

Christina L. L. Martin, Ph.D.

EDUCATIONAL RECORD

University Attended/Location

Master of Science in Human Resource Management
Master of Science in Management
Master of Science in Sport Management
Ph.D. Sport Management

Troy University **Full Professor** **2019-Present**
Hospitality, Sport & Tourism Management
Description: Awarded Promotion to Full Professor in Spring, 2019 effective August, 2019. Promotion to full professor was awarded after teaching 11 years in higher education, with 10 years being at Troy University. My primary responsibilities were centered on serving the College of Health & Human Services in the administrative role of Assessment Coordinator while maintaining teaching and advisement assignments and seeking service endeavors at various levels. Additionally, during the past 10 years, I was able to successfully author 21 publications of which 17 were peer reviewed, and prepared 34 presentations of which 24 were international or national in scope.

Troy University **Associate Professor** **2014 -2019**
Hospitality, Sport & Tourism Management
Description: Awarded Tenure and Promotion in Spring, 2014 effective August, 2014.

Troy University **Assistant Professor** **2008 -2014**
Description: This is a full-time, assistant professor position in the sport and fitness management discipline. Specific duties include teaching full-load graduate and undergraduate major courses. Additional expectations are required for research and service areas.

Troy University **Coordinator of Assessments** **2010 -2020**
College of Health and Human Services
Description:
Colleges and Schools Commission on Colleges (SACSCOC) reporting details including: data collection, data analysis, and data reporting.

**Mississippi State University
Sanderson Center**

Aerobics Instructor

1999-2002

Description: This position required teaching approximately four weekly group aerobics classes for MSU faculty and students. Additionally, the instructor was required to maintain CPR/First Aid and AFAA Group Fitness Certifications.

**Mississippi State University
Sanderson Center**

**Strength and Conditioning
Instructor**

1999-2001

Description: This was a 20 hour/week position which focused on prescribing exercise and conducting fitness assessments for multiple adult populations. Additionally, the instructor was required to maintain CPR/First Aid, AFAA Group Fitness and IFAA certifications.

TEACHING EXPERIENCE

Associate Professor/Sport and Fitness Management, Troy University,
August 2008 – Present

Courses	Majors
<i>Graduate classes</i>	
Pedagogy in Sport Management Education	Ph.D. Sport Management
Foundations in Sport Management	Sport Management
Practicum	Sport/Fitness Mgt/PE
Critical Issues in Sport and Fitness Management	Sport/Fitness Mgt/PE
Entrepreneurship	Sport/Fitness Mgt/PE
Legal Aspects in Sport and Fitness Management	Sport/Fitness Mgt/PE
Risk Management in Sport	Sport Management
<i>Undergraduate classes</i>	
Current Issues in Sport and Fitness Management	Sport/Fitness Management
Evaluation Procedures in Sport Management	Sport/Fitness Management
Event Management	Sport/Fitness Management
Sport Communication	Sport/Fitness Management
Sport Marketing	Sport/Fitness Management
Legal Aspects in Sport and Fitness Management	Sport/Fitness Management
Revenue Generation in HST	Hospitality/Sport/Tourism Management
Research Methods	Hospitality/Sport/Tourism Management
Introduction to HST	Hospitality/Sport/Tourism Management

Adjunct Professor, Belhaven University

January 2014 – March 2014, Summer 2014 & Fall 2015

Course	Majors
<i>Graduate classes</i>	

Introduction to Graduate Education
Current Issues in Sport

Graduate Students
Graduate Students

Doctoral Student/Human Performance and Recreation, The University of Southern Mississippi

August 2003 – August 2008

<u>Courses</u>	<u>Majors</u>	<u>Average Class Size</u>
<i>Undergraduate classes</i>		
Aerobics	Human Performance	25

Management and Marketing. Thousand Oaks, CA: SAGE Publications, Inc.

24. **Martin, C.L.L.** Image versus positioning. Swyane, L.E. & Dodds, M. (2011).
- 25.

- 25. Noe, L. (Chair)
- 26. Conkle, K (Chair)

GRANTS

Martin, T. & **Martin, C.L.L.** (2020). CHHS Baseball & Softball Renovations. Major League Baseball (MLB)-MLB Players' Association, \$1,022,996.
Status: In Review

Vardaman, S. & **Martin, C.L.L.** (2016). USA Football AED Grant Application. USA Football, \$500-\$

Responsibilities: Responsible for statistical analysis and reports

Speed, N., **Martin, C.L.L.**, & Krebs, G. (2008) Carol M. White PEP Grant, \$300,000
Status: Not funded

Martin, C.L.L. (2007). The University of Southern Mississippi Doctoral Dissertation
Grant, \$500
Status: Funded

McDaniel, L., Speed, N., Krebs, G., & **Martin, C.L.L.** (2007-2008). Carol M. White
PEP Grant, \$21,999
Responsibilities: Responsible for statistical analysis and reports

McDaniel, L., Speed, N., Krebs, G., & **Martin, C.L.L.** (2007-2009) Project CARE,
\$55,000
Responsibilities: Responsible for statistical analysis and reports

Speed, N. & **Martin, C.L.L.** (2007) Dubard School for Language Disorders, Motor Skill
Development Venture Grant, \$5,000
Responsibilities: Responsible for statistical analysis

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Conference, Columbia, SC.

Martin, C.L.L., Kim, M.K., Elsisi, R., & Miller, L. (2011). Game Attendance Factors at a Division I University. Presented at the *Sport Marketing Association Conference*, Houston, TX.

Mathner, R., & **Martin, C.L.L.** (2011). Examining the Prevalence and Scope of Sports Wagering Behaviors by Division I Collegiate Athletic Trainers. Presented at the *24th Annual Conference on Sport, Physical Activity, Recreation and Law*, Savannah, GA.

Martin, C.L.L., Miller, L., Elsisi, R., Green, F. (2010). Case Analysis of Game Attendance Factors for a Rurally Located Division I University. Presented at the *Sport Marketing Association Conference*, New Orleans, LA.

Elsisi, R., Green, F., **Martin, C.L.L.**, & Miller, L. (2010). Understanding Attendance Similarities and Differences of the Baseball Consumer: A Comparison of Minor League and C

Members: Are we keeping our eyes on the right ball? *National Association for Athletics Compliance*, Orlando, FL.

Martin, C.L.L. (2011). Commission on Sport Management Accreditation (COSMA) Training: Outcomes Assessment Piece for Troy University. *North American Society for Sport Management*, London, Ontario, Canada.

State & Local

Mathner, R.P. & **Martin, C.L.L.** (2017). Examining the prevalence and scope of sports wagering by high school student-athletes. Invited State Presentation to *Alabama Independent School Association Professional Development Day*. Montgomery, AL.

Miller, J.J., **Martin, C.L.L.**, Lee, K., & Gillentine, A. (2013). The Effects of Interscholastic Athletic Directors' Religious Values and Practices of Pre-Game Prayer. Presented at the *Southern Sport Management Conference*, Troy, AL.

Martin, C.L.L. (DEC, 2012). CHHS Assessment Efforts. Presented at the Troy University Institutional Effectiveness Committee meeting, Troy, AL.

Bowers, A., Wolfe, B., Speed, N.M., **Martin, C.L.L.**, & Miller, J. (2012). Feel Pressure: A Qualitative Examination of the Influences of the Female Athlete's Body Image. Presented at the Southern Sport Management Conference, Troy, AL.

Bailey, W., **Martin, C.L.L.**

State & Local Invited

Martin, C.L.L. & Martin, T.D. (2010). Flexibility Exercise and the Childcare Provider.
Sensational Saturday Child Care Conference, Montgomery, AL.

Other Scholarly Contributions

Recognized Projects

Curran, K., McGowan, J., Hicks, M.T. & Pierce, L. (2013-2014). Effects of Coaching Style on Team Success.
**Recipient of the College of Health and Human Services Undergraduate Research Award

Pinzon, S., **Martin, C.L.L.**, Kim, M. (2012-2013). An Exploration of the Impacts and Needs of Brand Identity Campaigns within Divisions of the National Collegiate Athletic Association (NCAA). Presented at the *Southern Sport Management Conference, Troy, AL.*
**SSMA 2nd Place Winner for oral research presentation
**Recipient of the Inaugural College of Health and Human Services Graduate Research Award

Mathner, R.P., **Martin, C.L.L.**, & Tatum, S. (2010). The Effects of a sportsmanship

Elsisi, R., Green, F., **Martin, C.L.L.**, & Miller, L. (2010). Understanding attendance similarities and differences of the baseball consumer: A comparison of minor league and collegiate baseball attendees. Presented at the *Sport Entertainment Venues Tomorrow Conference*, Columbia, SC.

Graduate-Advised and Non-Presented Projects

Caldwell, A. (2015-2016). An analysis of the prevalence and severity of all-star cheerleading injuries.

Morgan, S. (2015-2016). Factors that influence eating attitudes and behaviors of division I female student athletes.

Kamilov, T. (2015-2016). Exploration of intercollegiate athletes' attitudes toward homosexual men and women.

Elizabeth Brown (2010-2011). An ethnographic look at the lives of college football players at a small Division-I Football Bowl Series university”.

Alewine, B. (2009-2010). The Impact of Collegiate Athletic Association on Female Student Athletes' Existing Academic Eligibility Standards for Division I Student-Athletes.

Elliott, B. (2009-2010). Native American names and symbols in sports.

Holloday, M. (2009-2010). Moneyball: Effects on ticket sales in the NHL.

Lee, K. (2009-2010). Prayer at interscholastic athletic events in the Southeastern U.S.

Matthews, S. (2009-2010). PercF1 o1T/F1 12 Tf1 0 0 AD(II)-0.00000912 0 612 792 reWu28A1 1.44tTmdthen PercF1 3

TROY UNIVERSITY SERVICE

Member, QEP Intercultural Training	Appointed	2021-Present
Chair, Faculty Evaluations Work Group	SVC Appointment	2019
QEP Student Learning Outcomes Committee	Appointed	2019
IEC HOMER Meta-Assessment Committee	Appointed	2019
Team Leader, Strategy 4 Focus Group	SVC Appointment	2018
Workforce Ratio Work Group	SVC Appointment	2019
Eufaula Leadership Retreat Focus Group	Appointed	2018
Consortia Relationship Review Committee	Appointed Member	2017
Homecoming Interview Panel	Appointed Member	2016
Graduate Dissertation Guidelines Committee	Appointed Member	2015-2016
Recreational Facility Committee	Appointed Member	2015-Present
Graduate Academic Council	Chair, Elected	2013-Present
New Faculty Assessment Workshop	Presenter	2012
Assessment Coordinator Committee	Appointed Member	2012-Present
Assessment Technology Taskforce Sub-committee	Appointed Member	6/2011-2012
Assessment Technology Taskforce	Appointed Member	06/2011-2012
Graduate Academic Council	Elected Member	08/2011-Present
Personnel Advisory Committee	Appointed Member	06/2011-Present
Institutional Effectiveness Committee	Appointed Member	08/2010-Present
Troy University Cheerleading	Interview Judge	2010
Troy University Athletics	Ticket Taking	2009 Football

Sport Management	Search Committee Chair	Spring 2017
Sport Management	Search Committee	Spring 2015
Hospitality	Search Committee	Fall 2014
Troy University P 9 TJETQq0.b5D. Propos		

Sport and Fitness Management

Search Committee

Spring 2010

Sport and Fitness Management

Undergraduate Curriculum Committee

2008 - Present

**Raised \$2,300 for TES*

Troy Elementary School	PTO Executive Committee Fundraising	2012-2013
TES PTO Executive Member	Nominating Committee	2012
Troy Elementary School TES Inaugural 5K & Fun Run <i>*Raised \$2,500 for TES</i>	Race Director	2012
Troy Elementary School	PTO Executive Committee Fundraising	2011-2012
Kinesiology and Health Promotion Event Management <i>*Raised \$750 for Troy Miracle League</i> <i>Hosted Health Field Day for local children</i>	Professor	2010
Kinesiology and Health Promotion Event Management <i>*Raised \$1,500 for Troy Miracle League</i> <i>*Raised \$2,500 for KHP Scholarship Fund</i> <i>Hosted Health Field Day for local children</i>	Professor	2009
Special Olympics Mississippi State University	Event Coordinator - 4 Basketball (1), Volleyball (2) Track (1)	2001-2002
<u>OTHER</u> Sport Professionals' Organization for Research Training and Study	Public Relations Officer	2002

PROFESSIONAL DEVELOPMENT

2021 AACB Seminar: “Assurance of Learning”	February 2021
Quality Matters Certification	February 2021
2020 AACSB Webinar: “The Art of Principle Based Standards, 8-9”	November 2020
2020 AACSB Webinar: “The Art of Principle Based Standards, 4-7”	November 2020
2020 AACSB Webinar: “The Art of Principle Based Standards, 3”	November 2020
SANS Training	August 2018
CHHS Canvas Training	February 2017
2013 Compliance Assist Training	March 2013

Blackboard Training, Troy University

October 2009

Southern Sport Management Conference, Troy University

April 2009

Webinar – “Writing Grants”, Troy University

March 2009

GUEST LECTURES

