

R. AUBREY W. KENT

Office: 1700 N. Broad St., Ste 316E, Philadelphia, PA 19122
(215) 204-3810, aubkent@temple.edu, Skype: Aubrey.Kent.Temple

CURRENT POSITION

July 2008 - present Associate Professor, Sport Management, Temple University
Director, Sport Industry Research Center / Institute for Sport and Social
Responsibility

2008-2009 Past-President, North American Society for Sport Management

Past Position

1999-2008 Assistant/Associate Professor, Florida State University

EDUCATION

THE OHIO STATE UNIVERSITY Columbus, OH
Ph.D. Major - Sport Management September 1999
Cognate – Management & Human Resources

THE UNIVERSITY OF WINDSOR Windsor, ON
M.H.K. (Master of Human Kinetics) June 1995
Major - Sport Management
Cognate – Industrial/Organizational Psychology

THE UNIVERSITY OF TORONTO Toronto, ON
B.PHE (Bachelor of Physical & Health Education) June 1992
Minor - Political Science

AWARDS

- ✓ 2006 NASSM Research Fellow
- ✓ 2003, 2005 Advisor to North American Society for Sport Management Student Research Award winner
- ✓ 2002, 2006 Nominee for FSU Distinguished Graduate Teaching Award
- ✓ 2002, 2006 Council on Research in Education (CORE) Research Fellow
- ✓ 1999 North American Society for Sport Management (NASSM) Student Research Award
- ✓ 1999 R. Richard McNeal Scholarship – Awarded for outstanding teaching, research and service as a graduate student in the College of Education, The Ohio State University.
- ✓ 1998 Delbert Oberteuffer Scholarship – Awarded for outstanding demonstrated potential in research by the College of Education, The Ohio State University.
- ✓ 1999 International Research Presentation Travel Award – Awarded by the Ohio State University, Department of Physical Activity and Educational Services.
- ✓ 1998 Distinguished mention – Edward F. Hayes Graduate Research Forum, Presented by the Council of Graduate Students, The Ohio State University.

RESEARCH

Refereed

- Todd, S. Y., & Kent, A. (2008 – in press). A social identity perspective on the job attitudes of employees in the sport industry. *To be published in Management Decision*.
- Andrew, D. P. S., & Kent, A. (2007). The impact of perceived leadership behaviors on satisfaction, commitment, and motivation: An expansion of the multidimensional model of leadership. *International Journal of Coaching Science* 1(1), 35 - 56.
- Battenfield, F. L., & Kent, A. (2007). The culture of communication among intercollegiate sport information professionals. *International Journal of Sport Management and Marketing*, 2(3), 236 - 251.
- Walker, M. B., Kent, A., & Rudd, A. (2007). Consumer reactions to strategic philanthropy in the sport industry. *Business Research Yearbook: Global Business Perspectives*, 14(2), 926 – 932.
- Kent, A., & Campbell, R. (2007). An introduction to freeloading: Campus-area ambush marketing. *Sport Marketing Quarterly*, 16(2), 118-122.
- Ivey, F. L., & Kent, A. (2007). Perennial winners: Sustained competitive advantage in high school football. *Journal of Contemporary Athletics*, 2(3), 225-241.
- Todd, S. Y., & Kent, A. (2006). Direct and indirect effects of task characteristics on organizational citizenship behavior. *North American Journal of Psychology*, 8(2), 253 - 268.
- Cunningham, G. B., Sagas, M., Dixon, M. A., Kent, A., & Turner, B. A. (2005). Anticipated career satisfaction, affective occupational commitment, and intentions to enter the sport management profession. *Journal of Sport Management*, 19(1), 43 - 57.
- Dixon, M. A., Cunningham, G. B., Turner, B. A., Sagas, M., & Kent, A. (2005). Challenge is key: An Investigation of Organizational Commitment in Interns. *Journal of Education for Business*, 80(3), 172 - 180.
- Smith, S. S., Todd, S. Y., & Kent, A. (2005). A note on female participation in high school athletics. *FAHPERD Journal*, 43(1), 8 - 9.
- Campbell, R. M., Aiken, D., & Kent, A. (2004). Beyond BIRGing and CORFing: Continuing the exploration of fan behavior. *Sport Marketing Quarterly*, 13, 94 - 103.
- Kent, A., & Todd, S. (2004). Selecting team captains. *Strategies*, 17(4), 21 – 22.

- Smucker, M. K., & Kent, A. (2004). The influence of referent selection on pay, promotion, supervision, work, and co-worker satisfaction across three distinct sport industry segments. *International Sports Journal*, 8(1), 27 - 43.
- Smucker, M. K., & Kent, A. (2004). Job satisfaction and referent comparisons in the sport industry. *International Journal of Sport Management*, 5(3), 262 - 280.
- Todd, S. Y., & Kent, A. (2004). Perceptions of role differentiation behaviors of ideal peer leaders: A study of adolescent athletes. *International Sports Journal*, 8(2), 105 - 118.
- Aiken, D., Campbell, R. M., & Kent, A. (2003). Exploring unusual fan behaviors: New directions in market segmentation through consumer image management. *Business Research Yearbook: Global Business Perspectives*, 10, 36 - 40.
- Kent, A., & Chelladurai, P. (2003). Multiple sources of leadership and employee reactions in a state parks and recreation department. *Journal of Park and Recreation Administration*, 21(1), 39 - 61.
- Kent, A., & Sullivan, P. J. (2003). Comparisons of job attitudes among United States and Canadian intercollegiate coaches. *Journal of the International Council for Health, Physical Education, Recreation, Sport and Dance*, 39(3), 34 - 37.
- Kent, A., & Sullivan, P. J. (2003). Coaching efficacy as a predictor of university coaches' commitment. *International Sports Journal*, 7(1), 78 - 87.
- Sullivan, P. J., & Kent, A. (2003). The relationship between coaching efficacy and leadership style among University coaches. *Journal of Applied Sport Psychology*, 15(1), 1 - 11.
- Todd, S. Y., & Kent, A. (2003). Student athletes' perception of self. *Adolescence*, 38(152), 659 - 667.
- Campbell, R., & Kent, A. (2002). Brand Extension Evaluation: The Case of NFL Europe. *Sport Marketing Quarterly*, 11(2), 117 - 120.
- Hanson, L., & Kent, A. (2002). Sport participation and academic achievement: Is there a plateau effect? *Academic Athletic Journal*, 16(1), 1 - 10.
- Kent, A., & Turner, B. (2002). Increasing response rate among coaches: The role of prenotification methods. *Journal of Sport Management*, 16(3), 230 - 238.
- Kent, A., & Chelladurai, P. (2001). Leadership and employee attitudes: A case study in intercollegiate athletics. *Journal of Sport Management*, 15(2), 135 - 159.
- Kent, A., & Weese, W. J. (2000). Do effective sport organizations have better executive leadership and/or organizational cultures? A study of selected sport organizations in Canada. *European Journal for Sport Management*, 17(2), 4 - 21.

Book Chapters

Jordan, J. S., & Kent, A. (2005). Management and leadership in the sport industry. In A. Gillentine and R.B. Crow (eds.). *Foundations of Sport Management* (pp. 35–54). Morgantown, WV: Fitness Information Technology.

Proceedings

Walker, M., & Kent, A. (2008). Consumer perceptions of strategic corporate philanthropy in the sport industry: An analysis of PGA Tour supporters. *Research Quarterly for Sport and Exercise Science*, 79(1), A-100.

Sullivan, P. J., & Kent, A. (2001). The relationships between coaching efficacy and organizational commitment in university coaches. *Journal of Sport and Exercise Psychology*, 23 supplement, s19.

Kent, A., & Chelladurai, P. (2001). Cascading transformational leadership and the impact of multiple leadership influences on employee attitudes and behavior. Proceedings of the 2001 EASM congress, Vitoria-Gasteiz, Spain.

Non-refereed publications

Kent, A. (2006). Total athlete development: The college paradigm. *Cruyff Academics Sport Management Journal*, 4, 4-5.

Kent, A. (1998). [Review of: Miller, L. K. (1997). Sport Business Management. Wichita, KA: Aspen Publishers.]. *Journal of Sport Management*, 12, p. 86 – 87.

Research Reports

Walker, M., & Kent, A. (2007). The impact of philanthropic and community-based programs on fans' perceptions of the team. Atlanta Falcons.

Andrew, D. P. S., & Kent, A. (2005). The effect of congruence of leadership behaviors on motivation, commitment, and satisfaction of college tennis players. United States Tennis Association.

SCHOLARLY PRESENTATIONS

INTERNATIONAL MEETINGS

Kent, A., & Walker, M. (2008, September). *CSR in the Sport Industry*. Paper presented at the meeting of the European Association of Sport Management, Heidelberg, Germany.

- Nguyen, S., & Kent, A. (2008, July). *Use of Attitudes Toward Corporate Social Responsibility as Part of Strategic Stakeholder Management*. Paper presented at the meeting of the Academy of World Business Marketing and Management Development, Rio de Janeiro, Brazil.
- Walker, M., & Kent, A. (2008, May). *Do fans care? CSR's influence on consumer attitudes in the sport industry*. Paper presented at the meeting of the North American Society for Sport Management, Toronto, ON.
- Kent, A. (2008, May). *Consumer reactions to strategic corporate philanthropy in the sport industry*. Poster presented at the meeting of the North American Society for Sport Management, Toronto, ON.
- Walker, M., & Kent, A. (2008, April). *Consumer Perceptions of Strategic Corporate Philanthropy in the Sport Industry: An Analysis of PGA TOUR Supporters*. Paper presented at the American Alliance for Health, Physical Education, Recreation, & Dance, Fort Worth, TX.
- Babiak, K., Wolfe, R., Kent, A., Bradish, C., & Johnson, G. (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., & Rudd, A. (2007, March). *An assessment of strategic corporate philanthropy in the sport industry*. Paper presented at the meeting of the International Academy of Business Disciplines, Orlando, FL.
- Andrew, D., & Kent, A. (2005, June). *The effect of congruence of preferred and perceived leadership behaviors on motivation, commitment, and satisfaction of college tennis players*. Paper presented at the meeting of the North American Society for Sport Management, Regina, SK.
- Turner, B. A., Jordan, J. S., Funk, D., Kwon, H., Kent, A., & Gillentine, A. (2005, June). *Is one enough? The use of single item measures in sport management*. Symposium conducted at the meeting of the North American Society for Sport Management, Regina, SK.
- Jordan, J., Kent, A., & Turner, B. (2004, June). *Student Perceptions of Gambling Activities on College Campuses*. Paper presented at the meeting of the North American Society for Sport Management, Atlanta, GA.
- Kent, A., & Todd, S. (2004, June). *The role of internal marketing in managing employee perceptions of their organization*. Paper presented at the meeting of the North American Society for Sport Management, Atlanta, GA.
- Campbell, R. M., & Kent, A. (2003, November). *An Examination of the Reciprocal Spillover Effects of a Sport League Brand Extension*. Paper presented at the meeting of the Sport Marketing Association, Gainesville, FL.

Kent, A., Campbell, R. M., & Todd, S. Y. (2003, November). *Exploring the impact of title sponsors on event image and intent to attend*. Paper presented at the meeting of the Sport Marketing Association, Gainesville, FL.

Aiken, D., Campbell, R. M., & Kent, A. (2003, April). *Exploring unusual fan behaviors: New directions in market segmentation through consumer image management*. Paper presented at the meeting of the International Academy of Business Disciplines, Orlando, FL.

Kent, A., & Turner, B. (2001, June). *Increasing response rates among coaches: The role of prenotification methods*. Paper presented at the meeting of the North American Society for Sport Management, Virginia Beach, VA.

Kent, A., & Campbell, R. M. (2001, June). *Examining Sport Leagues' Brand Extensions: The Case of NFL Europe*. Paper presented at the meeting of the North American Society for Sport Management, Virginia Beach, VA.

Kent, A. (2001, June). Measurement issues in leadership research. In P. Chelladurai (Chair), *The study of leadership in sport management: Where have we been? Where are we going? How will we get there?* Symposium conducted at the meeting of the North American Society for Sport Management, Virginia Beach, VA.

Sullivan, P. J., & Kent, A. (2001, May). *The relationships between coaching efficacy and organizational commitment in university coaches*. Paper presented at the meeting of the North American Sport Psychology and Sport Philosophy Association, St. Louis, MO.

Kent, A. (2001, April). Sponsorship as an alternative to advertising. In L. Falk (Chair), *The Role of Sponsorship in Firms' Integrated Marketing Communications*. Symposium conducted at the meeting of the International Academy of Business Disciplines, Orlando, FL.

Kent, A. (1999, June). *Leadership and Employee Attitudes and Behavior: A Case Study in Intercollegiate Athletics*. Paper presented as winner of NASSM Student Research Competition at the meeting of the North American Society for Sport Management, Vancouver, BC.

Kent, A. (1998, June). *Do effective sport organizations have better executive leadership and/or organizational cultures?* Paper presented at the meeting of the North American Society for Sport Management, Buffalo, NY.

NATIONAL MEETINGS

Campbell, R. M., & Kent, A. (2005, February). *Sport league brand extensions: Understanding a growing trend*. Paper presented at the annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas, NV.

Andrew, D. P. S., & Kent, A. (2005, February). *The impact of perceived leadership behaviours on satisfaction, commitment, and motivation: An expansion of the multidimensional model of leadership*. Paper presented at the annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas, NV.

Kent, A., Sagas, M., Cunningham, G. B., Dixon, M. A., & Turner, B. (2004, March). *Always beneficial? Examining the effects of the sport management internship*. Poster presented at the meeting of the American Alliance for Health, Physical Education, Recreation and Dance, New Orleans, LA.

Campbell, R. M., & Kent, A. (2003, February). *An introduction to freeloading: A type of ambush marketing*. Paper presented at the annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas, NV.

REGIONAL MEETINGS

Kent, A., et al. (2003, September). *Issues surrounding sport management programs*. Panel discussion presented at the Florida State University Sport Management Annual Conference, Tallahassee, FL.

Todd, S. Y., & Kent, A. (2003, September). *Students attraction to sports jobs: Elements of identification and fit*. Paper presented at the Florida State University Sport Management Annual Conference, Tallahassee, FL.

Kent, A., & Campbell, R. M. (2001, November). *The failure of a brand extension: The XFL*. Paper presented at the Florida State University Sport Management Annual Conference, Tallahassee, FL.

LOCAL MEETINGS

Kent, A. (1998, June). *Do effective sport organizations have better executive leadership and/or organizational cultures?* A paper presented as a Finalist in the Ohio State University Council of Graduate Students Research Forum Competition, Columbus, OH.

Invited Presentations (listed chronologically)

Kent, A., & Babiak, K. (2008, May). SPP symposium

Kent, A. (2006, September). *The Future of Business and Communication*. Keynote address delivered for the Presidential Inauguration ceremonies at Mercyhurst College, PA.

Kent, A. (2005, November). *Attitudes in the Sport Industry*. Guest lecture (via IP Videoconference) at Mount Royal College, Calgary, Alberta, Canada.

Weese, J., Shaw, S., Kent, A., Moorman, A., & Mason, D. (2005, June). *NASSM: A look forward*. Panel discussion conducted at the meeting of the North American Society for Sport Management, Regina, SK.

Kent, A. (2004, November). *Attitudes in the Sport Industry*. Paper presented in the Distinguished Lecture Series at the University of Alabama, Tuscaloosa, AL.

Sullivan, P. J., & Kent, A. (2001, January). *Confident Coaches: Efficacy, commitment and leadership styles in collegiate coaches*. Paper presented at Faculty Forum of the University of Windsor, Windsor, ON.

Kent, A. (1998, May). *A proposed model of how the relationship of leadership to effectiveness is moderated by leader-member dyads and micro-level variables*. Paper presented at Faculty Forum of The Ohio State University, Columbus, OH.

Kent, A. (1995, April). *Organizational Culture Research: A new direction for sport management scholars*. Paper presented at Faculty Forum of the University of Windsor, Windsor, ON.

Grant Activity

- Walker, M. (PI), & Kent, A. American Association for Physical and Health Education, Recreation, and Dance (AAPHERD) research grant. **Proposal funded (\$1199.50)**. 2007.
- Kent, A. (PI), & Andrew, D. United States Tennis Association (USTA) – A study to determine attitudes of collegiate student-athletes with regards to coaching behavior. **Proposal funded (\$11,385)**. 2003-2004.
- CORE Research Fellowship (FSU – Internal). **Proposal funded (\$2400)**. 2002.
- CORE Research Fellowship (FSU – Internal). **Proposal funded (\$1000)**. 2007.
- Provost Travel Grant (FSU –Internal). **Proposal funded (\$6000)**. 2002, 2007, 2008.
- The PricewaterhouseCoopers Endowment for The Business of Government. Research in the area of “Redefining Public Service for the 21st Century”. Proposal unfunded. 2001.

OTHER

Student Supervision

- Dissertation Chair: 12
- Dissertation member: 21
- Thesis Chair: 1
- Thesis member: 6
- External reviewer: 5

NASSM service

- Member of student advisory committee (1999 - 2000)
- Referee, Student Research Competition (2001, 2002)
- Annual Conference Reviewer (2001-2003, 2005), Section Head (2004)

- Executive Board, Member-at-Large (2004-2006)
- Chair, Student Initiatives Committee (2004-2005)
- Contributor, Journal of Sport Management Digest (2004-2006)
- Chair, Zeigler Award Nominating Committee (2005-2006)
- Chair, Paton Service Award Nominating Committee (2005-2006)
- Chair, Ad Hoc Membership and Marketing Committee (2005-2009)
- President-Elect (2006-2007), President (2007-2008), Past-President (2008-2009)

Editorial service

2007 – present	Editorial Board member – Measurement in Physical Education and Exercise Science
2006	Journal of Sport Management (JSM) <ul style="list-style-type: none"> • Guest Reviewer (2 manuscripts)
2006	Journal of the International Council for Health, Physical Education, Recreation, Sport, and Dance (ICHPER·SD) <ul style="list-style-type: none"> • Guest Reviewer (4 manuscripts)
2006	International Journal of Coaching Science (IJCS) <ul style="list-style-type: none"> • Guest Reviewer
2005	Sport Management Review (peer reviewed journal of SMAANZ) <ul style="list-style-type: none"> • Guest Reviewer, Special Issue on Sport Volunteerism
2005	International Journal of Sport Management and Marketing (IJSMM) <ul style="list-style-type: none"> • Guest Reviewer
2003 – 2005	Sport Marketing Association (SMA) <ul style="list-style-type: none"> • Conference Review Committee
2003 – 2005	International Academy of Business Disciplines (IABD) <ul style="list-style-type: none"> • Conference Review Committee, Sports Business Track Co-Chair

Selected experiences:

- Volunteer – Red Hills International Horse Trials (Tallahassee)
- NCAA Market Research – NCAA Volleyball Championships, 2000 Pigskin Classic
- Volunteer Organizer, NCAA Women’s Golf Championships
- Volunteer marketing consultant for Columbus Crew Soccer
- Ohio State Athletic Department - Student Athlete Support Services/Academic Mentor
- University of Windsor – Asst. Coordinator of Men’s and Women’s Intramurals
- Organizing Committee Member, C.I.A.U. Track & Field Championships
- Organizing Committee Member, O.U.A.A. Golf Championships
- Volunteer, Ontario Special Olympics
- University of Toronto, Department of Athletics Staff
- U of T - Policy Advisory Board member, Sport Medicine and Exercise Science
- U of T - Department Budget Committee, Sport Medicine representative
- Skydome (Toronto), field conversions crew, security