

# JOSEPH EDWARD MAHAN III

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## Curriculum Vitae

### EDUCATION

**University of Maryland, College Park**

**Doctor of Philosophy in Kinesiology, December 2008**

Specialization: Sport Marketing and Media

Dissertation: *Investigating the role of personality in (sport) consumer behavior*

Advisor: Dr. Stephen R. McDaniel

**Indiana State University**

**Master of Science in Physical Education, December 1996**

Specialization: Sport Management

Research project: *A comparison of profiles of NCAA Division I and III head women's volleyball coaches*

**The George Washington University**

**Bachelor of Arts in International Affairs, May 1993**

Emphasis: International Communication

### PROFESSIONAL EXPERIENCE

#### *Administrative*

July 2016 – Present	<b>Temple University</b>	Philadelphia, PA
	<b><i>Chair, Department of Sport &amp; Recreation Management</i></b>	
	School of Sport, Tourism & Hospitality Management	
August 2014 – June 2016	<b>Temple University</b>	Philadelphia, PA
	<b><i>Director of Programs in Sport &amp; Recreation Management</i></b>	
	School of Sport, Tourism & Hospitality Management	

March 2004 – June 2009      **University of Maryland**      College Park, MD  
*Undergraduate Advisor (2004-2008)*  
*Graduate Program Coordinator*  
 Department of Kinesiology

***Academic***

July 2015 – Present      **Temple University**      Philadelphia, PA  
*Associate Professor*  
 School of Sport, Tourism & Hospitality Management

July 2009 – June 2015      **Temple University**      Philadelphia, PA  
*Assistant Professor*  
 School of Sport, Tourism & Hospitality Management

July 2008 – June 2009      **University of Maryland**      College Park, MD  
*Research Assistant Professor*  
 Department of Kinesiology

July 2006 – May 2008      **University of Maryland**      College Park, MD  
*Faculty*  
 Department of Kinesiology

August 2002 – June 2006      **University of Maryland**      College Park, MD  
*Graduate Teaching Assistant*  
 Department of Kinesiology

January 2001 – May 2003      **Mount Saint Mary's University**      Emmitsburg, MD  
*Adjunct Faculty*  
 Department of Business, Accounting and Economics

July 1996 – June 1998      **Robert Morris University (IL)**      Chicago, IL  
*Faculty*  
 Division of Business Administration

Summer 1997      **Indiana State University**      Terre Haute, IN  
*Visiting Faculty*  
 Department of Recreation and Sport Management

## SCHOLARSHIP

### ***Statement of Research Interests***

My general research interests lie in the area of sport consumer behavior and fall into two separate yet related streams: consumer response to sport marketing communications and the use of digital social media in sport marketing. The research within both of these areas employs both survey and experimental design and each endeavor draws upon established theory from such disciplines as marketing, psychology, and communication (mass media).

### ***Refereed Journal Publications***

**Mahan, J. E., III**, Seo, W. J., Jordan, J. S., & Funk, D. C. (2015). Exploring the impact of social networking sites on running involvement, running behavior, and social life satisfaction. *Sport Management Review*, 18, 182-192 DOI: <http://dx.doi.org/10.1016/j.smr.2014.02.006>

Drayer, J. D., Frascella, V., Shapiro, S., & **Mahan, J. E., III**. (2014). Examining the relationship between legitimacy-building strategies and firm revenues. *European Sport Management Quarterly*, 14, 464-484. DOI: <http://dx.doi.org/10.1080/16184742.2014.946431>

Kwak, D. H., Lee, J. S., & **Mahan, J. E., III**. (2013). Ad-evoked overconfidence in fantasy sports participation: Effects of customization level and expert information. *Journal of Sport Management*. 27, 393-406.

Inoue, Y., **Mahan, J.E., III**, & Kent, A. (2013). Enhancing the social and business benefits of professional sport philanthropy: The roles of perceived corporate ability associations and communication strategies. *Sport Management Review*. 16, 314-325.

**Mahan, J.E., III**, Drayer, J., & Sparvero, E. (2012). An examination of the influence of money on fan attitudes and behaviors. *Sport Marketing Quarterly*. 21, 159-169.

**Mahan, J.E., III** (2011). Investigating the effectiveness of digital social media as a sport marketing platform. *International Journal of Sport Management and Marketing*, 9(3/4), 254-267.

Kwak, D.H., Lim, C.H., Lee, W.Y., & **Mahan, J.E., III** (2010). How confident are you to win your fantasy league: Exploring the antecedents and consequences of winning expectancy. *Journal of Sport Management*, 24, 416-433.

McDaniel, S.R. & **Mahan, J.E., III** (2008). An examination of the Impulsive Sensation Seeking Scale as a valid and reliable alternative to the SSS-V in optimum stimulation level research. *Personality and Individual Differences*, 44, 1528-1538.

McDaniel, S.R., Lim, C. & **Mahan, J.E., III** (2007). The role of gender and personality traits in response to ads using violent images to promote consumption of sports entertainment. *Journal of Business Research*, 60, 606-612.

### **Book Chapter**

**Mahan, J.E., III** & McDaniel, S. R. (2006). The New Online Arena: Sport, Marketing, and Media Converge in Cyberspace. In A. A. Raney & J. Bryant (Eds.), *Handbook of sports and media* (pp. 409-431). Lawrence Erlbaum Associates.

### **Non-refereed Publication**

**Mahan, J.E., III** & Sawyer, T.H. (1998). Profiles of NCAA Division I and III head women's volleyball coaches. *Coaching Volleyball*, Dec/Jan, 12-14.

### **Research in Progress**

**Mahan, J.E., III.** #Engagement: Exploring the role of social media for increasing student engagement in the classroom. (*Data collection in progress*)

**Mahan, J.E., III.** Generation gap? Investigating the effectiveness of marketing sport to different groups via digital social media. (*Re-targeting manuscript*)

**Mahan, J.E., III.** Tweet this: Investigating the impact of source and message characteristics on consumer response to sport content via Twitter. (*Manuscript development*)

**Mahan, J.E., III.** Exploring the role of processing in response to social-mediated sport content. (*Data collection complete*)

Seo, W., **Mahan, J.E., III**, Jordan, J.S., & Funk, D.C. Investigating the mediating effects of social networking sites between post-event emotions and event-related word-of-mouth intentions. (*Manuscript development*)

**Mahan, J.E., III** & McDaniel, S.R. An examination of the role of imagery in processing of sponsorship-linked marketing communications. (*Re-targeting manuscript*)

Hodge, M.G., **Mahan, J.E., III**, & Roehl, W.S. Beer anyone? Exploring the role of motives in attending craft beer events. (*Manuscript development*)

Hodge, M.G., Roehl, W.S., & **Mahan, J.E., III.** Development of a scale to measure motivations to attend beer festivals and events. (*Manuscript development*)

**Mahan, J.E., III** & McDaniel, S.R. An exploration of the influences on consumer processing and response toward sport advertising imagery. (*Manuscript development*)

McDaniel, S.R., Kwak, D. & **Mahan, J.E., III**. Exploring the relationship between fantasy proneness and optimum stimulation level. (*Manuscript development*)

McDaniel, S.R. & **Mahan, J.E., III** Considering the hierarchical framework of information processing style. (*Data collection complete*)

## PROFESSIONAL CONTRIBUTIONS

### *Presentations*

Drayer, J., Kunkel, T., Greenhalgh, G., & **Mahan, J.E., III** (2017). The effectiveness of CSR initiatives of the master-brand versus the sub-brand. *Presented at Sport Management of Australia and New Zealand (SMAANZ) Conference, Gold Coast, Australia.*

Sparvero, E.S., Tingle, J., Griffith, R., & **Mahan, J.E., III** (2017). Ready, set, engage: Teaching (and reaching) Millennials. *Presented at North American Society for Sport Management Conference, Denver, CO.*

**Mahan, J.E., III**. (2015). Hybridization of a sport media & communication course. *Presented at the 13<sup>th</sup> Sport Marketing Association Conference, Atlanta, Georgia.*

**Mahan, J.E., III**. (2015). #Engagement: A case for using Twitter in a hybrid sport management course. *Presented at The 23<sup>rd</sup> Conference of the European Association for Sport Management, Dublin, Ireland.*

**Mahan, J.E., III**. (2013). When does the message matter? Exploring factors in processing and response to sport marketing communications. *Presented at 11<sup>th</sup> Sport Marketing Association Conference, Albuquerque, New Mexico.*

**Mahan, J.E., III**, Seo, W., & Jordan, J.S. (2013). Investigating the role of social networking sites in a running context. *Presented at North American Society for Sport Management Conference, Austin, Texas.*

**Mahan, J.E., III**, Drayer, J.D., & Sparvero, E. (2012). Gambling and fantasy: An examination of the influence of money on fan attitudes and behaviors. *Presented at the 10<sup>th</sup> Sport Marketing Association Conference, Orlando, Florida.*

Inoue, Y., **Mahan, J.E., III**, & Kent, A. (2012). Enhancing the social and business benefits of professional sport philanthropy. *Presented at the 10<sup>th</sup> Sport Marketing Association Conference, Orlando, Florida.*

- Mahan, J.E., III** (2012). Tweet this! Investigating the impact of source and message characteristics on consumer response to sport content via Twitter. *Presented at North American Society for Sport Management Conference, Seattle, Washington.*
- Mahan, J.E., III** (2011). Generation gap? Investigating the effectiveness of marketing sport to Baby Boomers, GenXers, and Millennials via digital social media. *Presented at The 19<sup>th</sup> Conference of the European Association for Sport Management, Madrid, Spain.*
- Mahan, J.E., III** (2010). Investigating the effectiveness of digital social media as a sport marketing platform. Presented at International Sport Management Conference, Lausanne, Switzerland.
- Mahan, J.E., III** (2010). To tweet or not to tweet? Examining the predictors of consumer response to sport marketing via social media. *Presented at the 8<sup>th</sup> Sport Marketing Association Conference, New Orleans, Louisiana.*
- Mahan, J.E., III** & McDaniel, S.R. (2010). Who wants to play? Toward identification of promotional game participants. *Presented at Academy of Marketing 2010 Conference, Coventry, UK.*
- Mahan, J.E., III** (2009). An investigation of the factors influencing consumer response to sport marketing advertisements. *Presented at the 7<sup>th</sup> Sport Marketing Association Conference, Cleveland, Ohio.*
- Mahan, J.E., III** (2009). An exploration into the elements of consumer processing of sport-related advertising imagery. *Presented at the North American Society for Sport Management Conference, Columbia, South Carolina.*
- Mahan, J.E., III** & McDaniel, S.R. (2008). Investigating the structure of consumer imagery processing: A hierarchical personality approach. *Presented at Association for Education in Journalism and Mass Communication, Chicago, Illinois.*
- Kwak, D., Lee, W., **Mahan, J.E., III**, & Lim, C. (2008). How confident are you to win your fantasy league: Exploring the antecedents and outcomes of winning expectancy. *Presented at the North American Society for Sport Management Conference, Toronto, Ontario.*
- Mahan, J.E., III** and McDaniel, S.R. (2005). An initial investigation into the match between personality and promotional game type. *Presented at 3<sup>rd</sup> Sport Marketing Association Conference, Tempe, Arizona.*
- Lim, C., McDaniel, S.R. & **Mahan, J.E., III** (2005). The role of personality in response to ads using violent images to promote consumption of sports entertainment. *Presented at Consumer Personality Research Conference, Dubrovnik, Croatia.*

**Mahan, J.E., III & McDaniel, S.R. (2005).** Exploring the relationship between personality and participation in promotional games. *Presented at Consumer Personality Research Conference, Dubrovnik, Croatia.*

**Mahan, J.E., III & McDaniel, S.R. (2005).** An examination of the Impulsive Sensation Seeking Scale as a valid and reliable alternative to the SSS-V in optimum stimulation level research. *Presented at Society for Consumer Psychology Winter Conference, Tampa, Florida.*

### ***Honors and Awards***

#### *Temple University*

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|-----------|---|
| 2014-2015 | <i>Outstanding Teaching Award</i><br>School of Sport, Tourism & Hospitality Management                    |
| 2014      | <i>Leader in Teaching Innovation Award ('Blue Mouse')</i><br>Fox School of Business                       |
| 2014      | <i>Crystal Apple Award</i><br>School of Sport, Tourism & Hospitality Management/Fox School of Business    |
| 2013-2015 | <i>Dean's Teaching Fellow</i><br>School of Sport, Tourism & Hospitality Management/Fox School of Business |
| 2013      | <i>Crystal Apple Award</i><br>School of Sport, Tourism & Hospitality Management/Fox School of Business    |
| 2012-2013 | <i>Outstanding Teaching Award</i><br>School of Sport, Tourism & Hospitality Management                    |
| 2010      | <i>Young Investigator Award</i><br>International Sport Management Conference (Lausanne, Switzerland)      |

#### *University of Maryland, College Park*

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| 2006-2007        | Sally J. Phillips Dissertation Fellowship ( <i>offered</i> ) |
| 2005             | Jacob K. Goldhaber Travel Award                              |
| 2004, 2005, 2007 | Distinguished Teaching Assistant Award                       |

***Internal Funding***

*Investigating the impact of source and message characteristics on consumer response to sport content via Twitter.* Temple University Summer Research Award. **Mahan, J.E., III**, Principal Investigator. Funded Amount: \$7000. January 2011.

***External Funding***

*Understanding the role of social media in communicating with Major League Soccer (MLS) supporter groups.* **Mahan, J.E., III**, Principal Investigator \$5,241.75. Not Funded. March 2012.

*Evaluating the effectiveness of the NFL's Junior Player Development Program.* National Football League. Iso-Ahola, S., Principal Investigator. Goldstein, J., Investigator, **Mahan, J.E., III**, Investigator. Funded Amount: \$250,000. March 2006.

***Editorial Activities***

*Editorial Board*

**Member**, Journal of Global Sport Management – January 2016 (2-year term)

*Publications*

**Ad-hoc Reviewer**, Personality & Individual Differences – July 2018

**Ad-hoc Reviewer**, Sport Marketing Quarterly – March 2018

**Ad-hoc Reviewer**, Sport Marketing Quarterly – November 2017

**Ad-hoc Reviewer**, Sport Management Review – Fall 2015

**Ad-hoc Reviewer**, Personality & Individual Differences – January 2015

**Ad-hoc Reviewer**, International Journal of Sport Management & Marketing – January 2014

**Ad-hoc Reviewer**, Journal of Sport Management – December 2013

**Ad-hoc Reviewer**, International Journal of Sport Communication – August 2013

**Ad-hoc Reviewer**, Sport Management Review – June 2013

**Reviewer**, Routledge Publishing (*book*) – May 2013

**Ad-hoc Reviewer**, Journal of Sport Management – April 2013

**Ad-hoc Reviewer**, International Journal of Sport Management & Marketing – March 2013

**Ad-hoc Reviewer**, Personality & Individual Differences – December 2012

**Ad-hoc Reviewer**, Sport Management Review – November 2012

**Ad-hoc Reviewer**, Sport Marketing Quarterly – November 2012

**Reviewer**, Holcomb-Hathaway Publishing (*textbook*) – March 2012

**Ad-hoc Reviewer**, International Journal of Sport Communication – August 2011

**Ad-hoc Reviewer**, Journal of Business Research – July 2011

**Ad-hoc Reviewer**, Journal of Advertising – April 2011

**Ad-hoc Reviewer**, Sport Management Review – September 2010

**Ad-hoc Reviewer**, International Journal of Sport Communication – December 2010

**Ad-hoc Reviewer**, International Journal of Sport Marketing & Sponsorship – July 2010

*Conferences*

**Abstract Reviewer**, Sport Marketing Association (SMA) – 2010, 2012, 2013, 2015, 2016

**Abstract Reviewer**, North American Society for Sport Management (NASSM) – 2011

**Abstract Reviewer**, Society for Consumer Psychology – 2009

***Professional Membership***

**Member**, Sport Marketing Association (SMA), 2005 – Present

**Member**, North American Society for Sport Management (NASSM), 2004 – Present

**Member**, European Association for Sport Management (EASM)

**Member**, Sport Management Association of Australia and New Zealand (SMAANZ)

**TEACHING**

***Teaching Specialization***

Sport Marketing/Media

***Temple University***

*Graduate*

STHM 5111 – Applied Research

STHM 5215 – Sport Marketing

STHM 5227 – Sport Media & Communication (*Developed Fall 2013*)

STHM 5415 – Service Marketing

*Undergraduate*

STHM 1211 – Sport and Society

STHM 3214 – Marketing Management in Sport & Recreation [*online*] (*Developed Spring 2015*)

STHM 3217 – Research in Sport & Recreation

STHM 3224 – Media & Communications in Sport & Recreation [*hybrid*] (*Developed Fall 2012*)

STHM 3227 – Advanced Marketing in Sport & Recreation

STHM 3296 – Marketing Management in Sport & Recreation [*writing-intensive*]

STHM 4296 – Current & Ethical Issues in Sport Management [*writing-intensive*]

***University of Maryland, College Park***

*Graduate*

KNES 636 – Sport & Mass Media (*Developed Spring 2009*)

*Undergraduate*

KNES 355 – Introduction to Sport Management

KNES 497 – Senior Research Seminar [*writing-intensive*]

***Mount Saint Mary's University***

*Undergraduate*

BUS 333 – Sports Marketing

***Robert Morris University (IL)***

*Undergraduate*

MKT 270 – Principles of Marketing

MGT 280 – Principles of Management

MKT 330 – Marketing in the Sport Environment (*Developed Fall 1997*)

MGT 330 – Sport Administration and Leadership (*Developed Fall 1997*)

MGT 332 – Management & Design of Sport Facilities (*Developed Fall 1997*)

***Indiana State University***

*Graduate*

PE 621 – Principles & Problems in Sport Management

*Undergraduate*

PE 435 – Legal Aspects of Sport

## **SERVICE**

### ***Sport Marketing Association (SMA)***

Vice-President for Student Affairs, 2015 – 2017

Awards Committee, 2011 – 2015 (2 terms)

### ***Temple University***

#### ***Faculty Senate***

Member, Educational Programs and Policies Committee, 2015 – 2018

#### ***School of Tourism & Hospitality Management (STHM)***

Chair, SRM Faculty Search Committee (NTT position), 2017-2018

Chair, SRM Faculty Search Committee (2 NTT positions), 2016-2017

Chair, SRM Faculty Search Committee (2 TT positions), 2016-2017

Member, Undergraduate Committee, 2014 – 2016

Chair, Master's Committee, 2014 – 2016

Member, STHM Merit Committee, 2014 – 2016

Chair, STHM Faculty Search Committee (NTT position), 2014-2015

Chair, Sport & Recreation Management Faculty Search Committee, 2014-2015

Member, STHM Recruitment Committee, 2009 – 2013

Member, Sport & Recreation Management Faculty Search Committee, 2012-2013

Member, STHM Undergraduate Curriculum Committee, 2010 – 2011

Member, Sport & Recreation Management Faculty Search Committee, 2010-2011

#### ***Fox School of Business/STHM***

Member, Center for Innovation in Teaching and Learning Roundtable, 2013 – Present

### ***University of Maryland, College Park***

**2008-2009** Graduate Committee (Coordinator), Department of Kinesiology

**2008-2009** Sport Commerce & Culture Minor Committee, Department of Kinesiology

**2008-2009** Graduate Public Health Programs Committee, School of Public Health

**2006-2007** Graduate Student Advisory Committee, Department of Kinesiology

<b>2005-2006</b>	Graduate Appeals Committee, Department of Kinesiology
<b>2004-2008</b>	Undergraduate Advising Committee, Department of Kinesiology
<b>2004</b>	Kinesiology Chair 5-Year Review Committee, School of Public Health

## **DEVELOPMENT**

### ***Temple University***

#### ***Fall 2015***

- *Online Teaching Institute – Teaching & Learning Center (TLC)*

#### ***Summer 2015***

- *Provost’s Teaching Academy – Teaching & Learning Center (TLC) & Office of the Provost*

#### ***Fall 2014 – Spring 2015***

- *Online Teaching Circle -- Teaching & Learning Center (TLC) & Office of Distance Learning and Summer Programs*

#### ***Spring 2014***

- *Applying Active Learning Methods Online – Teaching & Learning Center (TLC)*

#### ***Fall 2013***

- *The What, Why, and How of Blended Learning – Teaching & Learning Center (TLC)*

#### ***Spring 2013***

- *Going Paperless with Tablet Computing – Fox School of Business*
- *The Power of 3: Combining Comments, Rubrics & Grades to Motivate Students to Improve Their Writing – Fox School of Business*

#### ***Spring 2010***

- *Facilitating Students’ Consistent Preparation, Attendance, and Active Participation – Fox School of Business*

***Media Appearances***

**September 4, 2018** *WKYW (CBS3 – Philadelphia, PA)*

**May 15, 2018** *Philadelphia Business Journal*

**May 14, 2018** *Philly Voice*

**November 15, 2017** *Philly Voice*

**August 8, 2017** *US News & World Report*

**July 13, 2016** *Pittsburgh Post-Gazette*

**July 11, 2016** *The Daily Orange (Syracuse, NY)*

**March 18, 2015** *Wallethub.com*

**January 30, 2015** *Philadelphia Business Journal*

**June 12, 2013** *KYW Newsradio AM1060 (Philadelphia, PA)*

**March 16, 2013** *Philadelphia Inquirer/philly.com*

**August 7, 2012** *WTFX (Fox29 News – Philadelphia, PA)*

**July 29, 2011** *Philadelphia Business Journal*

**July 14, 2011** *Philadelphia Daily News*

**July 14, 2011** *KYW Newsradio AM1060 (Philadelphia, PA)*

**June 7-8, 2011** *KYW Newsradio AM1060 (Philadelphia, PA)*

**February 2, 2011** *The Arizona Republic*

**January 28, 2011** *Associated Press*

**January 26, 2011** *WHYY (90.9FM – Philadelphia, PA)*

**October 18, 2010** *The New York Times*

**July 23, 2010** *Philadelphia Daily News*

**May 18, 2010** *Philadelphia Daily News*

**May 4, 2010** *WTFX (Fox29 News – Philadelphia, PA)*

**February 19, 2010** *WPVI (6ABC – Philadelphia, PA)*