

CURRICULUM VITAE

Name: Morse, Alan L.

Date: September 29, 2011

Contact Information:

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Mississippi State, Mississippi 39762
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Education

Ph.D. Sport Administration (2008)
Doctoral Minor: Applied Statistics and Research Methods
University of Northern Colorado, Greeley, Colorado
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
Advisor: Dr. Chad D. McEvoy

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

Publications

- McEvoy, C., **Morse, A.**, & Shapiro, S. (In Review). An analysis of the factors influencing revenue production in college athletics. *International Journal of Sport Finance*.
- Love, A., **Morse, A.**, Rauhley, B. (In Review). Understanding volunteers' experiences: A critical incident approach. *Sport Management Review*.
- Love, A., Hardin, R., Koo, G.Y., **Morse, A.** (2011). Effects of motives on satisfaction and behavioral intentions of volunteers at a PGA TOUR event. *International Journal of Sport Management*, 12(1), 86-101.
- Drayer, J., Shapiro, S., Dwyer, B., **Morse, A.**, & White, J. (2010). Assessing the impact of fantasy football participation on consumption behavior. *Sport Management Review*, 13(2), 129-141.
- 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), 8-18.

Publications (Continued)

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. (2011). Social media use in grassroots marketing: A case study of the Ford Motor Company. Accepted for presentation at the 2011 SMA Conference.

Morse, A. (2011). Fund-raising and development: A formative assessment. Presentation accepted at the 2011 CSRI Conference.

Kim, S. & **Morse, A.** (2010). A qualitative analysis of youth marketing in the National Football League. Presented at the 2010 SMA Conference.

McEvoy, C., **Morse, A.**, & Shapiro, S. (2010). An analysis of the factors influencing revenue production in college athletics. Presented at the 2010 CSRI Conference.

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.** (2009). 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 verse 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.

Conference Presentations/Scholarly Activity (Continued)

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.

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. & McEvoy, C.D. (Manuscript in Progress). Qualitative research in sport management: Case study as a methodological approach. To be submitted to the *International Journal of Sport Finance*.

Morse, A. (Manuscript in Progress). Social media use in grassroots marketing: A case study of the Ford Motor Company. To be submitted to *Sport Marketing Quarterly*.

Kim, S. & **Morse, A.** (Manuscript in Progress). A qualitative analysis of youth marketing in the National Football League. To be submitted to *Sport Marketing Quarterly*.

Love, A., Kavazis, A., **Morse, A.**, & Mayer, K.C. (Manuscript in Progress). New stadium construction and attendance in Major League Soccer. To be submitted to *Sport Marketing Quarterly*.

Vardaman, J., **Morse, A.**, & Love, A. (Manuscript in Progress). Student worker satisfaction and retention in campus recreation. To be submitted to *Human Resources*.

Research in Progress (Continued)

Mayer, K.C., **Morse, A.**, Love, A., Kavazis, A. (Thesis). An empirical analysis of factors that affect student non-attendance at Mississippi State volleyball.

External Funding

adidas Group, Donation of \$220, gift-in-kind (Spring 2011)
Ford Motor Company, Donation of \$1,500 (Fall 2010)
Fund-raising & Development Course, Donations of \$2,845.03 (2010-11)
TEAMS Conference, Service Grant of \$11,000 gift-in-kind (Fall 2010)
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2010)
Pro Golf Association, Viking Classic-Service Grant of \$6,850 (Fall 2009)
TEAMS Conference, Service Grant of \$8,103 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)

Internal Funding

Office of Research and Economic Development, Travel Grant of \$750 (Fall 2009)

Internal and External Service

Thesis Committee Chair for K.C. Mayer (2011)
Reviewer for the NASSM Conference (2011)
Elected Chair of Diversity Council at Mississippi State University (2011-Present)
Thesis Committee Chair for Michael Grimes (2010-2011)
Reviewer for the College Sport Research Institute Conference (2010-2011)
Chair of Public Relations Committee for Kinesiology (2010)
Reviewer for the Journal of Issues in Intercollegiate Athletics (2009-Present)
Dissertation Committee Member for Economics Ph.D. Candidate (2009-Present)
Elected to the Athletic Council at Mississippi State University (2009-2010)
Elected to the Faculty Council at Mississippi State University (2008-2010)
Scholarship Committee at Mississippi State University (2008-2010)
Technology Committee at Mississippi State University (2008-2010)

Professional Associations/Affiliations

North American Society of Sport Management (NASSM)
Sport Marketing Association (SMA)
College Sport Research Institute (CSRI)

Professional Development

Mississippi State University Recreational Sports
Sponsorship Consultant for adidas proposal (2011)

Ford Motor Company
Social Networking/Marketing Consultant in Mississippi (2010)
\$15,000 budget to create and implement a marketing plan

Professional Golf Association
Viking Classic Event Management Supplemental Support (2008-Present)
\$6,850 service grant

Mississippi Special Olympics for Area 6
Event/Personnel Management (2008-Present)

Professional Development (Continued)

Sport Marketing Research Institute (SMRI)

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

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

\$15,000 contract involving 35 National Governing Bodies

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

Remuneration and perquisites included

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

Remuneration and perquisites included

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

Remuneration and perquisites included

USOC, researcher and consultant (Spring 2007)

Remuneration included

USA Taekwondo, market researcher and consultant (Summer 2006)

Travel and accommodations paid in-full for onsite data collection

Sport Marketing Association Conference

Denver Conference, Director of VIP Services (Fall 2006)

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 8823 Sport Sponsorship

SS 8710 /4396 Sport Industry Internship

SS 8803/3203 Sport Law

SS 8833/3403 Event and Facility Management

SS 8213/4203 Funding of Sport

KI 6990 Fundraising and Development

PE 8123 Sport Administration

PE 6990 Fiscal Implications of Sport Management

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

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

Relevant Professional Experience

October 2004-May 2005

District 87 - Bloomington, Illinois

Substitute High School Teacher

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 and 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, CAPP compliance,
Microsoft Office, Facebook, Twitter, 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.