

## James T. Morton

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### EDUCATION

Ph.D., Kinesiology Specialization in Sport Management	Ohio State University	2017
M.S., Education Specialization in Sport Administration	University of Kansas	2003
B.S., Physical Education Specialization in Sport Management Minor in Business Administration	Fort Hays State University	2001

### PROFESSIONAL WORK EXPERIENCE

<b>Utah State University, Logan, UT</b> Assistant Professor – Sport Management	<b>August 2020 – Present</b>
<b>Ithaca College, Ithaca, NY</b> Assistant Professor – Sport Management	<b>August 2017 – July 2020</b>
<b>Ohio State University, Columbus, OH</b> Graduate Teaching Associate – Sport Industry	<b>August 2014 – May 2017</b>
<b>Air Force Academy, Colorado Springs, CO</b> Assistant Athletic Director – Marketing	<b>August 2011 – June 2014</b>
<b>University of Illinois, Champaign, IL</b> Assistant Athletic Director – Event Management	<b>August 2003 – July 2011</b>
<b>University of Kansas, Lawrence, KS</b> Facilities and Event Coordinator	<b>August 2002 – July 2003</b>

### FACULTY EXPERIENCE

<b>Assistant Professor</b>	<b>Utah State University</b>	<b>2020-present</b>
Assist with administration of Sport Management master’s program		
Advise students		
Review applications		
Assist with curriculum design		

Teach online courses for the Sport Management master's program

- Sport Marketing
- Sport Events and Facility Management
- Financial Management of Sport
- Sport Development and Sales
- Intercollegiate Athletics Administration

Serve as a member of Faculty Senate

Serve as a member of Athletics Council

- Advise the president on matters related to intercollegiate athletics

Helped launch the new Sport Management master's degree program

- Assisted with creation of marketing materials
- Advise on curriculum

**Assistant Professor**

**Ithaca College**

**2017-2020**

Taught both in-person and online courses in the School of Business.

- Introduction to Sport Management
- Introduction to Business
- Policy and Governance in Sport Organizations
- College Sport
- Sport Analytics
- Facilities and Event Management

Served on department, school, and college-wide committees.

- 2019-2020 Faculty Council
- 2019-2020 General Education Revision Task Force
- 2018-2020 Co-chair - College-wide Curriculum Review Committee
- 2018-2020 Academic Calendar Committee
- 2018-2019 General Education Review Committee
- 2018-2019 Humanities and Sciences Dean Search Committee

Conducted and presented research.

- Identified and analyzed relevant data to address problems or questions
- Interpreted results of data analysis
- Communicated implications of data analysis results

Advised approximately 35 undergraduate students.

- Assisted students with navigating the curriculum
- Aided in professional pursuits

**TEACHING EXPERIENCE**

**Graduate Teaching Associate                      Ohio State University                      2015-2016**

Taught undergraduate, sport industry classes averaging 34 students. Classes consisted of mostly junior and senior sport industry majors. Responsible for developing the courses, assessing student outcomes, giving lectures, writing exams and quizzes, overseeing group projects, and recruiting guest speakers.

Assisted with graduate class housed in the Fisher College of Business and taught by the director of athletics. Helped facilitate guest speakers, write exams, and manage online content.

Courses taught:

College Sport  
Leadership & Programming in the Sport Industry  
Sport Marketing

**Teaching Assistant**

2016 (Fall)                      Business of College Sports (BUSMHR 7605) Ohio State University  
2015 (Fall)                      Business of College Sports (BUSMHR 7605) Ohio State University

**RESEARCH AND SCHOLARLY INTERESTS**

My research interests include: 1) organizational effectiveness in intercollegiate athletics, 2) stakeholder theory through the lens of intercollegiate athletics, and 3) crisis communication as it relates to college and professional teams.

**RESEARCH AND SCHOLARLY ACTIVITIES****Peer-Reviewed Journal Articles**

Levine, J. F., Hanna, C., & **Morton, J. T.** (2022) Legal considerations of COVID-19 on the future of study abroad programs in sport management. *Quinnipiac Law Review*, 40(2), 289-325.

**Morton, J. T.** & Hanna, C. (2021). Organizational effectiveness measures and their relationship to donor contributions. *Journal of Contemporary Athletics*, 15(1).

Hanna, C., & Morton, J. T. (2021). Unfinished Legacy: Kobe Bryant and His Support of Women's Basketball. *Journal of African American Studies*, 25(2), 312-323.

Hanna, C., Thompson, R., & **Morton, J.T.** (2020). Houston college sport programs' Hurricane Harvey communication: A Twitter content analysis. *Journal of Emerging Sport Studies*.

**Morton, J. T.** & Pastore, D. L. (2020). Forecasting issues in NCAA division I FBS athletics. *Journal of Contemporary Athletics*. 14(1), 1-15.

Pastore, D. L., Dahlin, S., & **Morton, J. T.** (2019). Sport management faculty perspectives on mid-career mentoring and professional development. *Physical Educator*. 76(4), 1102-1127.

Morton, J. T. (2019). College choice factors and organizational effectiveness in intercollegiate athletics. *Journal of Contemporary Athletics*, 13(3), 185-194.

Hanna, C. & Morton, J. T. (2019). Urban Meyer Needs an Image Repair Coach. *Journal of Global Sport Management*. DOI: 10.1080/24704067.2019.1604076

**Morton, J. T.** & Pastore, D. L. (2019). An examination of the present and predictions for the future of intercollegiate athletics. *Journal of Higher Education Athletics & Innovation*, 1(5), 48-81.

Morton, J. T. (2017). Impact of student fees on winning in the NCAA. *Journal of Contemporary Athletics*, 11(2), 73-82.

#### **Manuscripts Under Revision**

Hanna, C., Thompson, R., & Morton, J.T. (under revision). You know the words: A content analysis of college fight songs. Submitted to *Journal of Emerging Sport Studies*.

#### **Manuscripts Under Review**

**Morton, J. T.**, Levine, J. F., & Hanna, C. (under review) Sport Management Study Abroad and International Exchange Program Innovation for a Post COVID-19 Era. *International Journal of Business in Sports, Tourism & Hospitality Management*.

#### **Manuscripts In Progress**

**Morton, J. T.**, Trauntvein, N., & Peterson, T. (in progress). The state of accreditation and assessment in Sport Management programs in the United States. Targeting the *Sport Management Education Journal*.

**Morton, J. T.**, Hanna, C. & Jensen, J. (in progress) An examination of coaching hires in the National Football League. Targeting the *Journal of Applied Sport Management*.

#### **Book Reviews**

Morton, James T., (2021). The Myth of the Amateur: A History of College Athletic Scholarships. *Journal of Sport Management*.

Morton, J. T. (2018). Book Review: Invisible Seasons: Title IX and the Fight for Equity in College Sports. *Journal of Sport Management*, 32(3), 314.

Morton, J. T. (2017). Book Review: Unwinding Madness: What Went Wrong With College Sports and How to Fix It. *Journal of Issues in Intercollegiate Athletics*, 10, xiv-xvi.

Morton, J. T. (2016). Book Review: Leadership in Sport. *International Journal of Sport Communication*, 9(2), 244-246.

**Scholarly Presentations**

Hanna, C., & **Morton, J. T.** (2019). Urban Meyer Needs an Image Repair Coach. Presented at the 2019 annual conference for the North American Society for Sport Management, New Orleans, LA.

Hanna, C., & **Morton, J. T.** (2019). We Sing to Thee: A Content Analysis of College Alma Maters. Presented at the 2019 annual conference for the College Sport Research Institute, Columbia, SC.

Hanna, C., & **Morton, J. T.** (2019). You Know the Words: A Content Analysis of College Fight Songs. Presented at the 2019 annual conference for the College Sport Research Institute, Columbia, SC.

Morton, J. T. (2018). An examination of the present and predictions for the future of intercollegiate athletics. Presented at the 2018 annual conference for the North American Society for Sport Management, Halifax, Nova Scotia.

Morton, J. T. (2018). Impact of Prior Practical Experience on Sport Management Professors' Research and Teaching. Presented at the 2018 annual conference for the North American Society for Sport Management, Halifax, Nova Scotia.

Morton, J. T. (2018). Forecasting issues in NCAA Division I FBS Athletics. Presented at the 2018 annual conference for the College Sport Research Institute, Columbia, SC.

Hanna, C., Thompson, R., & **Morton, J.T.** (2018). How Houston handled Harvey: An analysis of Houston college sport team tweets. Presented at the 2018 annual conference for the College Sport Research Institute, Columbia, SC.

Hanna, C., Thompson, R., & **Morton, J.T.** (2018). How Houston handled Harvey: An analysis of Houston professional sport team tweets. Presented at the 2018 annual conference for the International Association for Communication and Sport, Bloomington, IN.

Pastore, D. L., Dahlin, S., & **Morton, J. T.** (2016). Sport management faculty perspectives on mid-career mentoring and professional development. Presented at the 2016 annual conference for the North American Society for Sport Management, Orlando, FL.

Morton, J. T. (2016). College choice factors and organizational effectiveness in intercollegiate athletics. Presented at the 2016 annual conference for the College Sport Research Institute, Columbia, SC.

Morton, J. T. (2016). Structural design and organizational effectiveness in intercollegiate athletics. Presented at the 2016 annual conference for the College Sport Research Institute, Columbia, SC.

Morton, J. T. (2015). Benefits of successful athletics in higher education. Presented at the 2015 annual conference for the Ohio Association for Health, Physical Education, Recreation, and Dance, Sandusky, OH.

Fraina, M., & **Morton, J. T.** (2015). Mentoring of minority and female student-athletes. Presented at the 2015 annual conference for the North American Society for Sport Management, Ottawa, Canada.

Morton, J. T. (2015). The impact of student fees on winning in the NCAA. Presented at the 2015 annual conference for the College Sport Research Institute, Columbia, SC.

Morton, J. T. (2015). NCAA governance and student-athlete salience. Presented at the 2015 annual Ohio State University College of Education and Human Ecology Research Forum, Columbus, OH.

#### **Invited Guest Lecturer**

Morton, J. T. (2016, November). Football game day operations. Event Management (SPM 310). Ohio Dominican University, Columbus, OH.

Morton, J. T. (2016, September). Delphi technique in sport management research. Graduate Research Methods and Design (SPM 530). Ohio Dominican University, Columbus, OH.

Morton, J. T. (2016, September). Organizational diversity and leadership. Organization and Management of Sport (SMGT 3800). Otterbein University, Westerville, OH.

Morton, J. T. (2016, September). Organizational change in intercollegiate athletics. Introduction to Sport Management (SPM 110). Ohio Dominican University, Columbus, OH.

Morton, J. T. (2016, September). Leadership and diversity. Under the Lights: Diversity in Sports Series. Otterbein University, Westerville, OH.

Morton, J. T. (2015, October). Leadership in sport. Organization and Management of Sport (SMGT 3800). Otterbein University, Westerville, OH.

Morton, J. T. (2015, October). Intercollegiate athletics events and facilities. Introduction to Sport Management (BUS 360). Capital University, Columbus, OH.

Morton, J. T. (2015, February). Differences in leadership for intercollegiate coaches and administrators. Coaching and Sport Leadership Development (HHK 100.1). Ohio Wesleyan University, Delaware, OH.

#### **Guest Reviewer**

2020 International Journal of Sport Management

2019 International Journal of Sport Management

2018	Event Management
2018	Journal of Intercollegiate Sport
2017	Journal of Intercollegiate Sport
2017	Event Management
2017	International Journal of Sport Management
2016	Ohio State University EHE Undergraduate Scholarship Essays
2015	Journal of Sport
2015	Ohio State University Denman Undergraduate Research Forum

### **Academic Awards**

2017	Selected to participate in the Early Career Excellence Institute, Ithaca College
2016	J. Parker and Kathryn Webb Dinius Fellowship, Ohio State University
2015	Bell Fellowship, Bell National Resource Center on the African American Male, Ohio State University
2015	Doris M. and Clifford A Risley Scholarship, Ohio State University
2014	Graduate Enrichment Fellowship, Human Sciences, Ohio State University
2014	Kennedy HEC Scholarship, Kennedy Endowment, Ohio State University
2014	Oberteuffer Scholarship, Oberteuffer Fund, Ohio State University

### **INDUSTRY EXPERIENCE**

<b>Assistant Athletic Director</b>	<b>United States Air Force Academy</b>	<b>2011-2014</b>
<ul style="list-style-type: none"> <li>◆ Coordinated with internal/external stakeholders to direct personnel and marketing operations for athletic department with 27 athletic teams to generate revenue in a saturated market</li> <li>◆ Increased football season ticket sales 47% and brought in an all-time high in football ticket revenue</li> <li>◆ Set the season ticket sales and revenue record for hockey</li> <li>◆ Doubled the revenue generated from special interest group enrollments by increasing membership by over 3000</li> <li>◆ Increased brand awareness utilizing collaborative skills to engage a broad representation of the local community</li> <li>◆ Prepared and executed an approximately \$500,000 marketing budget</li> </ul>		
<b>Assistant Athletic Director</b>	<b>University of Illinois</b>	<b>2005-2011</b>
<ul style="list-style-type: none"> <li>◆ Directed all aspects of event operations for over 150 events annually</li> <li>◆ Project coordinator for over \$6 million worth of construction and renovations</li> <li>◆ Assisted in the development of the strategic plan for the athletic department</li> <li>◆ Developed and managed \$2 million event operations budget</li> <li>◆ Hired, trained, assigned, evaluated, and developed full time personnel</li> <li>◆ Worked with coaches regularly to schedule facilities for competitions and practices</li> <li>◆ Negotiated contracts with local and state organizations to use athletic facilities</li> </ul>		
<b>Event Coordinator</b>	<b>University of Illinois</b>	<b>2003-2005</b>
<ul style="list-style-type: none"> <li>◆ Managed game day operations for softball, swimming &amp; diving, women's golf</li> </ul>		

