). Using Artificial Intelligence to Detect the Relationship Between Social Media Sentiment and Season Ticket Purchases. *International Journal of Sport Communication*, (Ahead of Print), 1-15.

Simmons, J. M., Naraine, M., & Greenwell, T. C. (2023). Factors influencing fan acceptance or rejection of a sport team's revolutionary rebrand. *Sport Marketing Quarterly*, 32(2), 91-104.

Popp, N., **Simmons, J.**, Shapiro, S., & Watanabe, N. (2023). An examination of predictors of ticket holder no shows at major live sport events. *Sport Marketing Quarterly*, 32(1), 3-17.

Grappendorf, H., **Simmons, J.**, & Hancock, M. (2023). "I will go to the game, while you stay home with the kids:" Gender role expectations and fan-family conflict. *Journal of Global Sport Management*, 8(1), 322-339.

Simmons, J. M., Stensland, P. J., & Slavich, M. A. (2022). COVID-19 and sports fans: Examining the pandemic's impact on need fulfillment and psychosocial outcomes. *Managing Sport and Leisure*, 1-19.

Simmons, J. M., Cintron, A., & Grappendorf, H. (2021). What Do Their Partners Say? An Examination of Fan-Family Conflict Through the Lens of Sports Fans' Significant Others. *Journal of Sport Behavior*, 44(4), 447-467.

Popp, N., **Simmons, J. M.**, Smith, D. M., & Tasker, R. (2021). Understanding sport event ticket type preference in a forced digital ticket environment. *Sport, Business, and Management: An International Journal*, 11(3), 287-301.

Simmons, J. M., Popp, N., & Greenwell, T. C. (2021). Declining Student Attendance at College Sporting Events: Testing the Relative Influence of Constraints. *Sport Marketing Quarterly*, 30(2), 40-52.

Popp, N., **Simmons, J.**, Shapiro, S., Greenwell, C., & McEvoy, C. (2020). An analysis of attributes impacting consumer online ticket market in a dual market environment. *Sport Marketing Quarterly*, 29(3), 177-188.

Simmons, J. M., Grappendorf, H., & Hancock, M. (2020). How do sport fans cope with the consequences of fan-family conflict? *Journal of Sport Behavior*, 43(1), 120-143.

Popp, N., **Simmons, J.**, McEvoy, C. (2019). Effects of employee training and job satisfaction outcomes among sport ticket sellers. *International Journal of Sport Management and Marketing*, 19(3/4), 147-160.

Ruihley, B. J., **Simmons, J.**, Billings, A. C., & Calabrese, R. (2018). Fantasy breakdown: A case study on organizational crisis communication and stakeholder reaction during mass product failure. *International Journal of Sport Communication*, 11(4), 552-572.

Simmons, J. M., Popp, N., McEvoy, C., & Howell, S. (2018). Using Fan Passion to Better Understand Constraints to Student Attendance at College Football Games. *Journal of Intercollegiate Sport*, 11(2), 193-213.

- Aicher, T. J., **Simmons, J. M.**, & Cintron, A. (2018). An analysis of running event consumer behaviors. *Journal of Applied Sport Management, 10*(2), 26-35.
- Simmons, J.**, & Grappendorf, H., & Hancock, M. (2018). Exploring Perceptions of Fan-Family Conflict: New Insights into Typologies, Directionality, and Contributors. *International Journal of Sport Management, 19*(2), 163-185.
- Popp, N., Shapiro, S., Walsh, P., McEvoy, C., **Simmons, J.**, & Howell, S. (2018). Factors impacting ticket price paid by consumers on the secondary market for a major sporting event. *Journal of Applied Sport Management, 10*(1), 23-33.
- Greenwell, T. C., **Simmons, J. M.**, Hancock, M. G., Shreffler, M. B., & Thorn, D. F. (2017). The effects of sexualized and violent presentations of women in combat sport. *Journal of Sport Management, 31*(6), 533-545.
- Simmons, J.**, Popp, N., McEvoy, C., & Howell, S. (2017). Tomorrow's fans gone today: Assessing constraints to student attendance at college football games. *Journal of Applied Sport Management, 9*(3), 13-23.
- Popp, N., **Simmons, J. M.**, & McEvoy, C. (2017). Ticket sales training in Sport: The effect of training on attainment of sales goals and perceptions of sales training effectiveness. *Sport Marketing Quarterly, 26*(2), 99-109.
- Greenwell, T. C., **Simmons, J. M.**, Hancock, M., & Thorn, D. (2017). Consumers' attractions to sport: Differences between physical aggression and violence. *International Journal of Sport Management, 18*(2), 259-274.
- Simmons, J. M.**, Greenwell, T. C., & Aicher, T. J. (2016). Assessing the effect of family structure on perceptions of fan-family conflict. *Global Sport Business Journal, 4*(2), 25-40.
- Simmons, J. M.**, Mahoney, T. Q., & Hambrick, M. E. (2016). Leisure, work, and family: How IronMEN balance the demands of three resource-intensive roles. *Leisure Sciences, 38*(3), 232-248.
- Simmons, J. M.**, Popp, N., & Greenhalgh, G. (2015). Here's the pitch: The dilemma of selecting a new outdoor playing field for Sunshine State University. *Case Studies in Sport Management, 4*(12), 1-7.
- Greenwell, T. C., Thorn, D. F., & **Simmons, J. M.** (2015). Is violence used to promote mixed martial arts? *International Journal of Sports Marketing and Sponsorship, 16*(4), 249-260.
- Greenwell, T. C., Hancock, M. G., **Simmons, J. M.**, & Thorn, D. F. (2015). The effect of gender and social roles on the marketing of combat sport. *Sport Marketing Quarterly, 24*(1), 19-29.

Simmons, J. M. & Greenwell, T. C. (2014) Differences in fan-family conflict based on an individual's level of identification with a team. *Journal of Sport Behavior*, 37(1), 94-114.

Simmons, J. M., Greenwell, T. C., Thorn, D. F., Hambrick, M. E., & Greenhalgh, G. P. (2013). Consumption of niche sports: Understanding which product attributes predict consumption across different levels of team identification. *International Journal of Sport Management and Marketing*, 13(3/4), 239-256.

Hambrick, M. E., **Simmons, J. M.**, Mahoney, T. Q. (2013). An inquiry into the perceptions of leisure-work-family conflict among female Ironman participants. *International Journal of Sport Management and Marketing*, 13(3/4), 173-199.

Greenhalgh, G., **Simmons, J.**, Hambrick, M., & Greenwell, T.C. (2011). Spectator support: Examining the attributes used to differentiate niche from mainstream sport. *Sport Marketing Quarterly*, 20(1), 41-52.

Hambrick, M. E., **Simmons, J. M.**, Greenhalgh, G. P., & Greenwell, T. C. (2010). Understanding professional athletes' use of Twitter: A content analysis of athlete tweets. *International Journal of Sport Communication*, 3(4), 454-471.

Book Chapters

Simmons, J. M. (in press). Sport facility management. In M. Nagel & R. S. Southall (Eds.). *Sport management: Theory and practice* (3rd ed.). Dubuque, IA: Kendall Hunt Publishing Company.

Simmons, J. M., Grappendorf, H., & Smith, D. K. (2022). Figuring out the family dilemma: Marketing to the 21st century family. In Pitts, B. (Ed.), *Case studies in sport marketing* (3rd ed.). Morgantown, WV: Fitness Information Technologies.

Simmons, J. M., Slavich, M. A., & Stensland, P. J. (2021). The impact of COVID-19 on sport consumers: A shift in consumption. In P. M. Pederson, B. J. Ruyhley, & B. Li (Eds.), *Sport and the pandemic: Perspectives on COVID-19's impact on the sport industry*. London: Routledge.

Grappendorf, H. & **Simmons, J. M.** (2016). Alienation of Female Fans: A case study of the NFL. In B. Pitts (Ed.). *Case studies in sport marketing* (2nd ed.). Morgantown, WV: Fitness Information Technologies.

Simmons, J. M. (2015). Sport facility management. In M. Nagel & R. S. Southall (Eds.). *Sport management: Theory and practice* (2nd ed.). Dubuque, IA: Kendall Hunt Publishing Company.

Simmons, J. M. (2011). Washington Redskins. In L.E. Swayne (Ed.). *Encyclopedia of sport management and marketing*. Newbury Park, CA: Sage Publications.

Simmons, J. M. (2011). Sport facility management. In M. Nagel & R.S. Southall (Eds.). *Sport management: Theory and practice*. Dubuque, IA: Kendall Hunt Publishing Company.

Industry Publications

Kelley, D. J. & **Simmons, J. M.** (2018). Today's intern, tomorrow's athletic administrator. *Interscholastic Athletic Administrator*, 44(4), 12-14.

Conference Proceedings

Simmons, J. M. (2009). Privacy expectations of student-athletes. *Proceedings of the 2009 Spring Research Conference*. Louisville, KY.

Technical Reports

Simmons, J., Kushner-Smith, D., & Grappendorf, H. (2022). *Segmenting the Family Market: An Assessment of Family Needs When Attending Major League Baseball Games*. Chicago, IL/Arlington, TX. Chicago White Sox and Texas Rangers.

Simmons, J., Popp, N., & Greenwell, C. (2018). *College Student Attendance at Collegiate Sporting Events: The Importance of Constraints*. Westlake, OH. National Association of Collegiate Marketers of Athletics.

Aicher, T. J., & **Simmons, J. M.** (2016). *2016 FC Cincinnati Fan Survey*. Cincinnati, OH. Futbol Club Cincinnati.

Simmons, J. M., & Aicher, T. J. (2016). *2015 Nippert Stadium Fan Satisfaction Report*. Cincinnati, OH. University of Cincinnati Athletics.

Simmons, J. M. (2015). *University of Cincinnati Athletics 2015 Student Engagement Market Research Project*. Cincinnati, OH. University of Cincinnati Athletics.

Simmons, J. M., Greenwell, T. C., Thorn, D. F., Greenhalgh, G. P., & Hambrick, M. E. (2010). *Louisville Bats Consumer Demographics*. Louisville, KY. Louisville Bats.

Tokuyama, T., Greenwell, C., & **Simmons, J.** (2009). *MV Soccer Club Consumer Motivation Survey*. Louisville, KY. Mockingbird Valley Soccer Club.

2. Presentations

Scholarly Presentations

Simmons, J., Greenwell, T. C., & Tokuyama, T. (accepted). Using cluster analysis to identify contemporary family market segments for sport consumption. To be presented at the 2023 annual conference for the Sport Marketing Association, St. Petersburg, FL.

Simmons, J., Stensland, P. J., Grappendorf, H., & Strode, J. (in review). Faculty-to-faculty incivility in sport management academic. To be presented at the 2023 European Association of Sport Management Conference, Belfast, Northern Ireland.

Popp, N., Shapiro, S., & **Simmons, J.** (2022). Maximizing college basketball turnout: An examination of determinants of actual attendance and no-show behavior as a strategic planning tool. Presented at the 2022 annual conference for the Sport Marketing Association, Charlotte, NC.

Popp, N., Shapiro, S., & **Simmons, J.** (2022). Scheduling college basketball games to maximize attendance. Presented at the Scholarly Conference on College Sport, Columbia, SC.

Popp, N., Du, J., Shapiro, S., **Simmons, J.**, Nichols, E. (2022). Does social media engagement drive ticket sales? Presented at the 2022 annual conference of the North American Society for Sport Management, Atlanta, GA.

Simmons, J., Naraine, M., & Greenwell, C. (2021). Hail to the Football Team: Which Brand Attributes are Most Important to Consumer Desirability or Rejection of a New Brand? Presented at the 2021 annual conference for the Sport Marketing Association, Las Vegas, NV.

Simmons, J., Smith, D. K., & Grappendorf, H. (2021). Marketing to a Family of Four No More: Understanding the Complexity of Family Needs Regarding Sport Consumption. Presented at the 2021 annual conference for the Sport Marketing Association, Las Vegas, NV.

Popp, N., **Simmons, J.**, & Smith, D. (2020). Sport event ticket type preference in a forced e-ticket environment. Presented at the 2020 Sport Management Association of Australia and New Zealand, Canberra, ACT, Australia. (Virtual Conference).

Popp, N., **Simmons, J.**, Watanabe, N., & Shapiro, S. (2019). Why didn't they show up? An examination of factors influencing no show rates at college football games. Presented at the 2019 annual conference for the Sport Marketing Association, Chicago, IL.

Simmons, J., Cintron, A., & Grappendorf, H. (2019). My spouse's sport fandom is a problem for me: How significant others navigate the outcomes associated with fan-family conflict. Presented at the 2019 European Association of Sport Management Conference, Seville, Spain.

Simmons, J., Popp, N., Shapiro, S., Greenwell, C., & McEvoy, C. (2018). Analyzing consumer preferences for online sport ticket purchases. Presented at the 2018 annual conference for the Sport Marketing Association, Frisco, TX.

Simmons, J. M., Grappendorf, H., & Cintron, A. (2018). My significant other puts their team before me: Spouse/Partner perceptions of fan-family conflict. Presented at the 2018 annual conference of the North American Society for Sport Management, Halifax, NS.

Simmons, J. M., Greenwell, T. C., & Popp, N. (2017). Using Conjoint Analysis to Examine Constraints to Student Attendance at College Football Games. Presented at the 2017 annual conference for the Sport Marketing Association, Boston, MA.

Hancock, M., Grappendorf, H., & **Simmons, J.** (2017). "She enjoys going to the games if she doesn't have to watch the kids": Gender differences in fan-family conflict. Presented at the 2017 annual conference of the North American Society for Sport Management, Denver, CO.

Ruihley, B., **Simmons, J.**, Billings, A., & Calabrese, R. (2017). Fantasy breakdown: Examining organizational crisis communication and stakeholder reaction during product failure on the most anticipated day in fantasy football. Presented at the 2017 annual Summit on Communication and Sport, Phoenix, AZ.

Grappendorf, H., **Simmons, J.**, & Hancock, M. (2017). "I just want them to leave me the f\$#k alone." A qualitative investigation of the consequences associated with fan-family conflict. Presented at the 2017 annual conference for the Global Sport Business Association, Ft. Lauderdale, FL.

Simmons, J., Popp, N., McEvoy, C., & Howell, S. (2016). Student absences: Exploring the constraints affecting student attendance at college football games. Presented at the 2016 annual conference for the Sport Marketing Association, Indianapolis, IN.

Aicher, T. J. & **Simmons, J. M.** (2016). From the sidelines to the course: An analysis of running event spectators' consumer behaviors. Presented at the 2016 annual conference for the Sport Marketing Association, Indianapolis, IN.

Simmons, J., Popp, N., & McEvoy, C. (2016). Job satisfaction and turnover in college athletics sales departments: Does sales training make a difference? Presented at the 2016 annual conference for the North American Society for Sport Management, Orlando, FL.

Simmons, J., Hancock, M., & Grappendorf, H. (2016). Does the sport fan role cause conflict with family? Exploring the dynamics. Presented at the 2016 annual conference for the North American Society for Sport Management, Orlando, FL.

Popp, N., McEvoy, C., & **Simmons, J.** (2015, October). An examination of the impact of ticket sales training within NCAA division I athletics departments. Presented at the 2015 annual conference for the Sport Marketing Association, Atlanta, GA.

Greenwell, C., **Simmons, J.**, Hancock, M., Shreffler, M., & Thorn, D. (2015, October). Presentations of women in violent sport. Presented at the 2015 annual conference for the Sport Marketing Association, Atlanta, GA.

Bell, T., Schoenstedt, L., & **Simmons, J.** (2015, October). The mediated self: Athletes as journalists and brands through social media. Presented at the 2015 Midwest Popular Culture Association Conference, Cincinnati, OH.

Simmons, J. M. & Greenwell, T. C. (2015, June). Married with children: Does family structure impact perceptions of fan-family conflict? Presented at the 2015 annual conference for the North American Society for Sport Management, Ottawa, Ontario.

Brown, B., **Simmons, J. M.**, & Bennett, G. (2014, October). Advertising baseball to African Americans utilizing relevant heuristic cues. Presented at the 2014 annual conference for the Sport Marketing Association, Philadelphia, PA.

Greenwell, T. C., Hancock, M., **Simmons, J. M.**, & Thorn, D. F. (2013, October). Gender roles and the marketing of combat sport. Presented at the 2013 annual conference for the Sport Marketing Association, Albuquerque, NM.

Greenwell, T. C., **Simmons, J. M.**, Thorn, D. F., & Hancock, M. (2013, May). How effective is it to market violent aspects of a combat sport? Presented at the annual conference for the North American Society for Sport Management, Austin, TX.

Greenwell, T. C., Thorn, D. F., & **Simmons, J. M.** (2012, October). How is violence used to promote mixed martial arts? Presented at the annual conference for the Sport Marketing Association, Orlando, FL.

Simmons, J. M. & Greenwell, T. C. (2012, May). Football or family: An exploratory examination of the relationship between fan identification and inter-role conflict. Presented at the annual conference for the North American Society for Sport Management, Seattle, WA.

Hambrick, M. E., **Simmons, J. M.**, & Mahoney, T. Q. (2012, May). A mixed-method inquiry into the perceptions of leisure-work-family conflict among female Ironman participants. Presented at the annual conference for the North American Society for Sport Management, Seattle, WA.

Simmons, J. M., Greenwell, T. C., Hambrick, M. E., Greenhalgh, G. P., & Thorn, D. (2011, October). Fans v. spectators: Understanding support in Minor League Baseball. Presented at the annual conference of the Sport Marketing Association, Houston, TX.

Hambrick, M. E., **Simmons, J. M.**, Greenhalgh, G. P., & Greenwell, T. C. (2010, June). Understanding athletes' use of Twitter: A content analysis of athlete tweets. Presented at the annual conference of the North American Society for Sport Management, Tampa, FL.

Lawrence, H., Cuneen, J., Baker, R., Gillentine, A., & **Simmons, J.** (2010, May). Space invaders "invade" higher education. Presented at the annual conference of the North American Society for Sport Management, Tampa, FL.

Simmons, J. M. (2010, March). Urine trouble: An analysis of student-athlete privacy expectations and drug testing in sport. Presented at the annual conference of the Sport and Recreation Law Association, Albuquerque, NM.

Moorman, A. M., Greenhalgh, G. P., Hambrick, M. E., & **Simmons, J. M.** (2010, March). "Run 'til somebody quits": An examination of procedural and governance repercussions following the death of a Kentucky high school football player. Presented at the annual conference of the Sport and Recreation Law Association, Albuquerque, NM.

Greenhalgh, G., **Simmons, J.**, Hambrick, M., Greenwell, T. C., Tubbs, T., & Short, K. (2009, October). Finding their niche: Predicting spectator support for non-mainstream sports. Presented at the annual conference of the Sport Marketing Association, Cleveland, OH.

Simmons, J. M. (2009, April). Privacy expectations of student-athletes. Presented at the annual Spring Research Conference, Louisville, KY.

Hambrick, M. E., **Simmons, J. M.**, Greenhalgh, G. P., & Brownlee, E. (2009, March). Grading the alcohol policies of professional sports leagues: A practical application of Dram Shop statutes. Presented at the annual conference of the Sport and Recreation Law Association, San Antonio, TX.

Invited Speaker

Simmons, J., Huml, M., & Keller, B. (2022). Fulfilling, but exhausting: The challenges for employees working in college athletics. Invited panel for the National Association of Collegiate Directors of Athletics, Online Webinar.

Simmons, J. (2019). The intersection of sport fandom and family: The story of my life. Invited keynote speaker at the 15th Annual Sport Psychology Forum, Bowling Green, KY.

Simmons, J., Popp, N., & Greenwell, C. (2018). College student attendance at collegiate sporting events: The importance of constraints. Presented at the annual

conference of the National Association of Collegiate Marketers of Athletics, Washington, D.C.

Simmons, J. (2016, March). Overview of American Sport. Invited presenter as part of Educating Beyond study abroad with Juntendo University (Japan), Cincinnati, OH.

Simmons, J. M. (2014, February). Fan devotion and family conflict. Featured presenter as part of the University of Tampa Spring 2014 Honors Symposium, Tampa, FL.

SERVICE ACTIVITIES

University

University of Tampa

Elected CNHS official, Faculty Senate (2013-2014)

Faculty Advisor, Sport and Entertainment Management Society (2013-2014)

Advisor, Safe Zone (2013-2014)

Member, First Year Student Committee (2012-13)

Gateways Faculty Advisor (2012-2014)

University of Cincinnati

Faculty Senator, All Faculty Senate (2022-present)

Faculty Advisor, All Sports student club (2020-present)

Faculty Advisor, Sport Marketing Association (2022-present)

Member, Doctoral Planning Committee for Richard Hoyt - PhD in Educational Studies (2022)

Department/Program

University of Cincinnati

Program Coordinator, Sport Administration program (2018-present)

Member, School of Human Services leadership workgroup (2018-present)

Member, School RPT Committee (2022-2023)

Member, Doctoral program planning workgroup (2021-2023)

Chair, Tenure-track search committee (2019, 2021, 2022)

Chair, Visiting Professor search committee (2021)

Member, School Director Search Committee (2020)

Member, Tenure-track search committee (2018)

Chair, Educator search committee (2018, 2022)

Chair, Sport Administration Marketing workgroup (2015-2018)

Member, Sport Administration Program Assessment and Undergraduate Curriculum workgroup (2015-2018)

Co-Chair, Tenure-track search committee (2016)

Member, Facility and Event Management Master's Program Assessment workgroup (2015-2016)

Presenter, Freshman Orientation (2015-present)
Presenter, Discover UC (2015-present)
Social Media Coordinator, Sport Administration program (2014-present)
Member, School of Human Services Marketing and Branding Committee (2014-2018)
Member, Master's Curriculum Committee, Sport Administration program (2014)

University of Tampa

Editor, Sport Management website (2013-2014)
Department Coordinator, Outcomes Assessment (2011-2014)
Member, Assistant Professor of Sport Management Search Committee (2012)
Department Representative, Admissions Open House (2011, 2012, 2013, 2014)
Department Representative, Guidance Counselor Recruitment Event (2012)

University of Louisville

COSMA Accreditation Preparation (2010-2011)

Professional

Editorial review board member (appointed), Sport Marketing Quarterly (2018-present)
Editorial review board member (appointed), Journal of Applied Sport Management (2018-present)
Editorial review board member (appointed), Case Studies in Sport Management (2015-present)
External reviewer for tenure and promotion (2021)
Vice President of Student Affairs (elected), Sport Marketing Association (2017-2019)
Abstract Reviewer, Sport Marketing Association Annual Conference (2015, 2016, 2017, 2018, 2019, 2021, 2022, 2023)
Invited Reviewer, Global Sport Business Journal (2018)
Invited Reviewer, Journal of Applied Sport Management (2017, 2018)
Invited Reviewer, Sport Marketing Quarterly (2017, 2018)
Invited Reviewer, Leisure Sciences (2017)
Invited Reviewer, Leisure Studies (2016)
Invited Reviewer, Leisure/Loisir (2016)
Invited Reviewer, Journal of Intercollegiate Sport (2016, 2018)
Invited Reviewer, Society and Leisure (2016)
Invited Reviewer, Sport Management Education Journal (2016)
Invited Reviewer, Intl. Journal of Public Administration in the Digital Age (2015)
Invited Reviewer, Journal of Physical Education and Sport Management (2014)
Invited Reviewer, International Journal of Sport Communication (2012, 2014, 2015)
Invited Reviewer, International Journal of Sport Management and Marketing (2013, 2018)
Student Representative, Sport and Recreation Law Association Conference Committee (2010-2011)

Student Representative, North American Society for Sport Management Conference Committee (2009-2010)
 Sport Management Digest Contributor, Journal of Sport Management (2009-2010)

Sport Industry

Player Placement Volunteer, Southeast Cincinnati Soccer Association, Cincinnati, OH (2018, 2019)
 Data Collection, Atlantic Coast Conference Men's Basketball Tournament, New York, NY (2017, 2018)
 Market Research Project Supervisor, FC Cincinnati, Cincinnati, OH (January-April 2017)
 Consultant, Futbol Club Cincinnati (2016)
 Consultant, University of Cincinnati Athletics, Cincinnati, OH (2016)
 Market Research Project Supervisor, University of Cincinnati Athletics, Cincinnati, OH (January – April 2015; August – December 2015; January 2015 – April 2016; August 2016 – December 2016)
 Volunteer Supervisor, Honda Grand Prix of St. Petersburg, St. Petersburg, FL (March 2013)
 Scoreboard Operator, Transitions PGA Championship, Innisbrook Golf Course, Palm Harbor, FL (March 2012)
 Research Assistant, Sprint Cup Series Race at Kentucky, Kentucky Speedway, Sparta, KY (July 2011)
 Statistician, Bellarmine University Sports Information, Owsley B. Frazier Stadium, Louisville, KY (2009-2010)
 Statistician, University of Louisville Sports Information, UofL Lacrosse Stadium, Louisville, KY (2009)
 Scorekeeper, AVP Crocs Tour Louisville, Waterfront Park, Louisville, KY (May 2008)
 Hospitality Coordinator, NCAA Division I Volleyball First and Second Round regional, Kentucky International Convention Center, Louisville, KY (November 2007)
 Volunteer Coordinator, NCAA Division I Southeast Region Cross Country Championship, E.P. Tom Sawyer Park, Louisville, KY (October 2007)
 Sports Information Assistant, BIG EAST Cross Country Championship, E.P. Tom Sawyer Park, Louisville, KY (October 2007)
 Cable Runner, ESPN Television Field Crew, Papa John's Cardinal Stadium, Louisville, KY (November 2006)
 Event Staff, Sommer Sports TriAmerica Triathlon, Louisville, KY (June 2006)
 Camp Instructor, University of Louisville Summer High School Girls Basketball Camp, Louisville, KY (2006-2007)
 Assistant Head Coach Varsity Boys' Basketball, Sparks High School, Sparks, NV, (2005-2006)
 Corporate Challenge Coordinator, VA Medical Center, Reno, NV (2004-2005)

GRANT AND FUNDING ACTIVITY

Stensland, P. & **Simmons, J.** (2022). Incivility in Sport Management Academia. Funded by 2022-23 CECH Diversity Grant in the amount of \$2,500.

Simmons, J. & Popp, N. (2018 – unfunded). Assessing constraints to student attendance at college basketball games. Sought funding from the National Association of Basketball Coaches in the amount of \$2,500.

Aicher, T. J., & **Simmons, J. M.** (2016). Consultation fee for fan survey and economic impact analysis during inaugural FC Cincinnati season. Funded by FC Cincinnati.

Simmons, J. M. (2015). Research grant for project investigating constraints influencing student non-attendance at intercollegiate football games. Funded by the Sport Marketing Association in the amount of \$1,000.00.

Simmons, J. M. (2010). Travel to Albuquerque, NM for the 2010 *Sport and Recreation Law Association Conference*. Funded by the University of Louisville College of Education and Human Development in the amount of \$300.00.

Simmons, J. M. (2009). Travel to San Antonio, TX for the 2009 *Sport and Recreation Law Association Conference*. Funded by the University of Louisville Graduate Student Council in the amount of \$300.00.

Simmons, J. M. (2008). Travel to Toronto, Ontario for the 2008 *North American Society for Sport Management Conference*. Funded by the University of Louisville Graduate Student Council in the amount of \$250.00.

HONORS AND AWARDS

Best Paper Award Finalist for Sport Marketing Association annual conference (2021, 2022)

Recipient of the Golden Apple Award for Excellence in Teaching and Student-Faculty Relations, University of Cincinnati (2016, 2019)

Dean’s Citation, University of Louisville (May 2011)

Faculty Guest Coach, University of Louisville Women’s Lacrosse (April, 2011)

POPULAR PRESS APPEARANCES

Interviewed for Washington Post story on Washington Football Team name for 2020 NFL season entitled *Fans pleased with ‘Washington Football team,’ but critics say delay is ‘worse than doing nothing.’* (July 23, 2020). Link:

<https://www.washingtonpost.com/sports/2020/07/23/fans-pleased-with-washington-football-team-critics-say-delay-is-worse-than-doing-nothing/?fbclid=IwAR1VEbUqVA9kFiHqZ6QhOaQODqgqv7JXY2hYVvgQZlhOQHLzmb3znd-yFPs>

Interviewed for Washington Post story on fan response to the Washington Redskins name change entitled *For die-hard Redskins fans, name review brings a mix of anger, sadness, and relief*. (July 10, 2020). Link:

<https://www.washingtonpost.com/sports/2020/07/10/redskins-name-review-brings-fans-mix-anger-sadness-relief/>

Interviewed for Washington Post story on fan identity entitled *They grew up rooting for the Redskins. Now they're cheering for the Ravens*. (December 11, 2019). Link:

<https://www.washingtonpost.com/sports/2019/12/11/they-grew-up-rooting-redskins-now-theyre-cheering-ravens/>

Interviewed for Cincinnati Public Radio (WVXU) story entitled *Some Sports Teams Now Venturing into Bitcoin*. (July 29, 2019). Link:

<https://www.wvxu.org/post/some-sports-teams-now-venturing-bitcoin#stream/0>

Interviewed for WalletHub feature entitled *La Copa America Centenario By the Numbers*. (June 1, 2016). Link: <https://wallethub.com/blog/copa-america-centenario-stats/21510/#>

Interviewed for NPR Marketplace Tech feature entitled *Golf Embraces High Tech*. (August 12, 2015). Link: <http://www.marketplace.org/topics/tech/golf-embraces-high-tech>

Appeared in studio on WTPS-Ch. 10 (CBS affiliate) Morning Show to discuss recommendations from Fan-Family Conflict research (Jan. 28, 2013).

Press Release written about Fan-Family Conflict by Eric Cardenas, University of Tampa Public Information (Jan. 25, 2013). Sent out to local and national media prior to Super Bowl 47. Link: <http://www.ut.edu/Fanaticism-and-Family.aspx>

Fan-Family Conflict research mentioned in Psychology Today blog by Dr. Susan Krauss Whitbourne, Professor of Psychology, University of Massachusetts – Amherst (Jan. 12, 2013). Link: <http://www.psychologytoday.com/blog/fulfillment-any-age/201301/five-tips-living-avid-sports-fan>

CONFERENCES ATTENDED

2022 Sport Marketing Association Conference
2021 Sport Marketing Association Conference
2019 Sport Marketing Association Conference
2019 European Association of Sport Management Conference
2018 Online Learning Consortium Accelerate Conference
2018 Sport Marketing Association Conference
2018 National Association of Collegiate Marketers of Athletics Convention
2018 North American Society for Sport Management Conference
2017 Sport Marketing Association Conference

2017 Global Sport Business Association Conference
2016 Online Learning Consortium Accelerate Conference
2016 Sport Marketing Association Conference
2016 North American Society for Sport Management Conference
2015 Sport Marketing Association Conference
2015 Midwest Popular Culture Association Conference
2015 North American Society for Sport Management Conference
2015 National Sports Forum
2014 Sport Marketing Association Conference
2014 Sport and Recreation Law Association
2013 Sport Marketing Association Conference
2012 Sport Marketing Association Conference
2012 North American Society for Sport Management Conference
2011 Sport Marketing Association Conference
2011 Sport and Recreation Law Association
2010 North American Society for Sport Management Conference
2010 Sport and Recreation Law Association
2009 Sport Marketing Association Conference
2009 North American Society for Sport Management Conference
2009 Sport and Recreation Law Association Conference
2008 North American Society for Sport Management Conference
2008 NCAA Convention: Scholarly Colloquium on College Sports