

CURRICULUM VITA

Khalid Ballouli

Associate Professor

College of Hospitality, Retail, and Sport Management

Department of Sport and Entertainment Management

University of South Carolina

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EDUCATION

- 2011 **Ph.D., Sport Management**
College of Education and Human Development
Texas A&M University, College Station, TX
- 2008 **M.S., Sport Management**
College of Education and Human Development
Texas A&M University, College Station, TX
- 2006 **B.S., Sport Management**
College of Education and Human Development
Texas A&M University, College Station, TX

ACADEMIC APPOINTMENTS

- 2017– **Associate Professor**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
- 2011-2017 **Assistant Professor**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC

ADMINISTRATIVE APPOINTMENTS

- 2024– **Associate Department Chair**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
- 2017– **Ph.D. Program Director**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC

HONORS AND AWARDS

Research

- *Finalist*, Best Student Research Paper (Advisor), Sport Marketing Association 2024
- *Research Fellow*, Sport Marketing Association 2022
- *Winner*, Patricia G. Moody Research and Scholarship Award, College of HRSM 2017
- *Winner*, Best Student Research Paper (Advisor), Sport Marketing Association 2017
- *Finalist*, Best Professional Paper, Sport Marketing Association Conference 2015
- *Finalist*, Patricia G. Moody Research and Scholarship Award, College of HRSM 2015
- *Nominee*, Breakthrough Rising Star Award, University of South Carolina 2013
- *Nominee*, Undergraduate Research Mentor Award, University of South Carolina 2013

Teaching

- *Winner*, Garnet Apple Award for Teaching Innovation, University of South Carolina 2024
- *Nominee*, Distinguished Teacher of the Year Award, College of HRSM 2012

Service

- *Presidential Service Award Recipient*, Sport Marketing Association 2023
- *Elected President*, Sport Marketing Association 2021
- *Faculty Fellow*, Pipeline for Academic Leaders, University of South Carolina 2019
- *Outstanding Service Award Recipient*, Sport Marketing Association 2016
- *Elected VP of Academic Affairs (second term)*, Sport Marketing Association 2014
- *Elected VP of Academic Affairs*, Sport Marketing Association 2012

REFEREED JOURNAL ARTICLES

Hwang, Y., & **Ballouli, K.** (accepted). Melody of membership from esports to the field: A dual study on music's impact on sports team branding. *Sport Management Review*, 1–15. [SSCI; IF = 4.1]

Kazmierski Davie, G.*, & **Ballouli, K.** (accepted). Navigating uncertainty: College athletes' experiences and adaptations during the COVID-19 pandemic. *Journal of Athlete Development*, 1–15.

Ballouli, K., Koesters, T., & Hwang, Y. (accepted). Goal-oriented: Crafting a culturally resonant home for FC Cincinnati at TQL Stadium. *Case Studies in Sport Management*, 1–15.

Kim, S.*, Grady, J., & **Ballouli, K.**, (2024). Navigating the Metaverse: Managing emerging trademark issues for sports brands. *International Journal of Sports Marketing and Sponsorship*, 1–15. <https://doi.org/10.1108/ijms-04-2023-006> [SSCI; IF = 2.2]

Gao, F.*, Heere, B., Hwang, Y., & **Ballouli, K.** (2024). The dark side of national team identity: Ethnocentrism and xenophobia. *International Journal of Sport Policy and Politics*, 1–15. <https://doi.org/10.1080/19406940.2024.2320647> [SSCI; IF = 2.2]

Kazmierski-Davie, G.*, & **Ballouli, K.** (2024). Identity dynamics in collegiate Olympic athletes post-Tokyo 2020: A pre-post study. *Journal of Intercollegiate Sport*, 17(1), 77–97. <https://doi.org/10.17161/jis.v17i1.21130>

Hwang, Y., **Ballouli, K.**, Bernthal, M., & Choi, W. (2024). Making sense of stadium stimuli-local image fit: Mediating effects of sense of home and touristic experience on home and visiting spectators. *Sport Marketing Quarterly*, 33, 47–65. <https://doi.org/10.32731/SMQ.331.032024.04> [SSCI; IF = 2.4]

Pedo Lopes, A.*, **Ballouli, K.**, & Mihalik, B. (2023). Push–pull–anti-push–anti-pull analysis of motocross and supercross athletes’ migration to the United States. *Sport in Society*, 27(3), 438–458. <https://doi.org/10.1080/17430437.2023.2279635> [SSCI; IF = 1.4]

Nite, C., **Ballouli, K.**, & Naughtright, J. (2023). Illegitimately pursuing legitimacy: Critical conversations of sport mega events hosting and bidding. *Sport in Society*, 27(2), 228–241. <https://doi.org/10.1080/17430437.2023.2183120> [SSCI; IF = 1.4]

Bernthal, M. J., **Ballouli, K.**, & Nugent, N. (2022). Toward a better understanding of parent versus local team branding in minor league baseball. *Sport Marketing Quarterly*, 31(1), 3–15. <http://doi.org/10.32731/SMQ.311.0322.01> [SSCI; IF = 2.4]

Hwang, Y.*, & **Ballouli, K.** (2021). Developing and validating a venue stimuli-local image fit scale. *Sport Marketing Quarterly*, 30(4), 289–304. <http://doi.org/10.32731/SMQ.304.1221.04> [SSCI; IF = 2.4]

Reifurth, K. R. N.*, Bernthal, M. J., **Ballouli, K.**, & Collins, D. (2019). Local vs. nonlocal fandom: How geographic proximity, geographic identity, and competing teams interact with team identification. *Sport Marketing Quarterly*, 28(4), 195–208. <http://doi.org/10.327/SMQ> [SSCI; IF = 2.4]

Hwang, Y.*, & **Ballouli, K.** (2019). Contemporary issues and opportunities for university branding through fight songs. *Journal of Contemporary Athletics*, 13(2), 85–97.

Cohen, A., & **Ballouli, K.** (2018). Exploring the cultural intersection of music, sport, and physical activity among at-risk urban youth. *International Review for the Sociology of Sport*, 53(3), 350–370. <https://doi.org/10.1177/1012690216654295> [SSCI; IF = 2.3]

Ballouli, K., Koesters, T., & Hall, T. (2018). Leverage and activation of sport sponsorship through music festivals. *Event Management*, 22(2), 123–134. <https://doi.org/10.3727/1525> [SSCI; IF = 1.6]

Cohen, A., & **Ballouli, K.** (2018). On the benefits of writing for passion, not for promotion. *Sport and Entertainment Review*, 4(1), 20–23.

- Hwang, Y.*, **Ballouli, K.**, So, K. F., & Heere, B. (2017). Effects of brand congruity and game difficulty on recall and response to advertising in video games. *Journal of Sport Management*, 31(5), 480–496. <https://doi.org/10.1123/jsm.2017-0022> [SSCI; IF = 3.6]
- Ballouli, K.**, Reese, J. D., & Brown, B. (2017). Effects of mood states and team identification on prices in secondary ticket markets. *Sport, Business, and Management: An International Journal*, 7(3), 276–292. <https://doi.org/10.1108/SBM-01-2016-0002> [SSCI; IF = 1.3]
- Ballouli, K.** (2017). Sound affects: How music transforms the way spectators and participants consume sport. *Sport and Entertainment Review*, 3(1), 3–8.
- Ballouli, K.**, Trail, G. T., Koesters, T. C., & Bernthal, M. J. (2016). Differential effects of motives and points of attachment on conative loyalty of Formula 1 U.S. Grand Prix attendees. *Sport Marketing Quarterly*, 25(3), 166–181. [SSCI; IF = 2.4]
- Brown, B., Bennett, G., & **Ballouli, K.** (2016). An examination of the effects of advertisement setting and actor race on African Americans' intentions to consume baseball. *Sport Marketing Quarterly*, 25(3), 139–151. [SSCI; IF = 2.4]
- Ballouli, K.**, Grady, J., & Stewart, R. M. (2016). The delicate art of rebranding a minor league baseball team: Practices, pitfalls, and payoffs of rebranding the Winston-Salem Warthogs. *Sport Management Review*, 19, 211–226. <https://doi.org/10.1016/j.smr.2015.04.001> [SSCI; IF = 4.1]
- Koesters, T. C., **Ballouli, K.**, Bernthal, M. J., & Hansell, S. (2016). Bowling for dollars: Establishing perceived need and brand equity in the participatory sport. *Sport Marketing Quarterly*, 25(1), 62–71. [SSCI; IF = 2.4]
- Ballouli, K.**, & Heere, B. (2015). Sonic branding in sport: Building a conceptual model for communicating brand identity through musical fit. *Sport Management Review*, 18(3), 321–330. <https://doi.org/10.1016/j.smr.2014.03.001> [SSCI; IF = 4.1]
- Bernthal, M. J., Koesters, T. C., **Ballouli, K.**, & Brown, M. T. (2015). Motivations and fan engagement related to professional bass fishing spectatorship. *Sport Marketing Quarterly*, 24(1), 6–18. [SSCI; IF = 2.4]
- Ballouli, K.**, & Bennett, G. (2014). New (sound)waves in sport marketing: Do semantic differences in analogous music impact shopping behaviors of sport consumers? *Sport Marketing Quarterly*, 23(2), 59–72. [SSCI; IF = 2.4]
- Ballouli, K.**, & Hutchinson, M. (2013). Effects of brand music on attitude toward sport advertising. *Journal of Issues in Intercollegiate Athletics*, 6, 268–285. [SSCI; IF = 2.1]
- Ballouli, K.**, Hutchinson, M., Cattani, K., & Reese, J. D. (2013). A qualitative inquiry into motivations to participate in fantasy football. *International Journal of Sport Management*, 14(2), 211–232. [SSCI; IF = 0.4]

Ballouli, K. (2013). Editorial Note: A note from the SMA Vice President of Academic Affairs. *Sport Marketing Quarterly*, 22(3), 119–120. [SSCI; IF = 2.4]

Ballouli, K., & Bennett, G. (2012). Creating a sonic identity for the University of Houston. *Sport Marketing Quarterly*, 21(1), 53–60. [SSCI; IF = 2.4]

Ballouli, K., & Hutchinson, M. (2012). Branding the elite professional athlete through digital media and technology: An interview with Ash De Walt. *International Journal of Entrepreneurial Ventures*, 4(1), 58–64. <https://doi.org/10.1504/IJEV.2012.044818> [SSCI; IF = 1.5]

Bennett, G., **Ballouli, K.,** & Sosa, J. G. (2011). “Sometimes good, sometimes not so good”: Student satisfaction with an international exchange program. *Sport Management Education Journal*, 5(1), 19–31. <https://doi.org/10.1123/smej.5.1.14> [SSCI; IF = 1.7]

Bouchet, A., **Ballouli, K.,** & Bennett, G. (2011). Implementing a ticket sales force in college athletics: A decade of challenges. *Sport Marketing Quarterly*, 20(2), 22–32. [SSCI; IF = 2.4]

Ballouli, K., & Hutchinson, M. (2010). Digital branding and social media for professional athletes, sports teams, and sports leagues. *International Journal of Sport Communication*, 3(4), 395–401. <http://dx.doi.org/10.1123/ijsc.3.4.395> [SSCI; IF = 1.8]

* denotes graduate student co-author

ARTICLES UNDER REVIEW

Kazmierski Davie, G.*, Yan, G., & **Ballouli, K.** (first review). What is a woman? A discourse analysis of reactions to Lia Thomas on Twitter. (Submitted to *Journal of Sport Management*)

Tyrell, K.*, **Ballouli, K.,** & Maydeu-Olivares, A. (first review). An examination of NFT adoption among sports consumers: A comprehensive analysis using PLS-SEM and neural networks. (Submitted to *Sport Marketing Quarterly*)

Tyrell, K.*, **Ballouli, K.,** & Wanless, L. (first review). Adoption and diffusion of virtual reality training in sports: A perspective from college athletics via the bass diffusion model. (Submitted to *Sport Management Review*)

* denotes graduate student co-author

EDITED BOOKS

Streissguth, T., & **Ballouli, K.** (Editor) (2022). *Sports brands: Adidas*. Minneapolis, MN: Abdo Publishing.

BOOK CHAPTERS

Hwang, Y., & **Ballouli, K.** (in press). Sonic branding: Why sport brands need walk-up music. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (3rd ed., pp. 1–15). Durham, NC: Carolina Academic Press.

Tyrell, K.*, & **Ballouli, K.** (in press). Digital athlete branding: Consuming digital experiences of professional sport athletes. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (3rd ed., pp. 1–15). Durham, NC: Carolina Academic Press.

Pennington-Gray, L., Lee, S., & **Ballouli, K.** (2024). Stakeholder sentiment of SDGs of the Beijing Olympics 2020. In A.E. Sharma, M. Lesjak, & D. Borovcanin, (Eds.) *Sport tourism, events, and sustainable development goals: An emerging foundation* (pp. 1–15).

Ballouli, K. (2018). Sonic branding: Why sport brands need walk-up music. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (2nd ed., pp. 55–62). Durham: Carolina Academic Press.

Ballouli, K., & DeWalt, A.M. (2018). Digital athlete branding: Consuming digital experiences of professional sport athletes. In J.W. Lee (Ed.), *Branded: Branding in Sport Business* (2nd ed., pp. 45–54). Durham, NC: Carolina Academic Press.

Ballouli, K., & Bennett, G. (2010). Sport in the international arena. In G.B. Cunningham & J.N. Singer (Eds.), *Sociology of Sport and Physical Activity* (1st ed., pp. 1–15). College Station, TX: CSMRE.

* denotes graduate student co-author

REFEREED CONFERENCE PRESENTATIONS

Tyrell, K.*, & **Ballouli, K.** (2024, October). Applying Bass Diffusion Model to analyze the diffusion and adoption of virtual reality training equipment in college athletics. Paper presented at the Sport Marketing Association annual conference, St. Louis, MO.
– *Finalist, Outstanding Student Paper*

Tyrell, K.*, & **Ballouli, K.** (2024, June). Understanding the drivers behind sports consumers' adoption of sports NFTs: A structural equation modeling analysis. Paper presented at the North American Society of Sport Management annual conference, Minneapolis, MN.

Pedo Lopes, A.*, **Ballouli, K.,** & Mihalik, B. (2023, November). Transnational migration of motocross and supercross athletes to the United States: A push–pull analysis. Paper presented at the North American Society for the Sociology of Sport annual conference, New Orleans, LA.

Kim, S.*, Grady J., & **Ballouli, K.,** (2023, October). Navigating the Metaverse: Reviewing the emerging trademark issues for sport brands. Paper presented at the Sport Marketing Association annual conference, Tampa, FL.

Hwang, Y., **Ballouli, K.**, & Tyrell, K.* (2023, October). Music and esports: Emerging esports team brand image via Music 7070. Paper presented at the Sport Marketing Association annual conference, Tampa, FL.

Kazmierski Davie, G.*, Yan, G., & **Ballouli, K.**, (2023, June). What is a woman? A critical discourse analysis of reactions to Lia Thomas on Twitter. Paper presented at the North American Association of Sport Management annual conference, Montreal, Canada.

Tyrell, K.*, & **Ballouli, K.** (2023, June). Adoption and diffusion of NFT among sport teams: A perspective from sports organizations via the bass diffusion model. Paper presented at the North American Association of Sport Management annual conference, Montreal, Canada.

Tyrell, K.*, & **Ballouli, K.** (2023, June). Impact of exposure to socially conscious sport role models on social entrepreneurial intentions of sport consumers. Paper presented at the North American Association of Sport Management annual conference, Montreal, Canada.

Kazmierski Davie, G.*, & **Ballouli, K.**, (2023, March). Exploring non-normative college athlete transitions: The call for research. Paper presented at the College Sports Research Institute annual conference, Columbia, SC.

Kazmierski Davie, G.*, & **Ballouli, K.**, (2022, May). Investigating student-athlete experiences at the Olympic Games: A pre-post test. Paper presented at the North American Association of Sport Management annual conference, Atlanta, GA.

Tyrell, K*. & **Ballouli, K.** (2022, March). Compensation conundrum: Will immigration reform create a pathway for NIL opportunities for international student-athletes? Paper presented at the College Sports Research Institute annual conference, Columbia, SC.

Nite, C., **Ballouli, K.**, & Nauright, J. (2021, November). Illegitimate pursuits of national legitimacy: Critically examining sport mega events in developing countries. Paper presented at the Sport Management Association of Australia and New Zealand, Virtual Conference.

Berenthal, M., **Ballouli, K.**, & Nugent, N. (2021, October). Toward a better understanding of parent team versus local team branding in minor league baseball. Paper presented at the Sport Marketing Association annual conference, Las Vegas, NV.
– *Finalist, Outstanding Professional Paper*

Kazmierski Davie, G.*, & **Ballouli, K.**, (2021, March). Exploring the effects of the COVID-19 pandemic on student-athlete transition. Paper presented at the College Sports Research Institute annual conference, Columbia, SC.

Pedo Lopes, A.*, **Ballouli, K.**, & Mihalik, B. (2020, May). Migration of athletes to the US: American dream or muscle drain? Paper presented at the North American Society for Sport Management annual conference, San Diego, CA.

Hwang, Y., & **Ballouli, K.** (2019, November). Making sense of venue stimuli-local image fit: The mediating effects of “sense of home” and authentic experience on sport spectatorship. Paper presented at the Sport Marketing Association annual conference, Chicago, IL.

Li, Z.*, Won, M.*, Corr, C.*, Scroggins, C.*, & **Ballouli, K.** (2019, November). The usage behavior and perception of a celebrity health and fitness mobile app: A collective self-study. Paper presented at the Sport Marketing Association annual conference, Chicago, IL.

Ballouli, K., Li, Z.*, & Cohen, A. (2019, June). Trade-offs with legitimations for sport: Case of a youth baseball program and its effect on salubrious socialization and community development. Paper presented at the North American Society for Sport Management annual conference, New Orleans, LA.

Hwang, Y.*, & **Ballouli, K.** (2019, May). More than meets the eye: Developing and validating local image and event stimulus scale. Paper presented at the North American Society for Sport Management annual conference, New Orleans, LA.

Reifurth, K. R. N.*, Heere, B., & **Ballouli, K.** (2018, November). Child fans abilities to exhibit fan loyalty: Experimentation using choice alternatives. Poster presented at the Sport Marketing Association annual conference, Frisco, TX.

Heere, B., So, K. K. F., & **Ballouli, K.** (2018, November). Capturing the sensory experience: What makes a brandscape unique? Paper presented at the Sport Marketing Association annual conference, Frisco, TX.

Woolf, J., **Ballouli, K.**, & Heere, B. (2018, June). Learning to dope: Personal accounts from former professional baseball players. Paper presented at the North American Society for Sport Management annual conference, Halifax, Nova Scotia.

Hwang, Y.*, & **Ballouli, K.** (2017, November). More than meets the eye: Development of a stadium stimuli and local image fit scale. Paper presented at the Sport Marketing Association annual conference, Boston, MA.

Reifurth, K. R. N.*, Heere, B., & **Ballouli, K.** (2017, November). Father effect: Effects of physical and perceived father involvement on children’s long-term team identification. Paper presented at the Sport Marketing Association annual conference, Boston, MA.

Grady, J., Carson, A.*, & **Ballouli, K.** (2017, November). A review of the social evolution of Olympic legal and brand protection. Paper presented at the Sport Marketing Association annual conference, Boston, MA.

Woolf, J., **Ballouli, K.**, & Heere, B. (2017, August). Examining doping from a community of practice perspective: Insights into athlete learning, meaning, and identity. Paper presented at the International Network of Doping Research annual conference, Aarhus, Denmark.

Hwang, Y.*, & **Ballouli, K.** (2017, June). Examining the effects of stadium stimuli and local image on fans' sensory experience in a stadium. Paper presented at the North American Society for Sport Management annual conference, Denver, CO.

Hwang, Y.*, & **Ballouli, K.** (2017, March). Issues and opportunities for university branding through college fight songs. Paper presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Grady, J., & Hwang, Y.* (2017, March). Crowd management and control via stadium music and in-game sound. Paper presented at the Sport Entertainment and Venues Tomorrow annual conference, Columbia, SC.

Reifurth, K. R. N.*, Bernthal, M. J., & **Ballouli, K.** (2016, November). Local vs. nonlocal fandom: How geographic proximity, geographic identity, and competing teams interact with team identification. Paper accepted at the Sport Marketing Association annual conference, Indianapolis, IN.

Hwang, Y.*, & **Ballouli, K.** (2016, November). Examination of the effects of brand familiarity and game difficulty on sponsor effectiveness in sport video games. Paper presented at the Sport Marketing Association annual conference, Indianapolis, IN.

– *Winner, Outstanding Student Paper*

Cohen, A., & **Ballouli, K.** (2016, June). An exploration of the cultural intersection of music, sport, and physical activity among at-risk youth in an urban community. Paper presented at the North American Society for Sport Management annual conference, Orlando, FL.

Hwang, Y.*, & **Ballouli, K.** (2016, March). Limited capacity modeling (LCM) and advertising effectiveness during sport video games. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Grady, J., Carson, A.*, & **Ballouli, K.** (2016, March). Understanding Rule 40 at the 2016 Rio Games. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Koesters, T., & Trail, G. T. (2015, October). Exploring the differential effects of motives and points of attachment on conative loyalty of attendees at the Formula 1 U.S. Grand Prix. Paper presented at the Sport Marketing Association annual conference, Atlanta, GA.

– *Finalist, Outstanding Professional Paper*

Ballouli, K., Reese, J. D., & Brown, B. (2015, October). Effects of emotions and team identification on ticket pricing in the secondary ticket market. Paper presented at the Sport Marketing Association annual conference, Atlanta, GA.

Kosar, N.*, **Ballouli, K.**, Koesters, T., & Mihalik, B. (2015, June). Exploring peripheral aspects of sport sponsorship: The case of Austin Fan Fest and Circuit of The Americas. Paper presented at the Asia Pacific Council on Hotel, Restaurant, and Institutional Education annual conference, Auckland, New Zealand.

Roulier, R., John-Sandy, R., Cohen, A., & **Ballouli, K.** (2015, April). Creating citizen athletes: Exploration of collaborative efforts to support a low-income community. Paper presented at the Muhammad Ali Center Athletes and Social Change Forum annual conference, Louisville, KY.

Kosar, N.*, Blevins, J., **Ballouli, K.**, & Grady, J. (2015, March). Reviewing a blanket music licensing at minor and independent league sport stadiums. Paper presented at the Music and Entertainment Industry Educators Association annual conference, Austin, TX.

Kosar, N.*, **Ballouli, K.**, & Cohen, A. (2014, November). Exploring the social change for at-risk urban youth at the intersections of hip-hop and sport. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., & Heere, B. (2014, October). Sonic branding in sport: Introducing the conceptual model for communicating brand identity with through musical fit. Paper presented at the Sport Marketing Association annual conference, Philadelphia, PA.

– *Finalist, Outstanding Professional Paper*

Ballouli, K., Koesters, T., & Hall, T. (2014, October). Leveraging and activating sport sponsorship through music festivals: A case study of Circuit of The Americas and Austin Fan Fest. Paper presented at the Sport Marketing Association annual conference, Philadelphia, PA.

Ballouli, K., & Bennett, G. (2014, May). Method for teaching international sport business. Teaching exhibits presented at the North American Society for Sport Management Teaching and Learning Fair, Pittsburgh, PA.

Koesters, T., **Ballouli, K.**, & Brown, M. (2013, October). Economic impact of the Formula 1 U.S. Grand Prix on Austin, Texas. Poster presented at the Sport Marketing Association annual conference, Albuquerque, NM.

Grady, J., & **Ballouli, K.** (2013, May). Regulating the “Twitter Olympics”: Analyzing the efforts to regulate social media and ambush marketing at the London Games. Paper presented at the North American Society for Sport Management annual conference, Austin, TX.

Ballouli, K., & Schmidt, N.* (2013, March). Examining NCAA bowl sponsorships from the matchup hypothesis perspective. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Ballouli, K., Grady, J., & Brown, B. (2013, March). Marketing innovation and entrepreneurial ventures in sport: Branding athletes through use of new media and technology. Paper presented at the Association of Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Brown, B., **Ballouli, K.**, & Bennett, G. (2012, November). Motivating the unmotivated: Examining the reasons for minimal African American baseball consumption. Poster presented at the North American Society for Sociology and Sport annual conference, New Orleans, LA.

Ballouli, K., Bennett, G., & Hutchinson, M. (2012, October). A multifaceted analysis of satisfaction with hospitality services. Paper presented at the Sport Marketing Association annual conference, Orlando, FL.

Stewart, R.*, & **Ballouli, K.** (2012, October). Making the Winston-Salem Dash: Rebranding in minor league baseball. Poster presented at the Sport Marketing Association annual conference, Orlando, FL.

Ballouli, K., Koesters, T., & Hutchinson, M. (2012, May). Sound affects: Conceptualizing the effects of music on consumers in stadiums. Poster presented at the North American Society for Sport Management annual conference, Seattle, WA.

Ballouli, K., Hutchinson, M., & Koesters, T. C. (2012, May). Consumers' perceptions of background music in team highlight videos: A case of branded music verses popular music. Poster presented at the North American Society for Sport Management annual conference, Seattle, WA.

Ballouli, K., & Brown, B. (2012, March). Social responsibility in sport: Is it worth it? Paper presented at the Marketing Theory and Practice annual conference, Myrtle Beach, SC.

Brown, B., **Ballouli, K.**, Reese, J. D., & Bennett, G. (2012, March). Spectator-based brand equity and university-held pep rallies. Paper presented at the Marketing Theory and Practice annual conference, Myrtle Beach, South Carolina.

Ballouli, K., Bennett, G., & Hutchinson, M. (2011, October). Brand building through team music: The impact of musical fit on shopping outcomes. Paper presented at the Sport Marketing Association annual conference, Houston, TX.

Ballouli, K., Bennett, G., & Hutchinson, M. (2011, October). There's more to a sports brand than meets the eye: The strategic use of music in sports. Poster presented at the Sport Marketing Association annual conference, Houston, TX.

Nite, C., & **Ballouli, K.** (2011, June). Brand imagery and celebrity athletes: Examining the reinforcement of stereotypes in sport. Poster presented at the North American Society for Sport Management annual conference, London, Ontario.

Reese, J. D., & **Ballouli, K.** (2011, April). Violence in mixed martial arts: A review of concepts, research, and practice. Poster presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual conference, San Diego, CA.

Ballouli, K., & Hutchinson, M. (2010, November). To tweet, or not to tweet: Strategic brand management in sport through the use of Twitter. Poster presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Reese, J. D., **Ballouli, K.,** & Bennett, G. (2010, October). Measuring the effects of social media on television viewership. Paper presented at the Sport Marketing Association annual conference, New Orleans, LA.

Bouchet, A., **Ballouli, K.,** & Bennett, G. (2010, October). Implementing a ticket sales force in collegiate athletics: A decade of challenges. Paper presented at the Sport Marketing Association annual conference, New Orleans, LA.

Agyemang, K. J., & **Ballouli, K.** (2010, June). An examination of barriers facing African American membership in fantasy football leagues. Poster presented at the North American Society for Sport Management annual conference, Tampa, FL.

Ballouli, K., Hutchinson, M., & Bennett, G. (2010, March). Economic impact of a statewide event on a small community. Poster presented at the American Alliance for Health, Physical Education, Recreation, and Dance annual conference, Indianapolis, IN.

Ballouli, K., & Bennett, G. (2009, October). Fusing sport and entertainment in America: Exploring the case of the American Sports Brand Fusion Arts Exchange. Paper presented at the Sport Marketing Association annual conference, Cleveland, OH.

Hutchinson, M., & **Ballouli, K.** (2009, October). Assessing satisfaction of fan loyalty programs: A case study of an intercollegiate team rewards program. Poster presented at the Sport Marketing Association annual conference, Cleveland, OH.

Hodge, K., Bennett, G., & **Ballouli, K.** (2009, May). Legal aspects of branding competitive youth sports. Paper presented at the North American Society for Sport Management annual conference, Columbia, SC.

Ballouli, K., & Hodge, K. (2009, March). Risk management in youth sport: The case of an elite youth academy. Paper presented at the Sport and Recreation Law Association annual conference, San Antonio, TX.

Hutchinson, M., Bennett, G., & **Ballouli, K.** (2008, November). Effects of increasing gas prices on attendance at the Florida Sunshine State Games. Paper presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Bennett, G., & Hutchinson, M. (2008, November). Service quality and event satisfaction with a state sports festival. Paper presented at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K., Cooper, B., Gorzycki, L., & Gwinn, B. (2008, January). Improving brand distinction between the NASCAR Nationwide Series and the Sprint Cup Series. Case study presentation at the National Sports Forum annual conference, Memphis, TN.
– *Winner, Student Case Study Competition*

Ballouli, K., Bennett, G., & Bouchet, A. (2007, November). Does the event host site matter? A comparison of market demographics for an annual amateur state sports festival. Poster presented at the Sport Marketing Association annual conference, Pittsburg, PA.

Bouchet, A., Bennett, G., & **Ballouli, K.** (2007, November). Spectator attitudes toward a statewide sports festival: Case of the Sunshine State Games. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.

* *denotes graduate student co-author*

INVITED PRESENTATIONS

Ballouli, K., Cunningham G. B., Karadakis, K., Melton, N., Nite, C., & Walker, N. (2017, October). Insights for PhD students embarking on academic careers. Panel participation at the TRSM Doctoral Student Colloquium, Gainesville, FL.

Ballouli, K., Bennett, G., Jenson, J. A., McEvoy, C. D., & Sutton, W. A. (2015, October). Mentorship matters: Mentoring early career scholars and educators in sport marketing. Panel participation at the Sport Marketing Association annual conference, Atlanta, GA.

Ballouli, K., Eigenbrot, S., Marshall, E., & Williams, D. (2015, April). What if the college football money train disappears? A discussion on college sports without college football. Panel participation at the College Sports Research Institute annual conference, Columbia, SC.

Ballouli, K., (2015, March). On the transition from Ph.D. student to tenured faculty member—how it impacts teaching. Invited presentation at Oktoberfest: A Symposium on Teaching annual conference, Columbia, SC.

Ballouli, K., Nichols, E., Rittenberry, J., & Shiver, K. (2014, October). Connecting with sport fans and selling tickets via social media. Panel moderator at the Sport Entertainment & Venues Tomorrow annual conference, Columbia, SC.

Ballouli, K. (2013, May). Brand management for nonprofit organizations in the sport and entertainment industry. Invited presentation for the South Carolina Arts Commission annual conference, Columbia, SC.

Ballouli, K., Canaday, J., DeWalt, A., Martin, J., & Orth, J. (2011, October). Super panel on digital media, social media, and modern sport marketing strategies. Panel participation at the Sport Marketing Association annual conference, Houston, TX.

MEDIA MENTIONS

Marketplace (2023, October). Major League Baseball rules aim for shorter games—and a bigger audience. Retrieved from <https://www.marketplace.org/2023/03/30/major-league-baseball-rules-aim-for-shorter-games-and-a-bigger-audience/>

Marketplace (2023, March). For Major League Baseball, shorter games and more action draw bigger crowds. Retrieved from <https://www.marketplace.org/2023/10/03/major-league-baseball-draws-bigger-crowds-shorter-games-more-action/>

Bloomberg (2022, October). NBA players are acting up despite \$36 million in fines. Here’s why. Retrieved from <https://www.bloomberg.com/news/articles/2022-10-19/nba-players-are-acting-up-despite-36-million-in-fines-here-s-why?embedded-checkout=true>

Canadian Baseball Hall of Fame (2020, April). Like grandfather, like grandson: Ballouli followed Canadian no-hit throwing grandfather into professional baseball. Retrieved from <https://cooperstownersincanada.com/2020/04/17/like-grandfather-like-grandson-ballouli-followed-no-hit-throwing-grandpa-into-pro-ball/#more-4818>

Sports Illustrated (2017, February). American dreamer: One of the few Arab-born professional baseball players discusses what the “travel ban” and the United States mean to him. (Published Editorial) Retrieved from <https://vault.si.com/vault/2017/02/13/american-dreamer>

ESPN.com (2013, September). The new Kyle Field takes Aggie football fans’ breath away. Retrieved from https://www.espn.com/blog/sec/post/_id/106516/new-kyle-field-takes-fans-breath-away

International Business Times (2014, September). Derek Jeter memorabilia, jersey sales part of season-long marketing campaign, farewell tour. Retrieved from <https://www.ibtimes.com/derek-jeter-memorabilia-jersey-sales-just-part-season-long-marketing-campaign-retirement-1694607>

Fangraphs (2013, August). Why aren’t there more muslims playing in professional baseball? Retrieved from <https://blogs.fangraphs.com/why-arent-there-more-muslims-in-baseball/>

Over the Fence is Out (2009). Dick Fowler pitched the longest game and very first Canadian no-hitter. Retrieved from <https://sabr.org/gamesproj/game/september-9-1945-dick-fowler-becomes-first-canadian-to-toss-a-major-league-no-hitter/>

GRANT FUNDING

Ballouli, K. [PI] (2024). Unpacking the hobby: A three-part study on the sport card collecting community. College of Hospitality, Retail, and Sport Management (USC) Faculty Seed Grant. Funded: \$6,500.

Koesters, T. [PI], **Ballouli, K.**, & Shapiro, S. [Co-Is] (2024). FC Cincinnati fan panel research. Fussball Club Cincinnati (FC Cincinnati). Funded: \$172,500.

Ballouli, K. [PI], Harrill, R., & Brown, M. [Co-Is] (2017). An internal and external audit of current consumers, prospect audiences, and industry trends related to daily visitors and day groups. Patriots Point Naval & Maritime Museum. Funded: \$25,000.

So, K. K. F. [PI], **Ballouli, K.**, & Heere, B., [Co-Is] (2017). Investigating the role of sensory brand experiences in building customer engagement. College of Hospitality, Retail, and Sport Management (USC) Interdisciplinary Faculty Grant Program. Funded: \$9,758.

Ballouli, K. [PI], Campbell, J. M., & Harrill, R. [Co-Is] (2015). Leveraging the tourist gift shop to enhance the leisure experience, strengthen aesthetic value of the destination, and boost overall store sales. Patriots Point Naval & Maritime Museum. Funded: \$22,000.

Grady, J. [PI], Carson, A., & **Ballouli, K.** [Co-Is] (2016). Ready for Rio: How the revised Rule 40 policy affects athlete sponsorship at the 2016 Summer Olympics. Vice President of Research (USC) Magellan Scholar Grant Program. Funded: \$2,500.

Koesters, T. C. [PI], & **Ballouli, K.** [Co-Is] (2015). Investigating the economic impact of the Formula 1 U.S. Grand Prix on the state of Texas. Circuit of The Americas. Funded: \$14,647.

Ballouli, K. [PI], Harrill, R., Brown, M. T., & Koesters, T. C. [Co-Is] (2015). A marketing audit of current visitors, prospect audiences, and industry trends related to camping services at Patriots Point and the USS Yorktown. Patriots Point Naval and Maritime Museum. Funded: \$28,073.

Ballouli, K. [PI] (2015). Employing asynchronous distance technologies to deliver traditional classroom content and material. Provost's Office (USC) Distributed Learning Grant Program. Funded: \$7,105.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. R. [Co-Is] (2014). A comprehensive visitor profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. Funded: \$32,000.

Grady, J. [PI], Gelay, J., Mitchell, J., & **Ballouli, K.** [Co-Is] (2014). A case study of ambush marketing at the 2014 FIFA World Cup. Vice President of Research (USC) Magellan Scholar Grant Program. Funded: \$5,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Trail, G. T. [Co-Is] (2014). The economic impact of the Formula 1 U.S. Grand Prix on the state of Texas. Circuit of The Americas. Funded: \$14,364.

Ballouli, K. [PI] (2014). Measuring the effects of hip-hop music on marginalized urban youth at the cultural intersection of dance, sport, and physical activity. College of Hospitality, Retail, and Sport Management (USC) Untenured Faculty Seed Grant. Funded: \$2,391.

Ballouli, K. [PI] (2014). On the trade-offs in sport legitimations: A case of an elite youth baseball program and its effects on salubrious socialization and community development. Provost's Office (USC) SEC Visiting Faculty Travel Grant. Funded: \$1,565.

Ballouli, K. [PI], Koesters, T. C., & Harrill, R. [Co-Is] (2013). Assessing the overnight camping service quality at Patriots Point and USS Yorktown. Patriots Point Naval and Maritime Museum. Funded: \$19,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Heere, B. [Co-Is] (2013). On the economic impact of the Formula 1 U.S. Grand Prix on the State of Texas. Circuit of The Americas. Funded: \$16,229.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. R. [Co-Is] (2013). A comprehensive consumer profile, economic impact, and destination image study for Patriots Point and USS Yorktown. Patriots Point Naval and Maritime Museum. Funded: \$32,000.

Gillentine, A. [PI], **Ballouli, K.**, DiPietro, R. B., Grady, J., Heere, B., Koesters, T. C., Mercado, H., Nagel, M., Regan, T., Shaomian, A., & Southall, R. M. [Co-Is] (2013). Venue Management School Educational Materials. International Association of Venue Managers. Funded: \$10,000.

Koesters, T. C. [PI], **Ballouli, K.**, & Bernthal, M. J. [Co-Is] (2013). Seminar training on sport consumer behavior theory and marketing research. Ebonite International, Inc. Funded: \$6,000.

Shaomian, A. [PI], **Ballouli, K.**, Gillentine, A., & Koesters, T. C. [Co-Is] (2012). Seminar training on marketing and target positioning for the nonprofit and entertainment industry. SC Arts Commission. Funded: \$1,000.

Harrill, R. [PI], **Ballouli, K.**, Brown, M. T., & Li, X. [Co-Is] (2012). Comprehensive consumer profile, economic impact, and destination image study for Patriots Point and the USS Yorktown. Patriots Point Naval and Maritime Museum. Funded: \$32,000.

Ballouli, K. [PI] (2012). Curriculum development using social media in Live Entertainment and Sport. College of Hospitality, Retail, and Sport Management (USC) Teaching Innovation Grant. Funded: \$5,652.

Ballouli, K. [PI] (2012). An assessment of comprehensive offerings for holistic hospitality at the London 2012 Olympic Games. College of Hospitality, Retail, and Sport Management (USC) Faculty International Research Incentives Grant. Funded: \$5,000.

Bennett, G. [PI], & **Ballouli, K.** [Co-I] (2009). Post-event research report for the 2009 Sunshine State Games. Florida Sports Foundation. Funded: \$6,500.

Bennett, G. [PI], & **Ballouli, K.** [Co-I] (2008). Post-event research report for the 2008 Sunshine State Games. Florida Sports Foundation. Funded: \$6,500.

TEACHING ACTIVITY

University of South Carolina

- SPTE 201: Introduction to Sport Management (*undergraduate*)
- SPTE 380: Sport and Entertainment Marketing (*undergraduate*)
- SPTE 655: Social Media in Live Sport and Entertainment (*graduate*)

- HRSM 788: Business Research and Analytics (*graduate*)
- HRSM 888: Research Design (*graduate*)

STUDENT ADVISING

Doctoral Committee Chair

- Kemardo Tyrell (2025)
- Grace Kazmierski-Davie (2025)
- Yongjin Hwang (2018) PhD, Sport and Entertainment Management. Dissertation title: *More than meets the eye: Development and validation of a sport event stimuli and destination image fit scale*

Doctoral Committee Member

- Greg Smith (2026)
- Colleen Dibble (2026)
- Richard Hart (2026)
- Suji Kim (2025)
- Deukmook Bae (2025)
- Jiayao Qi (2024)
- Saad Alshamari (2024)
- Will Fisackerly (2024)
- Ryan Dastrup (2023)
- Tsu-Lin Yeh (2023)
- Alexia Pedo Lopes (2022)
- Christopher Corr (2021)
- Misun Won (2021)
- Kelly Evans (2019)
- Walker Ross (2019)
- Fei Gao (2019)
- Su Jara-Pazmino (2019)
- Katherine Reifurth (2019)
- Dorothy Collins (2017)
- Henry Wear (2017)

Master's Thesis Committee Chair

- Juliana Dreschel (2023). MS, Sport and Entertainment Management. Thesis title: *Trade-offs with legitimations for sport: A case of a youth baseball program and its effect on socialization and community development.*
- Kendra Holladay (2019). MS, Sport and Entertainment Management. Thesis title: *Premium seating in college athletics: Trends of today and potential warning signs for the near future.*
- Yaoyao Sun (2017). MS, Sport and Entertainment Management. Thesis title: *Examining the motives of esports consumers to participate in League of Legends.*

Master's Thesis Committee Member

- Edward Horne (2013). MS, Sport and Entertainment Management. Thesis title: *Is the current United States Tennis Association's adult league system restrictive?*

Undergraduate Magellan Scholar Co-Supervisor

- Anthony Carson (2016). BS, Sport and Entertainment Management. Project title: *How revised Rule 40 guidelines and policies will impact sponsorship at the 2016 Rio de Janeiro Olympics.*
- Joe Gelay and Jack Mitchell (2014). BS, Sport and Entertainment Management. Project title: *An analysis of ambush marketing at the 2014 FIFA World Cup.*

Undergraduate Honors Committee Chair

- Andrew Madigan and Justin Stompler (2019). BS, Business Administration. Project title: *An examination of success for the Atlanta United as an expansion team in Major League Soccer.*
- Brett Williams (2017). BA, Broadcast Journalism. Project title: *Fresh tracks: Effects of music and artist inspiration a collegian's freshman year.*
- Nicholas Schmidt (2012). BS, Sport and Entertainment Management. Project title: *Effects of event-sponsor fit on perceptions and attitudes towards NCAA bowl game sponsorships.*
- Randall Stewart (2012). BS, Sport and Entertainment Management. Project title: *Bringing Winston-Salem together: A successful case study of rebranding in Minor League Baseball.*

ACADEMY SERVICE

Editorial Review Board

- *Sport Marketing Quarterly* 2016–
- *International Journal of Sport Marketing and Sponsorship* 2019–2021

Ad Hoc Reviewer

- *Journal of Sport Management*
- *Sport Management Review*
- *Sport in Society*
- *Journal of Applied Sport Management*
- *International Journal of Sport Management and Marketing*
- *International Journal of Sport Marketing and Sponsorship*
- *International Review for the Sociology of Sport*
- *Sport, Business and Management: An International Journal*
- *Journal of Issues in Intercollegiate Sport*
- *Journal of Intercollegiate Sport*
- *Journal of Applied Sport Management*
- *Journal of Sport Communication*
- *Sex Roles: A Journal of Research*

Textbook Reviewer

- *Sports Marketing*, Taylor and Francis 2019
- *Leveraging Brands in Sport Business*, Sage Publications 2018
- *Sports Marketing*, Taylor and Francis 2016
- *Social Media in Sport Marketing*, Holcomb Hathaway 2012
- *Leveraging Brands in Sport Business*, Sage Publications 2012

Conference Abstract Section Head

- Sport Marketing Association, Best Papers Reviewing Committee 2017–2020
- North American Society of Sport Management, Sport Marketing 2016–2018

Conference Abstract Reviewer

- North American Society of Sport Management 2010–
- Sport Marketing Association 2010–

Executive Council

- *Website Administrator*, North American Society of Sport Management 2021–
- *Website-Mobile App Administrator*, Sport Marketing Association 2015–
- *President*, Sport Marketing Association 2021–2023
- *Host Committee*, North American Society of Sport Management 2015–2017
- *Vice President of Academic Affairs*, Sport Marketing Association 2012–2016

FACULTY SERVICE

University of South Carolina

- *Member*, Research and Grants Working Committee, College of HRSM 2024–
- *Chair*, Search Committee, Assistant/Associate Professor, Department of SPTE 2024–
- *Member*, Student Financial Aid and Scholarships, University of South Carolina 2024–
- *Member*, Faculty Senate, University of South Carolina 2022–
- *Chair*, Search Committee, Associate Professor, Department of SPTE 2024
- *Chair*, Search Committee, Assistant Professor, Department of SPTE 2024
- *Chair*, Search Committee, Assistant Professor, Department of SPTE 2024
- *Member*, PhD Program Working Committee, College of HRSM 2023–2024
- *Member*, Top Scholars Committee, University of South Carolina 2022–2024
- *Case Study Director*, Sport Entertainment and Venues Tomorrow 2022–
- *Ambassador*, United Way Campaign, College of HRSM 2020–2023
- *Chair*, Search Committee, Associate Professor, Department of SPTE 2023–2024
- *Chair*, Search Committee, Assistant Professor, Department of SPTE 2021–2022
- *Member*, Athletics Advisory Committee, University of South Carolina 2019–2021
- *Chair*, Curricula and Courses Planning Committee, College of HRSM 2016–2017
- *Member*, Judicial Council, Office of Student Conduct and Integrity 2016–2017
- *Discussion Leader*, University 101 First Year Reading Experience 2014–2017
- *Case Study Director*, Sport Entertainment and Venues Tomorrow 2013–2019
- *Academic Director*, Sport Entertainment and Venues Tomorrow 2013–2017
- *Chair*, Search Committee, Associate Professor, Department of SPTE 2017
- *Member*, Search Committee, Associate Dean of Faculty, College of HRSM 2017
- *Member*, Tenure and Promotion Committee, Department of SPTE 2016
- *Member*, Search Committee, Associate Professor, School of HRTM 2015
- *Member*, Search Committee, Associate Professor, Department of SPTE 2012
- *Member*, Curricula and Courses Planning Committee, College of HRSM 2014–2016
- *Member*, Teaching Innovation Grant Committee, College of HRSM 2014–2015
- *Member*, Faculty Research and Grant Committee, College of HRSM 2013–2014
- *Member*, PhD Program Planning Committee, Department of SPTE 2012–2016

MEMBERSHIPS

North American Society for Sport Management (NASSM) 2010–
Sport Marketing Association (SMA) 2010–

PROFESSIONAL EXPERIENCE

2008–2011 Director of Operations
Texas Twelve Baseball Academy, College Station, TX
– devised policies, managed operations, and developed brand for national baseball organization

2002–2007 Professional Baseball Player
Milwaukee Brewers (Major League Baseball), Milwaukee, WI
– 6th round in MLB draft; MiLB player representative; experience with contracts, agents, unions

1998–2002 NCAA Division I Athlete
Texas A&M University Baseball, College Station, TX
– 4-year letterman; honored as Team Captain, All-Conference, and NCAA CWS All-Tournament