

ACADEMIC BACKGROUND

- Doctor of Educational Leadership December 2023
East Stroudsburg University of Pennsylvania
- Master of Science in Management and Leadership with a concentration in Sport Management
East Stroudsburg University of Pennsylvania May 2009
- Bachelor of Science in Sport Management
East Stroudsburg University of Pennsylvania May 2006

RESEARCH INTERESTS:

- Curriculum Development: Project-based learning and Experiential Learning (Dissertation topic)
Teacher-student relationship in creating the educational environment
Identification of essential sport industry proficiencies in academic curriculum
Leadership and group dynamics in the sport business structure
Preferred coaching styles based on gender, age, and defined skill level

PEER-REVIEWED PUBLICATIONS

- Lee, M. K., Tuchman, D., & Arner, E. (2022), Single vs. multiple signage: applying limited capacity message processing to fan's recognition and recall of in-stadium advertising, *International Journal of Human Movement Science*, 16(1), 19-28.
<https://doi.org/10.23949/ijhms.2022.04.16.1.2>.
- Cason, D., Minkyoo Lee, Jaedeock Lee, In-Sung Yeo, & Arner, E. J. (2020). The Impact of Legalization of Sports Gambling: How Motivation, Fandom, and Gender Influence Sport-Related Consumption. *International Journal of Sport Communication*, 13(4), 643–654.
<https://doi.org/10.1123/ijsc.2020-0022>.

REFEREED CONFERENCE PRESENTATIONS

- Palladino, A., Eric Garner, E., Lee, M. K., Zhou, X., **Arner, E. J.**, and Lee, J. (2022). *The Role of Mascot Design and Logo in Olympic Marketing*. Abstract accepted to be presented at the annual North American Society for Sport Management (NASSM) Conference, Atlanta, GA.
- Rigg, E., Thompson, C., Blackwell, D., Lee, M.K., Lee, J., **Arner, E.J.**, and Zhou, X., (2022). *Examining the persuasive impacts of emotional and rational appeals on athletic donor behavior*. Abstract accepted to be presented at the annual North American Society for Sport Management (NASSM) Conference, Atlanta, GA.
- Kozak, N., Lee, M.K., Steele, S., Zhou, X., Lee, J., and **Arner, E. J.** (2022) *Building Brand Image through Sponsorship: Comparing Image Transfer Effects of eSport and Sport Event*. Abstract accepted to be presented at the annual North American Society for Sport Management (NASSM) Conference, Atlanta, GA.
- Arner, E. J.**, & Lee, J. (2020). *Filling the Gaps of Project-based Learning with Professional Engagement: Sport, Career, Opportunities, Recruitment, and Employment & Warrior Wake-Up*. Presented at the Commission on Sport Management Accreditation (COSMA) annual conference, Louisiana State University, Baton Rouge, LA.

REFEREED CONFERENCE PRESENTATIONS (cont.)

- Lee, M. K., Lee, J., Zhou, X., **Arner, E. J.**, & Pedersen, P. M. (2019, May). *The effects of dramatic sports programming and congruence on television advertising effectiveness: An examination of emotional and cognitive priming effects using psycho-physiological approaches*. Presented at the North American Society for Sport Management (NASSM) annual conference, New Orleans, LA.
- Arner, E. J.**, & Lee, J. (2019, Feb). *Experiential learning in organizing sporting events – Special Olympics and Campus Recreation*. Presented at the Commission on Sport Management Accreditation (COSMA) annual conference, Georgia State University, Atlanta, GA.
- Joeng, M., **Arner, E. J.**, & Kim, M. (2017, June). *Parental Support for Children with Disabilities: Special Olympics*. Poster presentation at the North American Society for Sport Management (NASSM) Conference; Denver, CO.
- Lee, J., Parker, P. & **Arner, E. J.** (2015, Feb). *Assessing the sport management internship: Are student learning outcomes being met?* Presented at the Commission on Sport Management Accreditation (COSMA) annual conference, Philadelphia, PA.
- Arner, E. J.** (2014, May) *Demonstration of Sport as a Social Construct in the United States Military*. The Teaching and Learning Fair at the North American Society for Sport Management (NASSM) Conference; Pittsburgh, PA.
- Arner, E.** (2008, March). *Leadership in Sport: Coaching a team versus the individual*. Presented at a sport and exercise psychology forum at Marywood University, Scranton, PA.

ACADEMIC APPOINTMENTS

- Adjunct Instructor, East Stroudsburg University, East Stroudsburg, PA. (Fall 2013 – Present)
Adjunct Professor, Northampton Community College, Bethlehem, PA. (Fall 2010 – Fall 2013)
Graduate Assistant, East Stroudsburg University (Fall 2008 – Summer 2009)
Teacher III, Juvenile Justice Commission, Vorhees, NJ. (August 2006 – August 2008)

ACADEMIC AWARDS AND HONORS

- Educator Appreciation Award, Juvenile Justice Commission (March 2007)
Warrior Academic Impact Award Recipient (2018, 2019)

AREAS OF TEACHING COMPETENCY

- Event Planning and Management of Sport Activities
Sport History
Sport Law
Governance in Sport
Theories/Techniques of Coaching
Sport Leadership and Ethical Decision Making (Psychology, Sociology, Business)
Contemporary Sport (Business, Marketing, Applied Research Theories)
Sport in Society (Sociology)
Psychosocial Aspects of Activity (Psychology/Sociology)
Psychology of Sport and Exercise (Psychology)
Mixed Martial Arts Discipline, Technique, and Promotion
Life Skill Development and Anger Replacement Therapy

PROFESSIONAL MEMBERSHIPS

North American Society of Sport Management (NASSM) since 2008
Commission on Sport Management Accreditation (COSMA) since 2015

TEACHING EXPERIENCE

East Stroudsburg University, East Stroudsburg, PA.

August 2013 – Present

Adjunct Professor/Fulltime-parttime Instructor

Foundations of Sport Management – SMGT 201: The course is designed to present an introduction to the sport industry's structure, issues facing sport organizations, and how management techniques can be applied to solve sport business problems. A description of career opportunities in sport is also highlighted with a special interest in helping the student design a direction of study that best meets their goals. Developing a professional image in the sport industry is a focus of this course.

Historical Concepts of Movement and Sport – SMGT 304 (Writing Level II): This course is designed to explore essential themes, social concepts, and watershed moments within the history of sports in North America. The objective is to highlight events in sport history that support sport as a social construct and an avenue of change for the ever-changing North American culture. The development of effective communication skills are emphasized through class presentations and guided written assignments.

Psychosocial Aspects of Activity – SMGT 302: This course is designed to examine social processes that explain the appeal of sport in world cultures. Through guided research, the course explores the influence sport has on family, business, education, politics, media, and religion. In addition, the investigation into intrinsic and extrinsic motivation acknowledges active and passive participation in sport with a focus on behavioral influences.

Stress Management in Sport and Exercise – SMGT 327: This course is designed to understand how stress is socially constructed and shaped by culture, experience, perception, values, and lifestyle. Highlighted are the relationships between stress and health, illness, quality of life, and general well-being.

Introduction to Sport Law – SMGT 347: This course is designed to introduce multiple perspectives of law that expand research techniques and identify issues and controversies that confront professionals within the sport industry. In addition, exposure to legal vernacular and professional expectations when communicating in potential work-related conditions is highlighted.

****Introduction to Sport Law – SMGT 347 ONLINE:** The student learning objectives are the same as above but administered through an online platform, Desire 2 Learn. Daily engagement over a four-week period included lectures, interactive discussions, and lecture questions intended to provoke reflection on the day's content.

Psychology of Sport and Exercise – SMGT 402: This course is designed to explore the role of sport and physical activity from a psychological perspective. Students investigate mental/emotional factors that influence sport and physical activity performance. Students evaluate psychological theory, performance enhancement techniques, psychological skills training, and examine social and cultural factors that influence their successful implementation.

TEACHING EXPERIENCE (cont.)

Philosophical Concepts of Movement and Sport – SMGT 404: This course is designed to explore philosophical concepts related to sport participation, leadership, and ethical decision-making. Guided inquiries are intended to develop research techniques and identify issues and controversies confronting professionals in the ever-evolving sport industry. Leadership theory and application are the focal points of this course.

****Philosophical Concepts of Movement and Sport – SMGT 404 ONLINE:** The student learning objectives are the same as above but administered through an online platform; Desire 2 Learn. Daily engagement over a four-week period included lectures, interactive discussions, and lecture questions intended to provoke reflection on the day's content.

Comparative and International Issues in Sport and Physical Activity – SMGT 405: This course studies form, regularity, and explanation of physical activity and sport in selected countries compared with North American Culture. It examines comparative strategies which can be used to answer questions or test hypotheses about international problems related to physical activity and sport. Multiple organizational and ethical related perspectives provide research techniques and identify solutions to issues/controversies confronting organizations, management, and professionals on a global spectrum in the sport industry.

Contemporary Sport – SMGT 440 (Writing Level III): This course is designed to provide students with an overview of sport management and current topics from the field. The course is intended to assist students in aligning essential professional skills and approaches of sport managers to the individuals' career aspirations. The research-focused curriculum provides an opportunity to investigate segments of the sport industry and explore continuing education.

Organization and Administration of Sport Operations – SMGT 445: This project-based learning course is designed to enable the student to demonstrate their ability in utilizing management techniques and leadership theory. Students design, implement and execute management principles, and employ professional communication skills in a controlled educational environment while providing opportunities for community engagement.

Field Experiences and Internships – SMGT 286 & 486: This course is designed to provide practical experience in the student's chosen segment of the sport industry.

Academic Advising

Sport Management Department academic advisor – Assist students in the development of an academic plan, course schedule, and registration.

Honors Thesis Advisor: - The Honors Thesis is written within the framework of a three-credit hour, one-semester-long, independent-study course. Requirements include: developing a thesis, abstract, poster presentation, and written paper for submission to Honors Program Co-Chairs.

- *Sport generalization versus specialization and the impact on athlete development/success.* – Justin Besz (Spring 2018)
 - Student received an “A-“ and completed a poster presentation for the ESU research symposium
- *Based on a true story: just how accurate are they?* – Veronica Wright (Fall 2018)
 - Student received an “A“ and completed a poster presentation for the ESU research symposium

TEACHING EXPERIENCE (cont.)

Sport and the Law – SMGT 549: The focus of this course will be on legal concepts and principles related to the administration, coaching, and teaching of sports. Legal issues involving personnel, facilities, equipment, transportation, medical aspects, liability, and gender will be examined. Legal terminology and the court systems will be included.

Student Evaluation from East Stroudsburg University: Although the average for most of the responses is above 4.5 on a 5-point scale, highlighted are five questions that relate to the successful progression of my teaching skills.

Highlighted Questions

Student Evaluation of Teaching

7 Adequate opportunities were provided by my instructor to ask questions.

4.82

8 My instructor responded effectively to questions.

4.76

10 Overall, I rate my instructor as an effective teacher.

4.89

Evaluation of Student Development

12 This course engaged me intellectually.

4.91

13 I learned a lot in this course.

4.70

Northampton Community College, Bethlehem, PA.

August 2010 – December 2013

Adjunct Professor

Sport In Society – SPRT 152G (Writing Intensive): This course is designed to examine social processes that explain the appeal of sport in world cultures. Through guided research, the course explores the influence sport has on family, business, education, politics, media, and religion. The investigation indorses sport as a social construct.

Juvenile Justice Commission, Voorhees, NJ.

August 2006 - August 2008

Teacher III

Teaching: Aided and assisted in teaching residents in all areas of high school core curricula (English, Mathematics, Science, History).

Advising: Promoted necessary life skills development in areas of physical education and lifetime fitness, culinary arts, and auto mechanics.

Counseling: Assisted with anger replacement therapy to maintain behavior modifications and counseled residents in decision-making and anger management skills.

Curriculum Development: Designed, implemented, and proctored an honor roll system for residents as a form of academic achievement.

SERVICE

Student and Educational Community Involvement

Sport Management Club Advisor

Fall 2013 – Present

- Assist the student-run organization in becoming an active member of the educational community, engaging in professional development, and exposure to sport-related professional experiences.

Sport Management Academic Advisory Board (SMAAB)

Fall 2015 – Present

- Board development and ESU Department Liaison

ESU Open House Presentations

Summer 2016 – Present

- Represented the College of Business and Management and Sport Management Department in the promotion/introduction of academic programs to attendees.

National Intramural and Recreational Sports Association (NIRSA) “Rec Day”

Spring 2017 – Present

- Lead coordinator in the student-run event designed to promote the Mattioli Recreation Center and accompanying services.
- Students from SMGT 445 course plan, organize, staff, lead, and execute multiple activities in collaboration with recreation administration.

Warrior Wake-Up: Professional Engagement Event

Fall 2019 – Present

- Lead coordinator in the student-run event designed to promote the interaction between industry professionals and students.
- Students from SMGT 445 course plan, organize, staff, lead, and execute multiple activities in collaboration with sport management alums.

College of Business and Management Golf Fundraiser

Fall 2021 – Present

- Assisted in staffing as “Play Co-Chair” and raising funds to benefit minority students.

Educational Field Trips

Spring 2015 – Present

Washington Nationals Park, Washington DC

Spring 2022

Madison Square Garden, New York City

Spring 2016, 2018, & 2022

Mercedes Benz Stadium, Atlanta, GA

Fall 2019

PNC Field, Scranton, PA

Fall 2019

Mohegan Sun Arena, Wilkes Barre, PA

Spring 2018

Wells Fargo Center, Philadelphia, PA

Spring 2017

Prudential Center, Newark, NJ

Spring 2016

PPL Center, Allentown, PA

Spring 2015

Barclays Center, Brooklyn, NY

Fall 2014

ESU Commencement Reader

Spring 2022

SERVICE (cont.)

Student Recruitment trip to Madison Square Garden (MSG) *Spring 2022*

- Through industry connections and with support from the Dean, organized a trip of twenty-five prospective students to meet with MSG executives, tour the facility, and attend a Knicks basketball game. Twenty of the twenty-five enrolled in the sport management program.

National Sport Sales Championship: Atlanta, GA. *Spring 2020 & 2022*

- Mentor students competing in the national competition on sales strategies, tactics, and communication.

ESU Health Science collaboration with East Stroudsburg School District "IF" Program
Spring 2019 & 2020

- In collaboration with the Physical Education department, instructed elementary school students on the importance of physical activity.

Hoop Jam Inclusivity Event *Spring 2020*

- Played in a basketball game meant to unite community members through sport and physical activity.

East Stroudsburg University's Majors/Minors Fair *Fall 2015 ~ Spring 2020*

ESU Physical Education Summer Chinese Sport Symposium *Summer 2015, 2016, & 2018*

- Lectured to Chinese students on the societal influence of sport and its impactful relationship with U.S. culture.

Special Olympics of Monroe County Invitational *Spring 2014 ~ Fall 2019*

- Lead coordinator in the student-run event designed to promote physical activity among those with intellectual and perceived physical disabilities.
- Students from SMGT 445 course plan, organize, staff, lead, and execute multiple activities in collaboration with Monroe County Special Olympics.

Perryman Keglovits All-star Game Organizer *Spring 2014 ~ 2019*

- Coordinator for the collaborative event meant highlighting local high school student-athletes and generating cancer awareness.

Committees

Gardner Institute Retention Performance Management Committee *Summer 23 - Present*
Sport, Careers, Opportunity, Recruitment, and Employment (S.C.O.R.E.) Symposium

Committee *Spring 2017 – Present*

- As co-chair, this event intended to connect sport industry professionals and budding sport managers.
- Partnered with local high schools to provide an educational field trip for students interested in careers in the sport industry.

Campus Wellness and Rec Hiring Committee *Spring & Summer 2021*

Student Activity Association Homecoming Committee *Fall 2020*

SERVICE (cont.)

Committees (cont.)

Commission on Sport Management Accreditation:

Department accreditation

Spring 2016 – 2020

- Collaborated with the committee in developing and structuring a curriculum that aligns with COSMA standards.
- Assisted in writing department student learning outcomes, self-study, and annual reports.
- Identified course assessment measures that align with department student learning outcomes.
- Assisted/participated in hosting COSMA team members for site-visit and final step of accrediting process.

Campus Review Committee for Campus Rec and Wellness

Spring 2018

Pocono College Tour

Fall 2015 ~Spring 2018

- Partnered with Pocono Raceway to establish a competition intended to bring exposure to their facility and attention to auto racing.
- As chair, assisted students in competing with other colleges and universities to increase student involvement and strengthen ties in the ESU community.

INDUSTRY EXPERIENCE

Chief Executive Officer (CEO)

Rat Pack's MMA Nation

August 2008 - Present

- Constructed/responsible for the operational business model, organizational structure, and management of resources.
- Built a network of corporate sponsors and partners to alleviate expenses for fighters and employees.
- Partnered with the Women's Advocacy program at Tobyhanna Army Depot to instruct self-defense/kickboxing courses
- Partnered with the Bangor School District's *Project Success* program for the instruction of anti-bullying techniques.

Sales and Marketing Consultant

Comprehensive Injury Prevention Solutions, Inc.

March 2011 – June 2013

- Researched, developed, and implemented a marketing plan to maximize branding and contact with the target market.
- Tasked with increasing corporate sponsorship and partners.

Assistant Athletic Director

Notre Dame of East Stroudsburg

November 2005 – November 2006

- Responsible for operations required for hosting high school athletic events.
- Ensured the academic integrity of student-athletes through enforcement of GPA requirements.

INDUSTRY EXPERIENCE (cont.)

Director of Women's Basketball Operations/Varsity Women's Head Coach

Notre Dame of East Stroudsburg

September 2002 – May 2007

- Prepared and implemented a program to successfully develop practice and game strategies.
- Assisted coaches at all grade levels to guarantee uniformity within the program.
- Generated donations through sponsorship programs
- Created and proctored after-school study hall to maintain academic integrity.

Event Management/Promotions

Inkosi Promotions LLC

February 2009 – August 2009

- Created marketing plans for athletic events, including geographic and demographic research to focus on the target market.
- Developed and managed sponsorship programs for potential advertising clients.
- Created risk management plans for event day operations and directed event staff to implement operational protocol.

Program Director/Lecturer

The Hoop Group

June 1995 - June 2006

- Organized and instructed coaching clinics for the inexperienced coaching staff to ensure the highest quality of instruction
- Explained contractual obligations and liabilities to incoming staff, professional athletes, and corporate sponsors.

Senior Store Manager (SSM)

General Nutrition Centers (GNC)

Fall 1995 ~ Spring 1997, Spring 1998 ~ Fall 2000

PROFICIENCIES

Detailed understanding of the Commission on Sport Management Accreditation (COSMA) accreditation process.

Microsoft Office: Word, Excel, PowerPoint, Access

Internet-based education platforms: Blackboard and Desire2Learn

LICENSURE AND CERTIFICATION

Licensed by the Pennsylvania State Athletic Commission (Corner Lead, Second, Trainer)

First Aid/CPR and AED Certified