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A message from
Department
Chair

Happy Holidays – ESU students, faculty, staff, and alumni family!

It has been challenging for all of us due to pandemic but let's stay positive and hopeful – things will get better soon! Despite pandemic crisis, we were able to successfully complete the COSMA site visit in September and our programs will be reviewed in Feb 2021 for accreditation. I can't thank enough for our proud faculty, students, alumni, and administration to support our accreditation process. This newsletter also highlights various activities and recognizes students and alumni news. Big congrats to December 2020 graduates, too! I wish all a wonderful Christmas holidays and a happy new year!

Dr. Jaedeock Lee
Chair, Department of Sport Management

I. Dr. Zhou publication at JSM

Zhou, X., Funk, D. C., Lu, L., & Kunkel, T. (Ahead of print). Solving the athleisure myth: A means-end chain analysis of female activewear consumption. *Journal of Sport Management*. DOI: <https://doi.org/10.1123/jsm.2019-0358>

Abstract

The athleisure phenomenon has initiated a fast-paced evolution in the activewear industry and challenged brands to design and market activewear that fulfills consumer needs. Existing sport consumer behavior research has neglected to understand the structural relationships that connect attributes of sport products with values of sport consumers to inform values-based product design and marketing strategies. The current research utilizes the means-end chain theory and its corresponding soft laddering method to investigate the activewear consumption experience of female consumers. Findings revealed means-end chain structural relationships connecting five product attributes to three end-state values through four consequences associated with activewear consumption. Findings extend the sport management literature by understanding how sport product attributes fit into abstract consumer values and drive practical implications to enlighten activewear design and marketing.



Congratulations, Dr. Zhou!

II. 2020 Global Sport Science Virtual Conference

Congratulations to Dr. Minkyoo Lee for being invited to present one of his research studies, *"Cognitive and emotional processing of TV commercials in mediated sports: A re-inquiry using a psycho-physiological approach"* at the 2020 Global Sport Science Virtual Conference hosted by Seoul National University.

2020 GLOBAL SPORT SCIENCE VIRTUAL CONFERENCE

Date Friday, 13th, November, 2020 / 13:00-16:30
 ZOOM Link <https://snuc.kr.zoom.us/j/3427707352>
 Host SNUI Institute of Sport Science
 Support Department of Physical Education, SNUI

Time	Contents
12:00-13:00 Registration & Welcome Reception	
13:00-13:05	Opening Address Prof. Park, Jaebum (Director, Institute of Sport Science)
13:05-13:10	Welcoming Address Prof. Kim, Heui-Baik (Dean, College of Education)
SESSION 01 13:10-15:10	Chair: Prof. Moon, Hyoyoul (Seoul National University)
13:10-13:35	Thermal and fluid demands during endurance running in the heat Prof. Jason Kai Wei Lee (National University of Singapore)
13:40-14:05	Challenge of NSSU Coach Developer Academy -Creating a localized learner-centered coaching culture- Prof. Masamitsu ITO (Nippon Sport Science University)
14:10-14:35	Cognitive and Emotional Processing of TV Commercials in Mediated Sports : A Re-Inquiry Using a Psycho-physiological Approach Prof. Lee, Minkyoo (East Stroudsburg University)
14:40-15:05	Fluctuating International Relations in a Covid-19 World and the Politics of Sport Mega-Events Prof. Lee, Jung Woo (University of Edinburgh)
15:10-15:30	Break Time
SESSION 02 15:30-17:30	Chair: Prof. Lim, Choonghoon (Seoul National University)
15:30-15:45	The Effect of Exercise-Induced Apelin Secretion on Cognitive Function in Patients with Mild Cognitive Impairment Bae, Junghun (Seoul National University)
15:50-16:05	Exploring the Coordination process and Education Logics on the Qualification Training System for Level 2-Life-Sports-Coach through Institutional Ethnography Ryou, Ju-young (Seoul National University)
16:10-16:25	The Effect of NUTRI-SCORE Labeling on the Food Sales in Sports-related Facilities and Non-sports-related Facilities -Based on the Interrupted Time Series Analysis- Ahn, Chiyoung (Seoul National University)
16:30	Closing Remarks Prof. Park, Jaebum (Director, Institute of Sport Science)



"It was my honor to present my study to their undergraduate and graduate students (about 150 students) and faculty members."
 -Dr. Minkyoo Lee

III. Korean American Association for Sport Management

CONGRATULATION to Dr. Jaedeock Lee on being elected to the position of **Vice-President of the Korean American Association for Sport Management (KAASM)**. As the Vice-President of the KAASM he will perform in various roles within the Board in support of the President, such as running elections, organizing and leading various committees charged with the Board's initiatives.

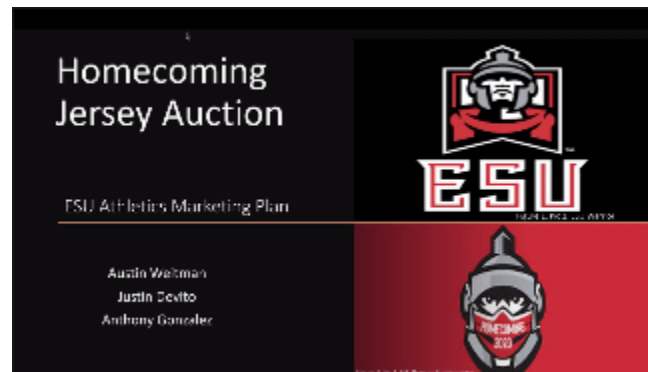


The KAASM strives to (1) facilitate scholarly exchanges and collaborations among members, (2) provide resources for members' scholarly development (e.g., research/travel grants and mentoring programs), (3) support and recognize members' excellent achievements, and (4) foster social exchanges among members of all backgrounds.

IV. ESU Athletics Marketing Presentation – SMGT 409



This semester the SMGT 409 Marketing class (with Dr. Jaedeock Lee) had the opportunity to partner with ESU Athletics for their marketing plan project. The students were able to meet virtually with Dr. Gary Gray and Mr. Noah Strone and ask any relevant questions. The students used the answers to those questions to create a unique marketing plan for ESU Athletics. At the end of the semester the teams were able to virtually present their finished projects to Dr. Gray and Mr. Strone. Based on presentation skills, research and creativity, one team was crowned the winner. That team was Warriors Punch Card presented by Anthony Daniel, Benjamin Fisher, and Anna Salasky. Congratulations to them and a job well done to all teams.



A Big Thank You goes out to all of the ESU Athletics Staff who could be in attendance:

Dr. Gary Gray - Athletic Director
Mr. Noah Strone - Coordinator of Athletic Operations

V. O&A Guest Speaker Series

SMGT 445

This semester SMGT 445 O&A class held a speakers series about Managing Intercollegiate Athletics During a Pandemic. They invited **Dr. Karen Hjerpe, Ms. Sara Steinman, Mr. Steve Murray, and Dr Colleen Shotwell** to speak. This speakers series was open to undergrad and graduate Sport Management students.

**MANAGING INTERCOLLEGIATE
ATHLETICS DURING A PANDEMIC**

Hosted by students in Dr. Greenawalt's Organization and Administration class

11:00-11:50 am, Zoom

Monday, Oct 26th	Wednesday, Oct 28th	Friday, Oct 30th	Monday, Nov 2nd
 Dr. Karen Hjerpe Director of Athletics California University of PA	 Ms. Sara Steinman Director of Athletics, Wellness and Recreation Delaware County Community College	 Mr. Steve Murray Commissioner Pennsylvania State Athletic Conference	 Dr. Colleen Shotwell Coordinator of Athletic Training Services East Stroudsburg University

ESU EAST STROUDSBURG UNIVERSITY
Sport Management

**For more information and the event Zoom Link,
please email Tyler Durfey: tdurfey@live.esu.edu**

Thank you again to Dr. Greenawalt and the students of SMGT 445 for bringing us this amazing opportunity.

We also want to thank Dr. Hjerpe, Ms. Steinman, Mr. Murray, and Dr. Shotwell for talking to us about their experiences in sports through this pandemic.

"Ms. Steinman and Dr. Shotwell expressed similar challenges faced throughout this pandemic and they both provided me with beneficial information to build my success for the future..."

- **Anna Salasky**

"They were able to help us understand more about how this pandemic has changed and is currently changing collegiate athletics, how they do their jobs, and what the future holds for college sports at their institutions as well as in the state of Pennsylvania."

- **Brielle A. Chmiel**

"The topic of all the sessions of managing intercollegiate athletic during a pandemic was great to hear about."

- **Tyler Durfey**

"From this series I gained a lot of great advice from professionals in the sport field, and even though they work in intercollegiate sports, the advice they gave could be applied to any area of sports you want to work in."

- **Veronica Wright**

VI. Knowledge Matters Simulation – SMGT 408

Dr. Jaedeock Lee's SMGT 408 Financing Sport Operations course took part in using an online business simulation known as Knowledge Matters Simulation that helped provide students with a realistic sport business simulation where they could take what they have learned in the classroom and applied. Students were able to gain experience with ticket pricing, concessions, and more in the simulation.

Ticket Pricing VB COLLEGE

LEARNING PHASE Start Run To Speed 80% 6:48 PM SUN SEP 24 2023 File View Actions Reports

STEP 6 OF 8

Close the Financials window. Click **Actions** > **Ticket Prices** and select the game on **Sep 24**. Set the price of tickets for Lower Level - Side to **\$85**. Set all other prices to **\$50**, just like before. Click **Set Ticket Prices** when you are done. Click **OK** on the confirmation message, and close the Ticket Prices window.

Click the **Start** button. As the simulation runs, observe the crowd in the stands. When the Event Report pops up, look at the data under Ticket Sales.

What happened?

- ☐ All sections were sold out.
- ☐ No tickets were sold.
- ☒ The very best seats were sold, and you sold out the Lower Level - Side seats too.

← BACK **NEXT →**

CURRENT GRADE: 30 of 30 points

Ticket Prices

Games Concerts

Unticketed Games

- Oct 8 2023 Game: vs Cobras
- Oct 15 2023 Game: vs Wolves
- Oct 22 2023 Game: vs Lightning
- Oct 29 2023 Game: vs Lions
- Nov 5 2023 Game: vs Storm
- Nov 12 2023 Game: vs Warriors
- Nov 19 2023 Game: vs Tigers

Seating

Seating	Price
Upper Level - Side	\$30.00
Upper Level - Middle	\$40.00
Middle Level - Side	\$50.00
Middle Level - Middle	\$65.00
Lower Level - Side	\$75.00
Lower Level - Middle	\$85.00

Set Ticket Prices



The Knowledge Matters Simulation has **helped me gain the real-world experience** in the shoes of a general manager. Each chapter challenges us to analyze the case briefing, take a quiz based on the chapter material, and conclude with first-hand experience of managing the organization.. The professors have done an outstanding job to relay the knowledge of the industry in the classroom setting, and it has been an awesome opportunity to apply it throughout the simulation. This simulation **puts our minds to work from a managerial standpoint and allows us to critically think of ways to improve an organization** in the sport industry. We are very fortunate to have this experience and I look forward to growing throughout the simulation alongside of my classmates!

Austin Weitman,
Sport Management Junior



VII. Graduate Student Research – SMGT 570

Graduate students taking SMGT 570 Introduction to Research (with Dr. Minkyo Lee), submitted research proposals in a variety of topics in which a majority of them will continue the research they have proposed in SMGT 513 Advanced Research Methods. The proposals and topics along with the group who submitted the topic are below.

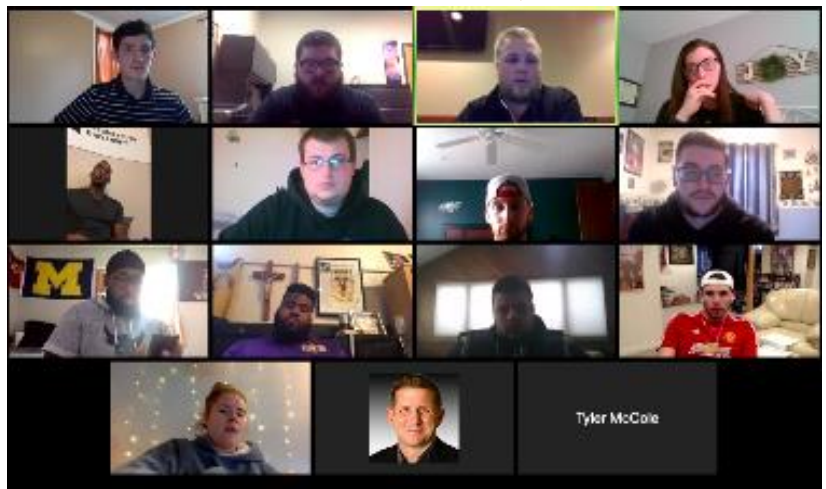
Project Titles	Authors
“Motivations Sports Fans Have For Using Different Types of Social Media”	Justin Huber, Josh Eckert, and Brandon Brzenski
“Burnout and How It Affects The Well-being of College Athletes”	Sadie Cresswell
“Coaches Leadership Styles Effects On Student-athletes Performance, Team Cohesion And Mental Health”	Christie Buyer, Noah Strone, and Donte Vaughn
“The NBA’s Fan Engagement Forced Through Social Media During Covid-19”	Caitlin Nicholls
“Link Between Collegiate Female Athletes And The Sport They Compete In And How It Affects Disordered Eating”	Kim Rauch and Stephanie Del Preore
“How Does The NBA Use Social Media To Form And Build Relationships With Fans And Other Businesses”	Keyon Kennedy
“Leadership Styles: Which Are Used The Most By Collegiate Coaches”	Veronica Wright
“The Effect of 4D on Sport Consumer Experiences”	David Tuchman
“Impact of Successful College Football Teams On Their Universities”	Zachary Martin

VIII. Sport Management Club Spotlight

This semester has seen the Sport Management (SMGT) Club take on the challenge of keeping club members engaged in this remote learning format. To do this, the club held several events for members and helped promote the professional development of the students within the ESU SMGT Department. Some events held by the SMGT Club included a Resume/Cover Letter Workshop with Debbie Smith, Director of the Career Development Center at ESU. Several Members of the Executive Board for the SMGT Club attended the Monumental Sports Sales Workshop where they were able to be trained by some of the industry's top leaders in sales while also networking with hiring managers. The executive board for the club was able to additionally coordinate several Guest Speaker Events that invited Sport Professionals to remotely Zoom call into club meetings to share their professional journey while answering any questions students may have. The first of the Guest Speakers that came to speak to students was **Trevor Herrick, Director of Sales for the Lehigh Valley Phantoms**. The program was rounded out when SMGT program alumni **Matt Muniz '15 who currently serves as the Football Equipment Manager at Western Illinois University** came to talk to SMGT Students. Thanks for all your work this semester and continuing to show off the department in the best light!



Trevor Herrick talking to SMGT students about the sport industry



IX. Student Forum with Professor Arner

In addition to all the great work that the club did for club members within their club meetings, they continually showed the willingness to above and beyond for the students of the department. While many students were dealing with the struggles and pressures that come with online learning, Club President Austin Weitman in conjunction with **Professor Arner** held a student forum series that allows students a platform to be open and honest about what strategies are working in the current learning environment. With excellent student feedback to date, it will help provide a more productive and understanding online learning environment that should alleviate some concerns the students had expressed in these forums.



X. Building Your Brand with LinkedIn

Sport Management Junior **Austin Weitman** was asked by the Career Development Center to present to the East Stroudsburg Community ways to build their personal brand using the social media app LinkedIn.

"I was fortunate enough to give a presentation to students/alumni of ESU. My mission behind this presentation was to give students/alumni the tools and motivation to jumpstart their LinkedIn. I cannot express enough how important it is to network, and display "your brand" in a professional manner. Through my presentation, I went over the necessities to building the foundation of a LinkedIn profile. Also, I gave detailed examples of what it takes to have an all-star profile. The goal of having a LinkedIn is to display your professional brand to hiring managers and build a strong network. I believe I have mastered what it takes, and I want to pay it forward to help out those around me. I told my participants to always ask themselves "What am I doing to diversify myself from others?" It is crucial to display how you can provide value to companies while applying for a job. LinkedIn is the perfect platform to do so!"

- **Austin Weitman**

BUILDING YOUR BRAND WITH LINKEDIN

Zoom ID: 883-510-1270

Zoom Password:



AUSTIN WEITMAN



Join me as I dive into the key aspects to
creating the All-star LinkedIn profile!

TIME: 2PM - 3PM
DATE: November 19, 2020

Are you  ?



XI. Army/Navy Game



ESU Sport Management Senior **George Zutell** and Alumni **Robert De Los Santos '16** will have the opportunity to work the annual Army/Navy Football Game this year. This is a historic event as it will be the 1st time the Army/Navy game will be played at West Point since 1943.

XII. Internship Spotlight (1)

Katherine Rivera
Pocono Raceway



What is your current position?

My internship includes but is not limited to an internship-long, revenue-driving project, create and organize Raceway's photo and video archives, research new market opportunities and provide recommendations on ticket selling opportunities, assist with copywriting and proofreading materials, assist with social media and digital media campaigns, create and compile analytic reports, assist with market and prospect research, assist with data entry across multiple departments.

XIII. Internship Spotlight (2)

Teun Jacobs
KingsTalent (NL)



What is KingsTalent?

KingsTalent is an international sports recruitment organization based in the Netherlands that provides the possibility for talented Dutch athletes to become a student-athlete in the US.

What is your current position?

As a Sports Consultant it is my job to guide players through the whole process and help them with their transfer to the US. I inform them about what it is like to be a student-athlete at a US University, check their eligibility and athletic/academic status, create profiles including highlight videos for Coaches, prepare them for admission tests (i.e. SAT/TOEFL), build narrow contacts with US Coaches, and eventually match and guide our 'talents' to US Universities. As a current student-athlete myself (Men's Soccer) I also tell my 'talents' a lot about my personal experience and literally talk to them about everything they can expect once their transfer is complete.

XIV. Alumni Board Update



Will Geroni '18
National MS Society
Specialist, Bike MS



Nate Black '14
University of New Mexico
Director of Ticket Sales

***Welcome the newest members of
the ESU Sport Management Alumni Advisory Board!***



Marcus Beasley '14
FOX 29 TV
Sports Producer



Joe Castaldi '13
Boston College
Associate Director, Flynn
Fund

XV. Alumni Spotlight (1)



Kelli Frazier
Dallas Cowboys
Legends Hospitality



What is your current position?

I am in charge of selling The Star: Dallas Cowboys World Headquarters as a venue for private events. I am responsible for developing and managing the overall, sales and operation of special events at The Star. I work closely and build relationships with the Legends Hospitality food and beverage, and merchandise departments, as well as manage and direct all Organization-related event logistics, including managing the events calendar for the venue, conducting walk-throughs and stadium visits, and being the primary contact for clients.

What advice do you have for current or potential SMGT Students?

If I could give any current or potential ESU SMGT student a piece of advice, it would be: do not be afraid of the unknown. I think we all get caught up in the "exciting" pieces of the sports world, completely forgetting there are a lot of areas in the industry that may not be as glamorous, but are just as important (my role especially). You never know, you may end up in the department that keeps the company/team in business!

How has the SMGT program at ESU prepared you for your professional career?

Being an alumni of the SMGT program at ESU truly prepared me for my career in sports. Not only did the program provide me with the confidence to know that I could become successful in the industry, every single professor I had throughout my time there never let me give up. I have never been afraid to try something new in sports because of the work ethic and perseverance ESU SMGT instilled in us.



XVI. Alumni Spotlight (2)



Nate Black
University of New Mexico

What is your current position?

As the Director of Ticket Operations, I am responsible for overseeing all facets of our daily operation which includes ticketing for 8 of our NCAA Division 1 athletic programs and several external events such as USATF Championships, PBR, New Mexico Bowl, etc. I am the liaison to our ticketing vendor, Paciolan and various departments on campus i.e., financial services and government relations. I am the primary contact for ticket system access and training staff on system usage across the athletic department. I collaborate with our marketing department, development team, and business office routinely on sales initiatives, renewal campaigns, and business procedures related to ticketing. I also oversee daily financial reconciliations, event settlement, and reporting to ensure fiscal accuracy for the office.

What advice do you have for current or potential SMGT Students?

I would say as hard as it can be, try to be as patient as possible when searching for internships and job opportunities. But, along with that don't limit yourself to one specific area of the sports industry when searching for those initial opportunities, take chances and try different things even if it means moving across the country for a year or two. Lastly, make an effort to get to know your classroom peers and alumni of the program, you never know when one of them might be able to help you in the future.

How has the SMGT program at ESU prepared you for your professional career?

The SMGT program has a diverse curriculum that allowed me to learn about the past, present, and future of the sporting industry as well as see the wide variety of potential career paths that are available. Having knowledgeable professors that not only kept up to date with the trends in field but also have real experience within the industry was helpful in translating concepts into real scenarios. There is also a standard and expectation the professors hold their students to in terms of professionalism, punctuality, and organization that has benefited me early on in my career and is what sets the SMGT program at ESU apart from others.



XVII. Sport Management Fall Commencement

Undergraduate Class of 2020

Sport Management (B.S.)

- Juwan Allen
- Brandon Beam
- Jacob Feland
- Zachary Johnson
- Thomas Heim III
- Christopher McFadden
- Davino Frazer



Graduate Class of 2020

Sport Management (M.S.)

- Robert Apgar
- Christian Bukowski
- Tyler Durfey
- Kady Gurtis
- Amanda Palladino
- Nicolette Vincent

Management & Leadership

Sport Management (M.S.)

- Zachary Farrell

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