

MATTHEW B. WALKER, PhD

DEPARTMENT EXERCISE & SPORT SCIENCE; COLLEGE OF HEALTH & HUMAN PERFORMANCE
EAST CAROLINA UNIVERSITY

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CURRENT ACADEMIC POSITION

2007 – Present **Assistant Professor, East Carolina University (ECU)**
College of Health & Human Performance, Department of Exercise and Sport Science

Responsibilities Include:

- Conducting research related to the field of sport management primarily in the areas of corporate social responsibility, corporate citizenship behaviors, and philanthropic practices of organizations in the sport industry (projects listed herein).
- Teaching graduate courses in the sport management program with an emphasis in sport finance, organizational behavior, sociology, and leadership.
- Additional activities include: directing graduate-student research, graduate advising, internship coordination, community service, service involvement with departmental and college committees, and continual contribution to the curriculum development of the sport management program.

EDUCATION

FLORIDA STATE UNIVERSITY
Ph.D. Major: Sport Management
Cognate: Organizational Theory

Tallahassee, FL
August 2007

MISSISSIPPI STATE UNIVERSITY
M.S. Major: Sport Management
Cognate: Human Resources

Starkville, MS
December 2002

MISSISSIPPI STATE UNIVERSITY
B.S. Major: Teaching & Coaching
Minor: Philosophy

Starkville, MS
December 1999

PREVIOUS EMPLOYMENT

2004 – 2007 **Instructor, Department of Sport Management; Florida State University**

Responsibilities Included:

- Taught courses in the Sport Management program
- Conducted and assisted with research projects related to the field of sport management

2005 – 2007 **Internship Coordinator, Department of Sport Management; FSU**

Responsibilities Included:

- Organized and structured internship program for placement of sport management students
- Reengineered the course design to allow students the opportunity to create a digital portfolio to submit to potential employers

2005 – 2007 **Administrator, Online Physical Education Master's Degree Program; FSU**

Responsibilities Included:

- Developed, designed, maintained, and assessed web-based courses included in online master's degree program
- Technology Liaison – selection and ordering of equipment, installing and maintaining software, maintaining and operating all hardware, and advising on all hardware/software requirements for the program. Created technology manual to be used for all online courses

AWARDS

- 2007 – Outstanding Teaching Award for outstanding instruction in the College of Education, Florida State University
- 2006 & 2007 – Doctoral “Student of the Year” Awards – FSU sport management program. Awarded for outstanding teaching, research, and service to the department
- 2007 – Nominated for FSU's Graduate Student Leadership Award
- 2006 – Selected by the Department of Sport Management, Recreation Management, & Physical Education (SMRMPE) as the representative for FSU's President's Retreat entitled: “Personal Pathways to Excellence: Committing to Scholarship”
- 1999 – Outstanding Scholarship and Service Award, Mississippi State University
- 1995 – 1999 – Four-year Mississippi State University athletic department “Bulldog Honor Roll”

GRANT ACTIVITY

- AAHPERD Research Consortium Grant. **Grant Funded (\$1,199.50)**. 2007.
- East Carolina University International Conference Grant. **Grant Funded (\$250)**. 2007.
- Florida State University Dissertation Research Grant. **Grant Funded (\$500)**. 2006
- Florida State University Congress of Graduate Students (COGS) travel grant. International Academy of Business Disciplines Conference: Orlando, FL. **Grant Funded (\$200)**. 2007.
- Florida State University Congress of Graduate Students travel grant. NASSM Conference: Kansas City, MO. **Grant Funded (\$400)**. 2006

- Florida State University Congress of Graduate Students travel grant. NASSM Conference: Ft. Lauderdale, FL. **Grant Funded (\$200)**. 2007

INSTITUTES & FOUNDATIONS

- **Co-Director: Institute for Sport & Social Responsibility (ISSR), East Carolina University / Temple University** (*will be formally established in fall 2008*)
 - Purpose of the Institute: The ISSR is geared toward producing and advancing knowledge that is useful for sport industry practitioners in their efforts to promote a socially responsible agenda. Our research, in the form of research findings, frameworks, guides, and other tools will serve as a guide for advancing social responsibility as sport organizations interact with stakeholders within and around their respective communities.
- **Board of Directors: Golf “Fore” Life Foundation, Nashville, TN**
 - Purpose of the Foundation: To impact the lives of underprivileged children through the game of golf. The foundation is geared towards creating accessible instruction of golf fundamentals in addition to instilling in the population we serve an understanding of golf’s rules, etiquette, and history. The foundation primarily serves those who have a desire to achieve a golf scholarship in college or to gain acceptance into Professional Golf Management (PGM) programs.

RESEARCH

REFEREED PUBLISHED (*listed chronologically*)

Walker, M., James, J. D., & Kuminka, B. (forthcoming, 2008). Becoming a professional football team fan: Differences based on level of internalization. *International Journal of Sport Management*,

Walker, M., & Mondello, M. J. (2007). Moving beyond economic impact: A closer look at the contingent valuation method. *International Journal of Sport Finance*, 2(3), 149-160.

Walker, M., Kent, A., & Rudd, A. (2007). Consumer reactions to strategic philanthropy in the sport industry. *Business Research Yearbook: Global Business Perspectives*, 14(2), 926-932.

REFEREED – IN REVIEW

Walker, M., & Kent, A. (in review). Do fans care? Assessing the influence of corporate social responsibility on consumer attitudes in the sport industry. Submitted to: *Journal of Sport Management*.

Kent, A., & Walker, M. (in review). Consumer perceptions of strategic corporate philanthropy in the sport industry. Submitted to: *Journal of Sport Management*.

Walker, M., & Parent, M. (in review). Altruistic and instrumental perspectives of corporate social responsibility: The case of sport organizations. Submitted to: *Academy of Management Review*.

- Walker, M., & Kent, A.** (in review). A mixed-methods approach to assessing philanthropy in the sport industry: An analysis of PGA Tour supporters. Submitted to: *Research Quarterly for Exercise & Sport Science*.
- Campbell, R. M., **Walker, M.**, Todd, S. Y., & Kent, A. (in review). Sponsors as quality signals: Do consumers' evaluations of sponsor's impact their pre-judgment of events? Submitted to: *International Journal of Sport Management*.

REFERREED PROCEEDINGS

- Walker, M., & Kent, A.** (forthcoming, 2008). Consumer perceptions of strategic corporate philanthropy in the sport industry: An analysis of PGA Tour supporters. *Research Quarterly for Sport and Exercise Science*.

NON-REFEREED

- Walker, M.** (2006). [Review of: Weiner, E. (2005). *The Business and Politics of Sports: A Selection of Columns by Evan Weiner*. New Canaan, CT: TBE Press]. *Journal of Sport Management*, 20(4), 568-570.

RESEARCH REPORTS

- Walker, M., & Kent, A.** (2007, November). Assessment of team fan attitudes toward the Atlanta Falcons social responsibility and community programs. Presented to: The Atlanta Falcons marketing and public relations staff, Flowery Branch, GA.
- Walker, M.** (2001, September). An assessment of user patterns and patron satisfaction of the Joe Frank Sanderson Recreation Center, Mississippi State University. Presented to: the office of the provost, Starkville, MS.

SCHOLARLY PRESENTATIONS

INTERNATIONAL MEETINGS (listed chronologically)

- Walker, M.** (2008, April). *Consumer Perceptions of Strategic Corporate Philanthropy in the Sport Industry: An Analysis of PGA Tour Supporters*. A paper to be presented to the American Alliance for Health, Physical Education, Recreation, & Dance, Fort Worth, TX.
- Walker, M., & Kent, A.** (2008, June). *Do fans care? Assessing the influence of CSR on consumer attitudes in the sport industry*. A paper to be presented to the North American Society for Sport Management, Toronto, Ontario.
- Kent, A., & **Walker, M.** (2008, June). *Consumer reactions to strategic corporate philanthropy in the sport industry*. A paper to be presented to the North American Society for Sport Management, Toronto, Ontario.

- Walker, M., & Parent, M.** (2008, August). *Altruistic and instrumental perspectives of corporate social responsibility, corporate social responsiveness, and corporate citizenship: The case of sport organizations*. A paper to be presented to the Academy of Management, Anaheim, CA
- Heere, B., & **Walker, M.**, Jordan, J. S., Ko, Y. J., & James, J. D. (2008, June). *Comparing the influence of state, city, and university identities on team identification across three college campuses: A community perspective*. A paper to be presented to the North American Society for Sport Management, Toronto, Ontario.
- Babiak, K., Wolfe, R., Kent, A., Johnson, G., & **Walker, M.** (2007, June). *Corporate social responsibility in the sport industry*. Symposium conducted at the meeting of the North American Society for Sport Management, Ft. Lauderdale, FL.
- Walker, M.**, & Kent, A. (2007, March). *Strategic philanthropy in sport: An empirical perspective*. A paper presented to the International Academy of Business Disciplines, Orlando, FL.
- Walker, M.**, & James, J. D. (2006, June). *Further identification of the forces that shape the creation of a professional team fan*. A paper presented to the North American Society for Sport Management, Kansas City, MO.

NATIONAL MEETINGS

- Walker, M.** (2002, April) *Enhancing your weight room staff*. A presentation given to the National Intramural Recreation Sports Association (NIRSA) National Conference. San Antonio, TX.
- Walker, M.** (2002, April). 'X-Training': *A radical approach to fitness*. A presentation given to the National Intramural Recreation Sports Association (NIRSA) National Conference. San-Antonio, TX.

REGIONAL MEETINGS

- Walker, M.** (2007, September). *The influence of community programs and philanthropy in sports*. A paper presented at the Florida State University, Sport Management Conference, Tallahassee, FL.
- Walker, M.** (2006, October). *Strategic philanthropy in the sport industry: A cross-disciplinary perspective*. A paper presented at the Florida State University, Sport Management Conference, Tallahassee, FL.
- Walker, M.**, & Jordan, J. S. (2004, October). *An exploratory account of factors influencing the college choice of student athletes*. A paper presented at the Florida State University, Sport Management Conference, Tallahassee, FL.
- Jordan, J. S. Usdan, S., & **Walker, M.** (2002, October). *Confessions of a campus bookie: An examination of behaviors exhibited by campus bookmakers*. A paper presented at the Florida State University, Sport Management Conference, Tallahassee, FL.

TEACHING

2004 – 2007 Florida State University, Teaching Assignments

- PET 4463 – Financial Management in Sport (*undergraduate*)
- PET 4471 – Issues in Sport Management (*undergraduate*)
- PET 4022 – A Career in Professional Sport (*undergraduate*)
- PET 4942/5947 – Practicum / Internship Coordinator (*graduate & undergraduate*)

2007 – Present East Carolina University, Teaching Assignments

- EXSS 6136 – Financial Management in Sport

Master's Level: This course provides an introduction to financial strategies related to sport entities and organizations. Along with learning about conventional income sources such as tax support, municipal and corporate bonds, ticket sales, concessions and fundraising, this course explores current events in order to learn about recent innovations in licensing, sponsorship, and stadium funding. A portion of this course will also discuss investing, personal financial planning, and economics related to sport. Students will also be exposed to basic financial terms and concepts associated with financial planning and analyses. (6 sections taught to date)

- EXSS 6131 – Management & Leadership in Sport – (*organizational behavior / theory*)

Master's Level: This course serves as preparation for advanced positions of leadership in the sport industry. The course emphasizes the application of organizational behavior concepts and theories as a means to solve organizational-level problems and to devise and to execute strategies that are effective, appropriate, and ethical. The student will gain the skills necessary to advance to management/leadership positions and to retain them through rigorous reflection on their academic and professional experiences. Additionally, the student will be exposed to the insights offered by the world's leading organizations, review of classic and cutting edge theory and research, and mastery of methods and techniques to identify, understand, apply, and communicate strategically critical knowledge as it applies to organizational behavior, management, and leadership. (2 sections taught to date)

- EXSS 6102 – History & Philosophy of Sport

Master's Level: This course is offered as a means of exposing students to current issues that are prevalent in the sport industry. Beyond mere exposure, this class provides the students with an in-depth knowledge of arguments for various controversial topics, as a means of preparing them to deal with these issues, in no matter what capacity they may find themselves in the future. These issues will be placed in the proper socio-cultural and theoretical contexts by supplementing the discussions with readings and lectures. As such, students in this class will be better prepared to be agents of change within the sport industry, so that it may prosper and be strengthened by their presence in it. (2 sections taught to date)

- EXSS 4300 – Program Development & Management in Sport – (*undergraduate OB/OT*)

Bachelor's Level: This course specifically geared toward the undergraduate student focuses on the principles that guide organizational behavior, the art of leadership, and the building

successful programs. The course exposes students to leadership theories, management principles, and variables resulting in a complete understanding of how these factors contribute to sound and “forward thinking” sport programs. Additionally, this course introduces students to many organizational behavior concepts which can be classified as primary concern areas for most organizational leaders, not only for those in sport organizations. These topics are presented to the student both from theoretical and practically applicable perspectives. (3 sections taught to date)

INVITED PRESENTATIONS

- FIG 1920 – Freshman Interest Group Colloquium (*introduction to Florida State academics*)

The *Freshman Interest Group* (FIG) is a pre-packaged cluster of high-demand freshman courses that have been linked by a theme or academic program. This course is designed to provide the student with a set of experiences that will introduce them to the academic culture at the Florida State University. (Fall 2006)

- Student-Athlete Advisory Council, Florida State University

The *Student-Athlete Advisory Council* (SAAC) is a premier group of student-athletes representing every sport on the Florida State University campus. They are responsible for discussing issues that affect them as student-athletes and in bringing these issues to the attention of the administration. The program is also a conduit of information from the administration back to their respective teams. (Fall 2006)

- PE 8823 – Sport Marketing & Sponsorship, Mississippi State University

Spoke on the meaning and function of sales and various aspects of personal selling in the sport industry. Incorporated the book: “The Little Red Book of Selling: 12.5 Principles of Sales Greatness” into the talk, framing the presentation around the sale of sport related properties. (Spring 2007)

SUPERVISED RESEARCH

Graduate-Student Research Projects

Taylor, R., **Walker, M.**, & Sartore, M. (2008). Perceptions of outsourced marketing: Insights from collegiate marketing managers.

- Objective: This mixed-methods investigation will examine the working relationships (e.g., perceptions and satisfaction) between the in-house and outsourced marketing groups of several major NCAA Division I athletic programs. Graduate student is the director of marketing for East Carolina athletics.

Bass, C., & **Walker, M.** (2008). Understanding corporate executive’s motives for charitable giving.

- Objective: Building on my research, this work will delve into the mind of the corporate executive to determine the level and direction of corporate giving. Graduate student is the director of fundraising for a local minor league baseball organization.

RESEARCH IN PROGRESS

Walker, M., & Heere, B. (2008). Toward a multilevel instrument for assessing corporate social responsibility.

- Objective: This article is the beginning of a three party series detailing the creation and testing of a multilevel framework (and instrument) for measuring the dimensions of CSR.

Walker, M., & Parent, M. (2008). Corporate social responsibility, corporate social responsiveness, and corporate citizenship: A typology of the sport industry.

- Objective: This paper will be the second in a series that details the extent to which organizations in the sport industry practice and implement instrumental or altruistic community outreach efforts.

Walker, M., & Kent, A. (2008). Strategic philanthropy in the sport industry: A multilevel comparison of team sport supporters.

- Objective: This mixed-methods investigation details how sport consumers react both attitudinally and behaviorally to various philanthropic practices of the PGA Tour.

Walker, M., & Jordan, J. S. (2008). Consumer attributions of sport organization motives toward corporate social responsibility.

- Objective: This research will examine the influence of consumers' attributions on corporate outcomes in response to CSR efforts on the part of sport organizations.

Heere, B., **Walker, M.**, Jordan, J. S., Ko, Y. J., & James, J. D. (2007). Brand positioning through external communities: A tale from collegiate athletics.

- Objective: Assess the varying levels of team, community, and "other" group identification displayed by students at the three major Florida institutions.

PROFESSIONAL ASSOCIATION MEMBERSHIPS

- The Academy of Management (AOM)
- North American Society for Sport Management (NASSM)
- American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)
- National Intramural Recreational Sports Association (NIRSA; 2003-2004)
- Alachua County Education Association (ACEA; 2003-2004)
- Florida High School Athletic Association (FHSAA; 2003-2004)

SELECTED SERVICE

2007 – Present

NASSM Publicity & Promotions Committee

- Promote and market NASSM to potential and current members
- Develop website content
- Design and dissemination of the NASSM quarterly newsletter

- 2007 – Present Journal of Sport Management – digest reviewer
- Created content for the sport management digest
 - Edited and reviewed submissions
 - Compiled article reviews
- 2007 – Present East Carolina University’s Centennial Leadership Forum Committee
- Assisted in the planning of the HHP leadership forum
 - Organized faculty and speaker responsibilities
- 2002 – 2004 Physical Educator – Archer Community School (Archer/ Gainesville, FL)
- Archer Community School Advisory Committee (2002-2004)
 - Alachua County Physical Education Instruction Committee (2003-2004)
 - *Jump-Rope-for-Heart* Administrator (2002-2004)
 - March of Dimes, *Walk-A-Mania* Administrator (2002-2004)
- 2000 – 2002 Mississippi State University – *Graduate*
- Graduate Assistant Strength and Conditioning Coach (2000 - 2001)
 - Recreation Graduate Assistant Strength and Conditioning (2000 - 2001)
 - Administrator Mississippi Special Olympics (2000-2002)
 - Mississippi State Baseball Camp Coordinator (2000-2002)

SELECTED PREVIOUS EXPERIENCES

- Conducted teacher-training workshops (2002)
- Sanderson Recreation Center Customer Satisfaction Research (2000)
- Prepared Sanderson Recreation Center annual report (MSU-2002)
- Organizer, NCAA Baseball Regional (1997, 1998)
- Mississippi State University - Support Services Academic Mentor (1995-1999)
- Administrator, Mississippi Special Olympics (1995-2002)