

CURRICULUM VITA

Khalid Ballouli

Associate Professor

College of Hospitality, Retail, and Sport Management

Department of Sport and Entertainment Management

University of South Carolina

E-mail: ballouli@sc.edu

[Google Scholar](#) [ORCID](#)

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

REFEREED JOURNAL ARTICLES

**denotes graduate student co-author*

Hwang, Y., & **Ballouli, K.** (in press). Musical congruity in sports: Enhancing team branding in esports and traditional sports. *Sport Management Review*, 1–15.

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

Ballouli, K., Koesters, T., & Hwang, Y. (in press). 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 emerging trademarks issues for sport brands in the metaverse. *International Journal of Sports Marketing and Sponsorship*, 1–13.

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*, 16(3), 353–371.

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.

Hwang, Y., **Ballouli, K.**, Bernthal, M. J., & Choi, W. (2024). Making sense of venue stimuli-local image fit in the sport venue: Mediating effects of sense of home and touristic experience on home and visiting spectators. *Sport Marketing Quarterly*, 33, 47–65.

Pedo Lopes, A.*, **Ballouli, K.**, & Mihalik, B. (2023). Push–pull analysis of motocross and supercross athletes' migration to the United States. *Sport in Society*, 27(3), 438–458.

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.

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.

Hwang, Y.*, & **Ballouli, K.** (2021). Developing and validating a venue stimuli-local image fit scale. *Sport Marketing Quarterly*, 30(4), 289–304.

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.

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

Ballouli, K., Koesters, T., & Hall, T. (2018). Leverage and activation of sport sponsorship through music festivals. *Event Management*, 22(2), 123–134.

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 gamers' response to advertising in video games. *Journal of Sport Management*, 31(5), 480–496.

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.

Ballouli, K. (2017). Sound affects: How music transforms the way we consume sport. *Sport and Entertainment Review*, 3(1), 3–8.

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.

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.

Brown, B., Bennett, G., & **Ballouli, K.** (2016). Examining the effects of advertisement setting and actor race on African Americans' intentions to consume baseball. *Sport Marketing Quarterly*, 25(3), 139–151.

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(2), 211–226.

Koesters, T., **Ballouli, K.**, Bernthal, M. J., & Hansell, S. (2016). Bowling for dollars: Establishing perceived need and brand equity in a participatory sport. *Sport Marketing Quarterly*, 25(1), 62–71.

Ballouli, K., & Heere, B. (2015). Sonic branding in sport: A model for communicating brand identity through musical fit. *Sport Management Review*, 18(3), 321–330.

Bernthal, M. J., Koesters, T., **Ballouli, K.**, & Brown, M. T. (2015). Motivations and fan engagement related to professional bass fishing spectatorship. *Sport Marketing Quarterly*, 24(1), 6–18.

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.

Ballouli, K., & Hutchinson, M. (2013). Effects of brand music on attitude toward sport advertising. *Journal of Issues in Intercollegiate Athletics*, 6, 268–285.

Ballouli, K., Hutchinson, M., Cattani, K., & Reese, J. (2013). A qualitative inquiry into motivations to participate in fantasy football. *International Journal of Sport Management*, 14(2), 211–232.

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

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

Ballouli, K., & Hutchinson, M. (2012). Branding the elite professional athlete through use of new media and technology: An interview with Ash De Walt. *International Journal of Entrepreneurial Ventures*, 4(1), 58–64.

Bennett, G., **Ballouli, K.,** & Sosa, J. G. (2011). “Sometimes good, sometimes not so good”: Student satisfaction with a sport management exchange program. *Sport Management Education Journal*, 5(1), 19–31.

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.

Ballouli, K., & Hutchinson, M. (2010). Digital branding and social media for professional athletes, sports teams, and sports leagues: An interview with Digital Royalty’s Amy Martin. *International Journal of Sport Communication*, 3(4), 395–401.

BOOK CHAPTERS

**denotes graduate student co-author*

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: 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. In A.E. Sharma, M. Lesjak, & D. Borovcanin, (Eds.) *Sport Tourism, Events, and Sustainable Development Goals: Emerging Foundations* (pp. 114–139). Taylor & Francis Group.

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, NC: 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. (2011). Brand insistence. In L.E. Swayne & M. Dodds (Eds.). *Encyclopedia of Sports Management and Marketing* (1st ed., pp. 153–154). Thousand Oaks, CA: Sage Publications.

Ballouli, K. (2011). Brand preference. In L.E. Swayne & M. Dodds (Eds.). *Encyclopedia of Sports Management and Marketing* (1st ed., pp. 157–158). Thousand Oaks, CA: Sage Publications.

Ballouli, K. (2011). Brand rejection. In L.E. Swayne & M. Dodds (Eds.). *Encyclopedia of Sports Management and Marketing* (1st ed., pp. 159–160). Thousand Oaks, CA: Sage Publications.

Ballouli, K. (2011). Generation Y. In L.E. Swayne & M. Dodds (Eds.). *Encyclopedia of Sports Management and Marketing* (1st ed., pp. 577–578). Thousand Oaks, CA: Sage Publications.

Ballouli, K. (2011). Proprietary sports music. In L.E. Swayne & M. Dodds (Eds.). *Encyclopedia of Sports Management and Marketing* (1st ed., pp. 1223–1224). Thousand Oaks, CA: Sage Publications.

Ballouli, K. (2011). Sport marketing differences. In L.E. Swayne & M. Dodds (Eds.). *Encyclopedia of Sports Management and Marketing* (pp. 1431–1433). Thousand Oaks, CA: Sage Publications.

Ballouli, K., & Bennett, G. (2010). Sports 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.

BOOK REVIEWS

Ballouli, K. (2017). Review of *Will Big League Baseball Survive? Globalization, the End of Television, Youth Sports, and the Future of Major League Baseball*. Published in *Journal of Sport Management*, 32(1), 72-72.

Ballouli, K. (2012). Review of *Sporting Sounds: Relationships between Sport and Music*. Published in *Journal of Sport Management*, 26(5), 445-446.

Ballouli, K. (2012). Review of *It's a Whole New Ballgame: How Social Media is Changing Sports*. Published in *Sport Management Review*, 15(3), 381-382.

EDITED BOOKS

Streissguth, T., & **Ballouli, K.** (Ed.) (2022). *Adidas-Sport Brands*. Minneapolis, MN: Abdo Publishing.

REFEREED CONFERENCE PRESENTATIONS

**denotes graduate student co-author*

Kazmierski Davie, G.*, Yan, G., & **Ballouli, K.** (2024). Framing Lia Thomas on Twitter: Cultural politics of transgender athletes on social media. Paper presented at the North American Society for Sport Sociology annual conference. Chicago, IL.

Tyrell, K.*, **Ballouli, K.**, & Wanless, L. (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 trademarks issues for brands in the metaverse. 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). Influence 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). Identity dynamics in collegiate Olympic athletes post-Tokyo 2020: A pre-post study. Paper presented at the North American Association of Sport Management annual conference, Atlanta, GA.

Tyrell, K*. & **Ballouli, K.** (2022, March). Compensation conundrum: Does immigration reform in the U.S. 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). Illegitimately pursuing legitimacy: Critical conversations of sport mega events hosting and bidding. Paper presented at the Sport Management Association of Australia and New Zealand, Virtual Conference.

Bernthal, M., **Ballouli, K.**, & Nugent, N. (2021, October). Toward 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). A push–pull–anti-push–anti-pull analysis of motocross and supercross athletes’ migration to the United States. 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 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: The case of a youth sport program and its effect on salubrious socialization and community development. Paper presented at 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 a local image and event stimuli fit 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: Investigation 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.

Wolf, 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: On the 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). Concerns and opportunities for university branding through 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 spectator control through stadium music and in-game sound. Paper presented at 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 relate to 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 Sport Marketing Association annual conference, Indianapolis, IN.

– *Winner, Outstanding Student Paper*

Cohen, A., & **Ballouli, K.** (2016, June). Exploring the cultural intersection of music, sport, and physical activity among at-risk youth in an urban community. Paper presented at 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 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 secondary ticket markets. Paper presented at 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 exchange 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: The case 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). Methodology 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 Sport Marketing Association annual conference, Albuquerque, NM.

Grady, J., & **Ballouli, K.** (2013, May). Regulating the “Twitter Olympics”: Examining 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: Exploring reasons for minimal African American baseball consumption. Poster presented at North American Society for Sociology and Sport annual conference, New Orleans, LA.

Ballouli, K., Bennett, G., & Hutchinson, M. (2012, October). Multifaceted analysis of spectator 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. C., & Hutchinson, M. (2012, May). Sound affects: Conceptualizing effects of music on fans in the stadium. Poster presented at 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 branded team music: Effects of musical fit on shopping outcomes. Paper presented at 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: 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 the 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: An examination 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). Examining satisfaction of fan loyalty programs: The case of a college 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). The effect 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). Examining service quality and event satisfaction with a state sports festival. Paper presented at 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). Measuring spectator attitudes toward a statewide sports festival: Case of the Sunshine State Games. Paper presented at the Sport Marketing Association annual conference, Pittsburg, PA.

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). From Ph.D. student to tenured faculty: How tenure 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 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 lot 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/>

SportsDegreesOnline.org (2023, June). Interview with Professor Khalid Ballouli. Retrieved from: <https://sportsdegreesonline.org/expert-interviews/khalid-ballouli-phd/>

Bloomberg (2022, October). NBA professionals 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 Dick Fowler 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 Muslims to play pro baseball discusses what the band 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 and 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

External Grant Awards (Total Funded: \$437,813)

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.

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.

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.

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.

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], 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.

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.

Internal Grant Awards (Total Funded: \$49,471)

Chang, K. [PI], & **Ballouli, K.** [Co-I] (2024). Leveraging artificial intelligence-based machine learning to predict esports event attendance using fan profile data. College of Hospitality, Retail, and Sport Management (USC) Innovation Fund Grant. Funded: \$4,000.

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.

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.

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.*

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.

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.*

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] (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.

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*)

SPTE 760: Principles of Sport and Entertainment Marketing (*graduate*)

HRSM 788: Business Research and Analytics (*graduate*)

HRSM 888: Research Design (*graduate*)

STUDENT ADVISING

University of South Carolina

Doctoral Committee Chair

- Kemardo Tyrell (expected 2025)
- Grace Kazmierski-Davie (expected 2025)
- Yongjin Hwang, Ph.D. (2018)

Doctoral Committee Member

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

Master's Thesis Committee Chair

- Juliana Dreschel, M.S. (2023)
- Kendra Holladay, M.S. (2019)
- Yaoyao Sun, M.S. (2017)
- Edward Horne, M.S. (2013)

Undergraduate Honors Committee Chair

- Nina Henry (expected 2025)
- Justin Stombler, B.S. (2019)
- Andrew Madigan, B.S. (2019)
- Brett Williams, B.A. (2017)
- Nicholas Schmidt, B.S. (2012)
- Randall Stewart, B.S. (2012)

Undergraduate Magellan Scholar Co-Chair

- Anthony Carson, B.S. (2016)
- Joe Gelay, B.S. (2014)
- Jack Mitchell, B.S. (2014)

ACADEMY SERVICE

Editorial Review Board

- *Sport Marketing Quarterly* 2016–
- *International Journal of Sport Marketing and Sponsorship* 2019–2022

Ad Hoc Reviewer

- *Journal of Sport Management*
- *Sport Management Review*
- *International Review for the Sociology of Sport*
- *International Journal of Sport Management and Marketing*
- *International Journal of Sport Marketing and Sponsorship*
- *Sport, Business and Management: An International Journal*
- *Journal of Issues in Intercollegiate Sport*
- *Journal of Intercollegiate Sport*
- *Sport in Society*
- *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

Executive Board Membership

- Website Designer/Administrator, North American Society of Sport Management 2021–
- Website Designer/Administrator, Sport Marketing Association 2015–
- President, Sport Marketing Association 2021–2023
- Host Site Committee, North American Society of Sport Management 2015–2017
- Vice President of Academic Affairs (reelected), Sport Marketing Association 2014–2016
- Vice President of Academic Affairs, Sport Marketing Association 2012–2014

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–

FACULTY SERVICE

University of South Carolina

University Service

- Appeals Committee, Office of Student Financial Aid and Scholarships 2024–
- Bridge-to-Faculty Program Mentor, Office of the Provost 2024–
- Faculty Senate, Office of the Faculty Senate 2022–
- Top Scholars Committee, Office of Undergraduate Admissions 2022–2024
- Athletics Advisory Committee, University of South Carolina Athletics 2019–2021
- Carolina Judicial Council, Office of Student Conduct and Integrity 2016–2017
- First Year Reading Experience Discussion Leader, Office of the Provost 2014–2017

College Service

- Research and Grants Working Committee 2024–
- PhD Program Working Committee 2023–2024
- United Way Campaign Ambassador 2020–2023
- Curricula and Courses Planning Committee 2016–2017
- Search Committee, Associate Dean of Faculty 2017
- Curricula and Courses Planning Committee 2014–2016
- Teaching Innovation Grant Committee 2014–2015
- Faculty Research and Grant Committee 2013–2014

Departmental Service

- Chair, Academic Program Review and Self-Study 2024–
- Chair, Search Committee, Assistant Professor 2024–
- Chair, Search Committee, Associate Professor 2024
- Chair, Search Committee, Assistant Professor (two positions) 2024
- Case Study Director, Sport Entertainment and Venues Tomorrow 2022–
- Chair, Search Committee, Associate Professor 2023–2024
- Chair, Search Committee, Assistant Professor Hire 2021–2022
- Website Designer, College Sport Research Institute 2019
- Case Study Director, Sport Entertainment and Venues Tomorrow 2013–2019
- Academic Director, Sport Entertainment and Venues Tomorrow 2013–2017
- Chair, Search Committee, Associate Professor 2017
- Tenure and Promotion Guidelines Committee 2016
- Search Committee, Associate Professor (HTMT) 2015
- Search Committee, Associate Professor 2012
- PhD Program Planning Committee 2012–2016

HONORS AND AWARDS

- University of South Carolina Garnet Apple Teaching Innovation Award 2024
- Sport Marketing Association Presidential Service Award 2023
- Sport Marketing Association Research Fellow 2022
- Sport Marketing Association President-Elect 2021
- University of South Carolina Pipeline for Academic Leaders Fellow 2019

College of HRSM Patricia G. Moody Research and Scholarship Award	2017
Sport Marketing Association Best Student Research Paper (Advisor)	2017
Sport Marketing Association Outstanding Service Award	2016
College of HRSM Patricia G. Moody Research and Scholarship Award Finalist	2015
Sport Marketing Association Vice President-Elect (Second Term)	2014
University of South Carolina Breakthrough Rising Star Award Nominee	2013
University of South Carolina Undergraduate Research Mentor Award Nominee	2013
Sport Marketing Association Vice President-Elect	2012
College of HRSM Distinguished Teacher of the Year Award Finalist	2012

PROFESSIONAL MEMBERSHIPS

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

INDUSTRY EXPERIENCE

2008–2011	<p>Director of Operations Texas Twelve Baseball Academy, College Station, TX – <i>devised policies, managed operations, and developed brand for national baseball organization</i></p>
2002–2007	<p>Professional Baseball Player Milwaukee Brewers (Major League Baseball), Milwaukee, WI – <i>6th round in MLB draft; MiLB player representative; experience with contracts, agents, unions</i></p>
1998–2002	<p>NCAA Division I Athlete Texas A&M University Baseball, College Station, TX – <i>4-year letterman; 2-time Team Captain, All-Conference, NCAA CWS All-Tournament</i></p>