

CURRICULUM VITAE

Name: Morse, Alan L.

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Contact Information:

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Mississippi State, MS 39762
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Education

Ph.D. Sport Administration (2008)
University of Northern Colorado, Greeley, Colorado
Concentration: Sport Marketing and Sport Finance
Minor: Applied Statistics and Research Methods
Advisor: Dr. David Stotlar
Dissertation: Perceptions of Ticket Pricing in Major League Baseball:
A Case Study of the Colorado Rockies

M.S. Sport Management (2004)
Illinois State University, Normal, Illinois
Concentration: Sport Marketing
Advisor: Dr. Chad D. McEvoy

B.S. Sport Management (2000)
Wayne State College, Wayne, Nebraska
Minor: Geography

Publications

Love, A., Hardin, R., Koo, G.Y., **Morse, A.** (In Review). Mediating effects of satisfaction on the relationship between motivation and behavioral intentions for volunteers at a PGA TOUR event. *International Journal of Sport Management*.

Drayer, J., Shapiro, S., Dwyer, B., **Morse, A.**, & White, J. (In Press, Corrected Proof). Assessing the impact of fantasy football participation on consumption behavior. *Sport Management Review*, available online March 2009.

Shapiro, S., Drayer, J., Dwyer, B., **Morse, A.** (2009). Punching a ticket to the big dance: A critical analysis of at-large selection into the NCAA Division I men's basketball tournament. *Journal of Issues in Intercollegiate Athletics*, 1 (2), 46-63.

Morse, A., Shapiro, S., McEvoy, C., & Rascher, D. (2008) The effects of roster turnover on attendance in the National Basketball Association. *International Journal of Sport Finance*, 3(1).

McEvoy, C. & **Morse, A.** (2007). An investigation of the relationship between television broadcasting and game attendance. *International Journal of Sport Management and Marketing*, 2(3), 222-235.

Conference Presentations/Scholarly Activity

Morse, A. & Stotlar, D. (2009). Perceptions of ticket pricing in Major League Baseball: A case study on the Colorado Rockies. Presented at the 2009 SMA Conference.

Morse, A. & Love, A. (2009). Academic Progress Rates and their relationship to on-court success in NCAA division I men's and women's basketball. Presented at the 2009 CSRI Conference.

Love, A., Hardin, R., Koo, G.Y., **Morse, A.** (2008). Mediating effects of satisfaction on the relationship between motivation and behavioral intentions for volunteers at a PGA TOUR event. Presented at the 2009 NASSM Conference.

Kim, S., Wang, J., **Morse, A.** (2008). Profiling golfers on the basis of innovativeness: Cluster analysis versus diffusion theory. Presented at the 2008 NASSM Conference.

Shapiro, S., Drayer, J., Dwyer, B., **Morse, A.** (2008). Punching a ticket to the big dance: Determinants and financial implications of at-large selection to the NCAA Division I men's basketball tournament. Presented at the 2008 Issues in College Sport Symposium.

Drayer, J., **Morse, A.**, Shapiro, S., Dwyer, B., White, J. (2007). Assessing the impact of fantasy football participation on consumption behavior. Presented at the 2007 SMA Conference.

Min, S., **Morse, A.**, Kim, S. (2007). An empirical analysis of the effectiveness of World Wrestling Entertainment marketing strategies. Poster presented at the 2007 NASSM Conference.

Morse, A. (2007). Major League Baseball fans' perception of variable ticket pricing in the Rocky Mountain Region. Poster presentation at the 2007 University of Northern Colorado Research Days.

Shapiro, S. & **Morse, A.** (2007). Ancillary price determination in Major League Baseball: An empirical analysis. Presented at the 2007 NASSM Conference.

Drayer, J., Wang, J., **Morse, A.**, Shapiro, S., & Giannoulakis, C. (2006). *USA Taekwondo Research*. Presented at the Research and Statistics Colloquium at the University of Northern Colorado.

Morse, A. & Shapiro, S. (2006) The effects of roster turnover on attendance in the National Basketball Association. Presented at the 2006 SMA Conference.

Morse, A. (2006). Everyone has a price: Ticketing trends in professional sports. Poster presentation at the 2006 University of Northern Colorado Research Days.

Conference Presentations/Scholarly Activity (Continued)

Wang, J., Shapiro, S., **Morse, A.**, Giannoulakis, C., Min, S., & Gray, D. (2006). Volunteer motivation in non-profit sporting events within Colorado. Presented at the 2006 SMA Conference.

McEvoy, C. & **Morse, A.** (2005). An investigation of the relationship between television broadcasting and game attendance. Presented at the 2005 SMA Conference.

Research in Progress

Morse, A. & Love, A. (2009). Academic Progress Rates and their relationship to on-court success in NCAA division I men's and women's basketball.

McEvoy, C., **Morse, A.**, & Shapiro, S. (2009). Revenue Maximization Evaluation: The Case of a Bowl Championship Subdivision Institutions.

Morse, A. & Stotlar, D. (2009). Perceptions of ticket pricing in Major League Baseball: A case study on the Colorado Rockies.

Love, A., Andrews, D., Kim, S., & **Morse, A.** (2009). Perceptions of volunteer satisfaction and retention at a PGA TOUR event.

External Funding

Pro Golf Association, Viking Classic-Service Grant of \$7,000 (Fall 2009)

TEAMS Conference, Service Grant of \$6,285 gift-in-kind (Fall 2009)

Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2008)

TEAMS Conference, Service Grant of \$11,000 gift-in-kind (Fall 2008)

Higher Education Teaching

August 2008-Present

Mississippi State University-Starkville, Mississippi

Level II Assistant Professor

Responsibilities include, but not limited to:

Advisement of undergraduate and graduate students.

Curriculum development (development of syllabi, exams, and evaluation).

Teaching:

SS 4396/8710 Sport Industry Internship

SS 8823 Sport Sponsorship

SS 3203 Sport Law

PE 4990/6990 Special Topics in Business of Fantasy Sports

PE 4990/6990 Special Topics in Sport and Higher Education

PE 4990 Special Topics in Sport Sponsorship

PE 4990 Special Topics in Sport Management

PE 6990 Fiscal Implications of Sport Management

PE 8123 Sport Administration

Higher Education Teaching (Continued)

August 2005-May 2008

University of Northern Colorado - Greeley, Colorado

Teaching and Research Assistant

Responsible for curriculum development (development of syllabi, lectures, exams, and evaluation) for a variety of lecture-based and activity classes:

SES 461 Administration and Law

SES 153 Weight Training, SES 150 Walking and Jogging,

SES 146 Aerobics, SES 129 Downhill Skiing, SES 114 Golf

SES 111 Bowling, SES 101 Flag Football, SES 100 Basketball

Prepared and presented lectures for graduate level majors classes:

SES 650 Financial Management for Sport Organizations

SES 576 Sport Promotion and Marketing

SES 570 Program Management

June 2007-July 2007

AIMS Community College - Greeley, Colorado

Golf Instructor

Professional Development

Dissertation Committee Member for Ph.D. Economics Candidate (2009-Present)

Elected to the Athletic Council at Mississippi State University (2009-Present)

Elected to the Faculty Council at Mississippi State University (2008-Present)

Scholarship Committee at Mississippi State University (2008-Present)

Technology Committee at Mississippi State University (2008-Present)

Sport Marketing Research Institute (SMRI)

Co-Director of SMRI (Spring 2007-Spring 2008)

Director of United States Olympic Committee Project (2007-2008)

Colorado State Athletics, traffic flow study (Fall, 2007)

Denver Nuggets, market researcher (Spring 2006, Spring 2007)

Colorado Avalanche, market researcher (Spring 2006, Spring 2007)

USA Taekwondo, market researcher and consultant (Summer 2006)

USOC, researcher and consultant (Spring 2007)

Graduate Student Association

Representative for the Graduate Student Association on behalf of the College of Natural and Health Sciences in a presentation to increase funding (Spring 2006)

Sport Marketing Association Conference

Denver Conference, Director of VIP Services (Fall 2006)

Professional Associations/Affiliations

North American Society of Sport Management (NASSM)

Sport Marketing Association (SMA)

College Sport Research Institute (CSRI)

Relevant Professional Experience

October 2004-May 2005

District 87 - Bloomington, Illinois

Substitute Teacher

9th-12th Grade Physical Education

11th-12th Grade Criminal Justice/Law

10th-12th Grade Journalism/Honors Literature

October 2004-May 2005

Unit 5 - Normal, Illinois

Substitute Teacher

8th Grade Honors Algebra

May 2003-2004

Illinois State University - Normal, Illinois

Athletic Marketing Graduate Assistant

Sponsorship sales

Internal and external marketing and promotions

August 2001-July 2002

Lincoln Saltdogs Baseball - Lincoln, Nebraska

Director of Group Sales

Group ticket sales

Picnic package sales

Lincoln Saltdogs sky suite rentals

University of Nebraska baseball sky suite rentals

August 2000-2001

Lincoln Saltdogs Baseball - Lincoln, Nebraska

Ticket Account Executive

Season ticket sales

Group ticket sales

Picnic packages

Saltdogs sky suite rentals

May 2000-August 2000

Lincoln Lightning Indoor Football - Lincoln, Nebraska

Internship-Assistant to the General Manager

Sponsorship sales, internal and external marketing and promotions

Computer Skills

Competency in computer programs includes, but is not limited to:
SPSS 16.0, NVivo8, SurveyMonkey, Blackboard, CAAP compliance,
Microsoft Office, Oakland A's baseball simulator.

Educational Honors

Denton Dollars for Scholars Scholarship Fund (1996-2000, 2003-2006)

Shapiro, S. & Morse, A. (Fall, 2006). Ancillary price determination in
Major League Baseball: An empirical analysis. Poster presentation
selected to represent the College of Natural and Health Sciences at the
University of Northern Colorado's 2007 Student Research Celebration.