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PERSONAL

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Current Academic Rank: Associate Professor in Sport and Recreation Management
Primary Appointment: School of Sport, Tourism, & Hospitality Management
Secondary Appointment: Marketing and Supply Chain Management
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HIGHER EDUCATION

UNIVERSITY OF NORTHERN COLORADO
Doctor of Philosophy in Sport Administration, May 2007
Major: Sport and Exercise Science with an emphasis in Sport Administration
Minor: Applied Statistics and Research Methods

UNIVERSITY OF SAN FRANCISCO
Masters of Arts in Sport Management, December 2003
Major: Sport Management

UNIVERSITY OF CALIFORNIA – SANTA BARBARA
Bachelor of Arts in Communications Studies, June 2001
Major: Communications Studies
Minor: Sport Management
Minor: Professional Writing

PROFESSIONAL EXPERIENCE

Academic:

2013 – Present	TEMPLE UNIVERSITY Associate Professor - Tenured School of Sport, Tourism, & Hospitality Management	Philadelphia, PA
2010 – 2013	TEMPLE UNIVERSITY Assistant Professor School of Tourism & Hospitality Management	Philadelphia, PA
2007 – 2010	UNIVERSITY OF MEMPHIS Assistant Professor College of Education	Memphis, TN

Non-Academic:

2000 & 2003	OAKLAND ATHLETICS Baseball Operations Assistant	Oakland, CA
2001 – 2002	CASTLEWOOD COUNTRY CLUB Outside Service Supervisor	Pleasanton, CA
2001	LENEA CONSULTING Executive Assistant	Santa Barbara, CA
2001	SANTA BARBARA FORESTERS Assistant General Manager	Santa Barbara, CA
2000	FOX SPORTS TELEVISION Freelance Statistician	Oakland, CA
1998 – 1999	OAKLAND ATHLETICS Marketing and Promotions Assistant	Oakland, CA

RESEARCH**Published Manuscripts – Peer Reviewed:**

1. Greenhalgh, G. P. & **Drayer, J.** (In Press). An assessment of fans' willingness to pay for team's environmental sustainability initiatives. *Sport Marketing Quarterly*. Accepted 11/8/18.
2. Dwyer, B., **Drayer, J.**, & Shapiro, S. L. (2019). To play or not to play? An analysis of disposition, gambling, and daily fantasy sport. *Journal of Sport Management* (33)3, 174-188.
3. **Drayer, J.**, Dwyer, B., & Shapiro, S. L. (2019). Fantasy millionaires: Identifying at-risk consumers based on motivation. *Journal of Sport Management*, (33)1, 37-49.
4. Dwyer, B., Shapiro, S.L., & **Drayer, J.** (2018). Daily fantasy football and self-reported problem behavior in the United States. *Journal of Gambling Studies*, (34)3, 689-707.
5. Shapiro, S. L. & **Drayer, J.** (2018). Paying the price: Examining consumer response to pricing strategy. *Sport and Entertainment Review*, (4)2.
6. **Drayer, J.**, Shapiro, S., & Dwyer, B. (2018). Worth the price of admission?: The mediating effect of perceived value on ticket purchase intention. *Sport Marketing Quarterly*, (27)1, 44-57.
7. Shapiro, S. L., Dwyer, B., & **Drayer, J.** (2016). Examining the role of fairness in sport consumer ticket purchase decisions. *Sport Marketing Quarterly*, 25(4), 227-240.
8. Shapiro, S. L., **Drayer, J.**, & Dwyer, B. (2016). Examining consumer perceptions of demand-based ticket pricing in sport. *Sport Marketing Quarterly*, 25(1), 34-46.

9. Diehl, M., **Drayer, J.**, & Maxcy, J. G. (2016). On the demand for live sports contests: Insights from the secondary market for National Football League games. *Journal of Sport Management*, 30(1), 82-94.
10. Diehl, M., Maxcy, J. G., & **Drayer, J.** (2015). Price elasticity of demand in the secondary market: Evidence from the National Football League. *Journal of Sport Economics*, 16(6), 557-575.
11. Dwyer, B., Mudrick, M., Greenhalgh, G.P., LeCrom, C.W., & **Drayer, J.** (2015). The tie that blinds? Developing and validating a scale to measure emotional attachment to sport teams. *Sport Management Review*, 18(4), 570-582.
12. **Drayer, J.**, Frascella, V., Shapiro, S., & Mahan III, J. E. (2014). Examining the relationship between legitimacy-building strategies and firm performance. *European Sport Management Quarterly*, 14(5), 464-484.
13. Shapiro, S., **Drayer, J.**, & Dwyer, B. (2014). Exploring fantasy baseball consumer behavior: Examining the relationship between identification, fantasy participation, and consumption. *Journal of Sport Behavior*, 37(1), 77-93.
14. Shapiro, S. & **Drayer, J.** (2014). An examination of dynamic ticket pricing and secondary market price determinants in Major League Baseball. *Sport Management Review*, 17(2), 145-159.
15. **Drayer, J.**, Dwyer, B., & Shapiro, S. (2013). Examining the impact of league entry fees on online fantasy sport participation and league consumption. *European Sport Management Quarterly*, 13(3), 339-357.
16. Dwyer, B., **Drayer, J.**, Greenhalgh, G., & LeCrom, C.W. (2013). Substitute or complement? Fantasy football and NFL fandom. *Marketing Management Journal*, 23(2), 71-85.
17. **Drayer, J.** & Rascher, D. A. (2013). Sport pricing research: Past, present, and future. *Sport Marketing Quarterly*, 22(3), 123-128.
18. Dwyer, B., **Drayer, J.**, & Shapiro, S. (2013). Proceed to checkout?: The impact of time in advance ticket purchase decisions. *Sport Marketing Quarterly*, 22(3), 166-178.
19. **Drayer, J.** & Dwyer, B. (2013). Perception of fantasy is not always the reality: An exploratory examination into blacks' lack of participation in fantasy sports. *International Journal of Sport Management*, 14(1), 81-102.
20. Shapiro, S.L., & **Drayer, J.** (2012). A new age of demand-based pricing: An examination of dynamic ticket pricing and secondary market prices in Major League Baseball. *Journal of Sport Management*, 26(6), 532-546.
21. Parris, D.L., **Drayer, J.**, & Shapiro, S. (2012). Developing a pricing strategy for the Los Angeles Dodgers. *Sport Marketing Quarterly*, 21(4), 256-264.
22. **Drayer, J.**, Shapiro, S., & Lee, S. (2012). Dynamic ticket pricing in sport: An agenda for research and practice. *Sport Marketing Quarterly*, 21(3), 184-194.

23. Mahan III, J. E., **Drayer, J.**, & Sparvero, E. (2012). Gambling and fantasy: An examination of the influence of money on fan attitudes and behaviors. *Sport Marketing Quarterly*, 21(3), 159-169.
24. **Drayer, J.**, Rascher, D.A., & McEvoy, C. (2012). An examination of underlying consumer demand and sport pricing using secondary market data. *Sport Management Review*, 15(4), 448-460.
25. Dwyer, B., Shapiro, S., & **Drayer, J.** (2011). Segmenting motivation: An analysis of fantasy baseball motives and mediated sport consumption. *Sport Marketing Quarterly*, 20(3), 129-137.
26. **Drayer, J.** & Shapiro, S. L. (2011). An examination into the factors that influence consumers' perceptions of value. *Sport Management Review*, 14(4), 389-398.
27. **Drayer, J.**, Irwin, R. L., & Martin, N. T. (2011). "You couldn't pay me enough": Understanding consumer valuations and ticket price efficiency for the southern heritage classic. *International Journal of Sport Management*, 12(4), 429-442.
28. **Drayer, J.** (2011). Examining the effectiveness of anti-scalping laws in a United States market. *Sport Management Review*, 14(3), 226-236.
29. **Drayer, J.** (2011). Making a case for the integration of primary and secondary ticket markets. *International Journal of Sport Marketing and Sponsorship*, 12(3), 199-208.
30. Irwin, C. C., Irwin, R. L., Ryan, T. D., & **Drayer, J.** (2011). The legacy of fear: Is fear impacting fatal and non-fatal drowning of African American children? *Journal of Black Studies*, 42(4), 561-576.
31. Ryan, T. D., Irwin, C. C., **Drayer, J.**, & Irwin, R. L. (2011). Parent/Caregiver lack of knowledge: A barrier to perceived youth swimming ability? *International Journal of Aquatic Research and Education*, 5, 219-226.
32. Dwyer, B. & **Drayer, J.** (2010). Media-dominant sport consumer segmentation: An investigation into the differing consumption modes of fantasy football participants. *Sport Marketing Quarterly*, 19(4), 207-216.
33. Shapiro, S., Giannoulakis, C., **Drayer, J.**, & Wang, C. H. (2010). An examination of athletic alumni giving behavior: Development of the former student-athlete donor constraint scale. *Sport Management Review*, 13(3), 283-295.
34. **Drayer, J.**, Shapiro, S. L., Dwyer, B., Morse, A., & White, J. (2010). The effects of fantasy football participation on NFL consumption: A qualitative analysis. *Sport Management Review*, 13(2), 129-141.
35. **Drayer, J.** & Martin, N. T. (2010). Establishing legitimacy in the secondary ticket market: A case study of an NFL market. *Sport Management Review*, 13(1), 39-49.
36. **Drayer, J.** & Rascher, D. A. (2010). Simulations in sport finance. *Simulation and Gaming*, 41(2), 231-237.

37. Giannoulakis, C. & **Drayer, J.** (2009). Thugs vs. good guys: The impact of “NBA Cares” on player image. *European Sport Management Quarterly*, 9(4), 453-468.
38. Shapiro, S. L., **Drayer, J.**, Dwyer, B., & Morse, A. L. (2009). Punching a ticket to the big dance: Determinants and financial implications of at-large selection to the NCAA Division I Men’s Basketball Tournament. *Journal of Issues in Intercollegiate Athletics*, 2, 46-63.
39. Irwin, C. C., Irwin, R. L., Ryan, T. D., & **Drayer, J.** (2009). Urban minority youth swimming (in)ability in the United States and associated demographic characteristics: Toward a drowning prevention plan. *Injury Prevention*, 15, 234-239.
40. **Drayer, J.** & Shapiro, S. L. (2009). Value determination in the secondary ticket market: A quantitative analysis of the NFL playoffs. *Sport Marketing Quarterly*, 18(1), 5-13.
41. Irwin, C. C., Irwin, R. L., Ryan, T. D., & **Drayer, J.** (2009). The mythology of swimming: Are myths impacting minority youth participation? *International Journal of Aquatic Research and Education*, 3, 10-23. **Honored by Human Kinetics as a “Landmark Article”**
42. **Drayer, J.**, Stotlar, D. K., & Irwin, R. L. (2008). Tradition vs. trend: A case study of team response to the secondary ticket market. *Sport Marketing Quarterly*, 17(4), 178-182.
43. **Drayer, J.** & Wang, C. H. (2008). Beyond dollars and cents: Examining the move to Division I on student-athletes. *Sport Management and Related Topics*, 4(2), 72-85.
44. **Drayer, J.** & Rascher, D. A. (2007). The use of simulation technology in sport finance courses: The case of the Oakland A’s Baseball Business Simulator. *Sport Management Education Journal*, 1(1), 54-66.

Manuscripts in Review:

- Shapiro, S., **Drayer, J.**, & Dwyer, B. (In review). Don’t tell me what to do!: An examination of consumer reactance to sports gambling and daily fantasy sport regulatory restrictions. *Sport Management Review*.
- Dwyer, B., Scola, Z. T. & **Drayer, J.** (In review). Exploring the explicit and implicit appeal for retro sport logos. *Sport Marketing Quarterly*.
- Lopez, C., Kim, K. Y., **Drayer, J.**, & Jordan, J. S. (In review). A run for their money: Examining changes in runners’ event-related expenditures. *Sport Marketing Quarterly*.

Works in Progress:

- Xu, X., Hopp, W. J., & **Drayer, J.** *Dynamic ticket pricing based on team performance: Theory and empirical evidence.*
- Drayer, J.**, Kunkel, T., & Greenhalgh, G. P. (In review). Paying for a good cause: Using partitioned prices to extract value from CSR initiatives. *Journal of Marketing*.
- Drayer, J.**, Shapiro, S. L., Morehead, C., & Kim, K. Y. *Part Two: Extending the Utility of Price Partitioning.*

Drayer, J. *Sport Pricing: A Meta-Analysis.*

Diehl, M. A., Maxcy, J. G., & **Drayer, J.** *Monopsony Power, Wages, and Mobility in the National Basketball Association.*

Kim, K.Y. & **Drayer, J.** *Examining the Impact of Corporate Credibility and the Interaction Between Price and Corporate Credibility on Sport Ticket Purchase Decision Making in the Secondary Market.*

Textbook Chapters:

Drayer, J. and Shapiro, S. L. (In Press). Secondary ticket market. In J. Reese (Ed.) *Ticket operations and sales management (2nd edition)*, Morgantown, WV: Fitness Information Technology.

Dwyer, B., Shapiro, S. L., & **Drayer, J.** (2016). Fantasy sports and mediated fandom. In N. Bowman, J. Spinda, and J. Sanderson [Eds.] *Fantasy sports and the changing sports media industry: Media, players, and society*, Lanham, MD: Lexington Books.

Irwin, R., Irwin, C., **Drayer, J.** (2012). Get fit with the Grizzlies: Application of entrepreneurship in sport sponsorship. In D. Ciletti and S. Chadwick (Eds.) *Sports entrepreneurship: Theory and practice* (pp. 51-64), Morgantown, WV: Fitness Information Technology.

Drayer, J. (2012). Secondary ticket market. In J.T. Reese (Ed.) *Ticket operations and sales management*, Morgantown, WV: Fitness Information Technology.

Encyclopedia Articles:

Drayer, J. (2011). "Scalping," "Ticket Price (secondary market)," and "Ticket Price (variable)" entries in L.E. Swayne & M. Dodds (Eds.) *Encyclopedia of sports management and marketing, volume 2*, Thousand Oaks, CA: SAGE Publications.

Non Peer Reviewed Publications & Invited Commentaries:

Drayer, J., Dwyer, B., & Shapiro, S. (2016, September 19). Irrational and delusional: Studying traits of daily fantasy players. *Sports Business Journal*, 19(23).

Drayer, J., Shapiro, S. L., & Morehead, C. A. (2014, August). Is the price right? A look at pricing in college sport. *The NACDA Report*.

Dwyer, B. & **Drayer, J.** (2013, August 5). New games revive comparisons between fantasy, gambling. *Sports Business Journal*, 16(16).

Drayer, J. & Shapiro, S. (2011, May 23). Impact on secondary market a challenge for dynamic pricing. *Sports Business Journal*, 14(6).

Drayer, J. (Speaker). (2011, May 11). The value of sports tickets (Radio Broadcast available at: <http://www.publicbroadcasting.net/wamc/news.newsmain/article/7288/0/1798797/Academic.Minute/Prof..Joris.Drayer..Temple.University.-.The.Value.of.Sports.Tickets>). Northeast Public Radio.

- Drayer, J.** & Shapiro, S. (2010, July 9). Importance of data-based pricing strategies. *TicketNews*. Available at <http://www.ticketnews.com/features/Guest-Commentary-Importance-of-Data-based-Pricing-Strategies7109876>
- Drayer, J.** (2010, June 23). A call to disassociate with street scalpers. *TicketNews*. Available at <http://www.ticketnews.com/Guest-Commentary-A-call-to-disassociate-with-street-scalpers6102298>.
- Drayer, J.** (2010, April 5). Dynamic pricing, paperless tickets emerge as key issues in ticketing. *TicketNews*. Available at <http://www.ticketnews.com/Guest-Commentary-Dynamic-pricing-paperless-tickets-emerge-as-key-issues-in-ticketing4105991>.
- Drayer, J.** (2009, January 26). Integrating primary, secondary markets can benefit team, fans. *Sports Business Journal*, 11(37).
- Secondary Ticket Market Interview With Asst. Professor at University of Memphis, Joris Drayer.*
Available at <http://www.stadiatech.com/?p=2301>.

Presentations – Peer Reviewed:

- Hayduk, T., **Drayer, J.**, & Brown, B. *The Moderating Role of Technology Perceptions on the Relationship Between Sports Gambling Perceptions and Sports Gambling Behaviors*. Abstract submitted to the North American Society for Sport Management: San Diego, CA.
- Shapiro, S. L., Dwyer, B., and **Drayer, J.** *An Examination of Consumer Reactance to Sports Gambling and Daily Fantasy Sport Regulatory Restrictions*. Accepted for presentation to the Sport Marketing Association Conference: Chicago, IL.
- Jee, W. F., Hyun, M., & **Drayer, J.** *Buy Now or Wait for Later? Examining the Fast and Frugal Decision Heuristics of Sport Fans Ticket Booking Behavior*. Accepted for presentation to the Sport Marketing Association Conference: Chicago, IL.
- Jee, W., Hyun, M., & **Drayer, J.** (2019, May). *Blinded by Attachment: Examining Overconfidence in Consumers' Risk Assessment on When to Buy Sport Event Tickets*. North American Society for Sport Management: New Orleans, LA.
- Drayer, J.**, Shapiro, S. L., & Kim, K. Y. (2019, September). *Examining the Effect of Ticket Fee Sizes on Purchase Intentions*. European Association for Sport Management Conference: Seville, Spain.
- Kim, K. Y. & **Drayer, J.** (2019, May). *Examining the Impact of Corporate Credibility and the Interaction Between Price and Corporate Credibility on Sport Ticket Purchase Decision Making in the Secondary Market*. North American Society for Sport Management: New Orleans, LA.
- Scola, Z., Dwyer, B. & **Drayer, J.** (2019, May). *Retro Marketing and the Consumer: Examining the Sentiment of Retro Brand Merchandise*. North American Society for Sport Management: New Orleans, LA.
- Osborne, B. & **Drayer, J.** (2019, February). *The Status of Daily Fantasy Sports Post Murphy v. NCAA: A Modest Proposal*. Sport and Recreation Law Association Conference: Philadelphia, PA.

- Dwyer, B., Shapiro, S. L., & **Drayer, J.** (2018, November). *Self-Reported Gambling Behavior and Perceptions of Sports Betting in the United States*. Sport Entertainment & Venues Tomorrow Conference: Columbia, SC.
- Jee, W. & **Drayer, J.** (2018, October). *An Empirical Examination on Anchoring and Scarcity Framing in Secondary Ticket Markets*. Sport Marketing Association Conference: Dallas, TX.
- Shapiro, S. L. & **Drayer, J.** (2018, October). *Not at That Price! A Review of Research on Consumer Response to Pricing Strategy in Sport*. Sport Marketing Association Conference: Dallas, TX.
- Lopez, C., Kim, K., **Drayer, J.**(advisor), & Jordan, J. S. (advisor). (2018, May). *What's the Difference? Spending Between Mass Participation Sporting Event First-timers and Repeaters*. North American Society for Sport Management: Halifax, NS, Canada.
- Drayer, J.**, Kunkel, T., Greenhalgh, G. P. (2017, November). *LEEDing the Way to Revenue: Examining Fans' Willingness to Pay to Support Green Initiatives*. Sport Marketing Association: Boston, MA.
- Drayer, J.**, Kunkel, T., Greenhalgh, G. P., & Mahan, J. E. (2017, November). *The Effectiveness of CSR Initiatives of the Master-Brand Versus the Sub-Brand*. Sport Management Association of Australia and New Zealand: Gold Coast, Australia.
- Dwyer, B., Shapiro, S. L., **Drayer, J.**, & Greenhalgh, G. P. (2017, August). *Daily Fantasy Football, Self-Reported Problem Behavior, and the Sustainability of an Industry Under Legal Scrutiny*. American Marketing Association: San Francisco, CA.
- Shapiro, S., Dwyer, B., & **Drayer, J.** (2017, June). *Don't Tell Me What To Do: An Examination of Consumer Reactance to Daily Fantasy Sport Regulatory Restrictions*. North American Society for Sport Management: Denver, CO.
- Dwyer, B., **Drayer, J.**, & Shapiro, S. (2016, November). *An Analysis of Dispositions, Gambling, and Daily Fantasy Sport Participation*. Sport Marketing Association: Indianapolis, IN. ****Winner: Best Paper****
- Drayer, J.**, Kunkel, T., & Greenhalgh, G.P. (2016, September). *Profiting From Price Partitioning in Professional Sport*. European Association for Sport Management: Warsaw, Poland.
- Drayer, J.**, Shapiro, S. L., & Dwyer, B. (2016, June). *Exploring Motivations of Daily Fantasy Sports Participants*. North American Society for Sport Management: Orlando, FL.
- Drayer, J.**, Greenhalgh, G. P., & Jee, W. (2015, October). *An Examination of Partitioned Pricing of Sport Event Tickets and Environmental Fees*. Sport Marketing Association: Atlanta, GA.
- Drayer, J.**, Walker, M., Aicher, T., Ballouli, K., Heere, B., Katz, M., Drane, D., Newland, B., Mahan, J., Kent, A., Pflieger, A., & Cohen, A. (2015, October). *The Importance of the Fantasy Football League Community: Understanding the Dynamics of a Fantasy Football League and How it Effects How We Consume Our Football*. Sport Marketing Association: Atlanta, GA.
- Greenhalgh, G., **Drayer, J.**, Dwyer, B., LeCrom, C., & Shapiro, S. *An Assessment of Fans' Willingness to Pay for Teams' Green Initiatives*. (2015, September). European Association for Sport Management: Dublin, Ireland.

- Drayer, J.**, Shapiro, S. L., Dwyer, B., & Diehl, M. (2014, November). *Understanding Variations in Demand Across Seat Locations in Professional Sport*. Sport Management Association of Australia and New Zealand: Melbourne, Australia.
- Shapiro, S. L., **Drayer, J.**, & Dwyer, B. (2014, October). *The Impact of Time and Ticket Price on Perceived Value and Purchase Intentions*. Sport Marketing Association: Philadelphia, PA.
- Dwyer, B., Mudrick, M., Greenhalgh, G., **Drayer, J.**, & LeCrom, C. (2014, October). *Developing and Validating an Emotional Attachment to Sport Team Scale*. Sport Marketing Association: Philadelphia, PA. **Winner: Best Paper**
- Jee, W., Diehl, M., & **Drayer, J. (Advisor)** (2014, October). A Bayesian Method Approach to Understanding Secondary Market Prices. Sport Marketing Association: Philadelphia, PA.
- Diehl, M., Maxcy, J. G., & **Drayer, J.** (2014, June). *Price Elasticity of Demand in the Secondary Market: Evidence from the National Football League and the National Hockey League*. Western Economic Association: Denver, CO.
- Reese, J., Shapiro, S., **Drayer, J.**, Rascher, D., Rishe, P., & Alexander, J. (2014, May). *Nobody Beats Our Price: Examining Current Pricing Theory and Strategy within the Sport Industry*. North American Society for Sport Management: Pittsburgh, PA.
- Shapiro, S. L., Dwyer, B., & **Drayer, J.** (2013, October). *Examining the Role of Fairness in Sport Consumer Ticket Purchases*. Sport Marketing Association: Albuquerque, NM.
- Diehl, M., Maxcy, J., & **Drayer, J.** (2013, September). *What Can Secondary Market Ticket Prices Tell Us About the Demand for NFL Tickets?* European Sport Economics Association: Esbjerg, Denmark.
- Drayer, J.**, Shapiro, S. L., & Dwyer, B. (2013, September). *An Examination of the Role of Source in the Consumer Decision Making Process*. European Association for Sport Management: Istanbul, Turkey.
- Dwyer, B., **Drayer, J.**, & Shapiro, S. L. (2013, May). *Proceed to Checkout? The Impact of Time in Advanced Ticket Purchase Decisions*. North American Society for Sport Management: Austin, TX.
- Diehl, M., **Drayer, J. (Advisor)**, & Maxcy, J. (Advisor) (2013, May). *Underpricing in the NFL: What Can Secondary Market Price Tell Us About the Demand for NFL Tickets?*. North American Society for Sport Management: Austin, TX.
- Maxcy, J., **Drayer, J.**, Diehl, M. (2013, March). *Do Blackouts and Blackout Threats Alter Demand in the Secondary Ticket Market? Evidence from the NFL*. Western Economic Association: Tokyo, Japan.
- Drayer, J.**, Shapiro, S. L., & Lee, S. (2012, October). *Dynamic Ticket Pricing in Sport: A Conceptual Approach*. Sport Marketing Association: Orlando, FL.
- Mahan, J. E., **Drayer, J.**, & Sparvero, E. (2012, October). *Gambling and Fantasy: An Examination of the Influence of Money on Fan Attitudes and Behaviors*. Sport Marketing Association: Orlando, FL.

- Drayer, J.,** Shapiro, S., & Frascella, V. (2012, May). *Examining the Effect of Legitimacy-Building Strategies in Secondary Ticket Market Firm Performance*. North American Society for Sport Management: Seattle, WA.
- Shapiro, S. & **Drayer, J.** (2012, May). *An Examination of Dynamic Ticket Pricing and Secondary Market Price Determinants in Major League Baseball*. North American Society for Sport Management: Seattle, WA.
- Shapiro, S., **Drayer, J.,** & Dwyer, B. (2011, October). *Exploring Fantasy Baseball Consumer Behavior: Examining the Relationship between Points of Attachment, Fantasy Participation, and Consumption*. Sport Marketing Association: Houston, TX. **Finalist: Best Paper**
- Shapiro, S. & **Drayer, J.** (2011, October). *Revenue Management in Sport: An Examination of Dynamic Ticket Pricing and Secondary Market Prices in MLB*. Sport Marketing Association: Houston, TX.
- Drayer, J.,** Dwyer, B., & Shapiro, S. (2011, September). *A Real Look at Fantasy: Does Money Matter?* European Association for Sport Management: Madrid, Spain.
- Dwyer, B., Shapiro, S., & **Drayer, J.** (2010, October). *Segmenting Motivation: An Analysis of Fantasy Baseball Motives and Mediated Sport Consumption*. Sport Marketing Association: New Orleans, LA. **Winner: Best Paper**
- Parris, D. & **Drayer, J.** (2010, October). *Perceptions of Ticket Price Fairness in Major League Baseball*. Sport Marketing Association: New Orleans, LA.
- Drayer, J.** & Shapiro, S. (2010, June). *Examining Consumer Valuations of Sport Event Tickets and the Influence of Face Value*. North American Society for Sport Management: Tampa, Florida.
- Drayer, J.** (2010, June). *Examining the Impact of Anti-scalping Laws and Ticket Resale Policies on an NFL Ticket Market: A Qualitative Case Study*. North American Society for Sport Management: Tampa, Florida.
- Ryan, T. D., Irwin, C. C., Irwin, R., & **Drayer, J.** (2010, March). *Parental knowledge as a barrier to youth swimming ability*. AAHPERD: Indianapolis, IN.
- Irwin, C.C., Irwin, R.L., Ryan, T.D., & **Drayer, J.** (2010, March). *Minority Youth Swimming: Barriers Affecting Participation and Ability*. AAHPERD: Indianapolis, IN.
- Drayer, J.** & Dwyer, B. (2009, October). *A Qualitative Examination of the Barriers to Minority Participation in Fantasy Sports*. Sport Marketing Association: Cleveland, OH.
- Drayer, J.,** Irwin, R. L., & Martin, N. T. (2009, October). *Measuring the Value of an Experience: Application of the Endowment Effect to Sporting Event Tickets*. Sport Marketing Association: Cleveland, OH.
- Drayer, J.** & Shapiro, S. L. (2009, May). *Value Determination in the Secondary Ticket Market: A Quantitative Analysis of the NFL Playoffs*. North American Society for Sport Management: Columbia, SC.

- Drayer, J.,** McEvoy, C., & Rascher, D. A. (2009, May). *Demand, Consumer Surplus and Pricing Inefficiency in the NFL: A Case Study of the Secondary Ticketing Market using Stub Hub*. North American Society for Sport Management: Columbia, SC.
- Shapiro, S. L. & **Drayer, J.** (2009, April). *An Examination of Motivations for Former Student-Athlete Donors*. College Sport Research Institute: Chapel Hill, NC.
- Irwin, C.C., Irwin, R.L., Ryan, T.D., & **Drayer, J.** (2009, February). *Constraints Impacting Minority Youth Swimming Participation*. Presented at Social Justice, Action, and Policy: Breaking Down Silos and Generating Discourse - Department of Counseling, Educational Psychology and Research Poster Session, University of Memphis, Memphis, TN.
- Drayer, J.** and Giannoulakis, C. (2008, November). *The Impact of "NBA Cares" on Player Image*. North American Society for Sport Sociology: Denver, CO.
- Irwin, C. C., **Drayer, J.**, Ryan, T., & Irwin, R. I. (2008, November). *The Influence of Parents on Swimming Participation in Inner-City Youth*. North American Society for Sport Sociology: Denver, CO.
- Irwin, R. I., Irwin, C. C., & **Drayer, J.** (2008, July). *Get Fit with the Grizzlies: An Assessment of a Community Outreach Initiative*. Sport Marketing Association: Gold Coast, Australia.
- Shapiro, S. L., Giannoulakis, C., & **Drayer, J.** (2008, May). *An Examination of Athletic Alumni Giving Behavior: Validation and Interpretation of the Former Student-Athlete Donor Constraint Scale*. North American Society for Sport Management: Toronto, Canada.
- Shapiro, S. L., **Drayer, J.**, Dwyer, B., & Morse, A. L. (2008, April). *Punching a Ticket to the Big Dance: Determinants and Financial Implications of At-Large Selection to the NCAA Division I Men's Basketball Tournament*. College Sport Research Institute: Memphis, TN.
- Drayer, J.**, Morse, A., Shapiro, S., Dwyer, B., & White, J. (2007, November). *The Effects of Fantasy Football Participation on NFL Consumption: A Qualitative Analysis*. Sport Marketing Association: Pittsburgh, PA.
- Shapiro, S. L., Giannoulakis, C., **Drayer, J.**, & Wang, C.H. (2007, June). *Motivations and Constraints for Former Student Athletes to Become Athletic Donors*. North American Society for Sport Management: Miami, FL.
- Drayer, J.** & Rascher, D. A. (2007, June). *Symposium: Using Web-based Sports Business Simulation Technology in a Sport Finance Classroom*. North American Society for Sport Management: Miami, FL.
- Drayer, J.** (2006, June). *Marketing Amateur Baseball Players: A Social-Psychological Approach*. Sport Marketing Association: Denver, CO.
- Drayer, J.**, Wang, C., Morse, A., Shapiro, S., & Giannoulakis, C. (2006). *USA Taekwondo Research*. Research and Statistics Colloquium: University of Northern Colorado, Greeley, CO.

Invited Presentations:

- Drayer, J., Fuld, S., Landrey, C., Galdi, A., & Parks, D. (2019, April).** *Baseball Analytics*. Panel Discussion at the Philadelphia Phillies College Series, Philadelphia, PA.
- Drayer, J., Fagan, B., Hopley, M., Ryan, P., & Sine, R. (2016, November).** *Tickets: The Time They Are A-Changin'*. Panel Discussion at the Sport Marketing Association Conference, Indianapolis, IN.
- Drayer, J., Brunson, K., Castergine, L., & Scibetti, R. (2015, October).** *Fan Data: How to Get It, How to Store It, How to Analyze It, How to Use It*. Panel Discussion at the Sport Marketing Association Conference, Atlanta, GA.
- Drayer, J. (2013, November).** *The Tao of Sports: Sport Pricing*. Tao of Sports Online Sport Panel. Video available at <https://www.youtube.com/watch?v=SDMCDwZFCek>
- Drayer, J. (2012, August).** *Dynamic Ticket Pricing and Consumer Behavior*. Presented at Hanyang University, Seoul, South Korea.
- Drayer, J. (2010, July).** *Understanding Ticket Brokers*. Presented at the Ticket Summit Conference, Las Vegas, NV.
- Drayer, J. (2010, January).** *Keynote Panel: The Economics of Ticketing*. Presented at the Ticket Summit Conference, New York City, NY.
- Drayer, J. (2009, July).** *Keynote Panel: Ticketing in a Recession Economy*. Presented at the Ticket Summit Conference, Las Vegas, NV.
- Drayer, J. & Rascher, D. A. (2008, April).** *Effective Implementation of Simulation Technology in a Sport Finance Class*. Presented at the AAHPERD Conference, Fort Worth, TX.
- Drayer, J. (2007, November).** *Pricing Strategies in Professional Sports*. Presented at the Sport Management Conference, Martin, TN.

Funded Projects:

Project	Role	Agency/Source	Amount	Period
Strategies and Sport Management Executive Program	Investigator	Hamad Bin Khalifa University	\$148,000	2017-2018
Socio-economic Impact of Cricket on Papua New Guinea (PNG)	Methodologist Data Analyst	International Cricket Council	\$35,000	2015-2016
Understanding the Impact of Time in the Demand for Sport Event Tickets	Principal Investigator	Temple University	\$7,000	2014
Tweeting for Sales: How Twitter Activity Affects Demand for Sport Event	Co-Principal Investigator	The Center for Big Data in Hospitality and Tourism's	\$7,000	2013

Ticket		Innovative Research Initiative		
Sport Analytics: Technology and Data Access Advance Decision Making	Co-Principal Investigator	Institute for Business and Information Technology	\$2,500	2013
Temple University Big East Playbook: Examining the Implications of Temple football Transition to the Big East Conference	Investigator	Temple University Department of Institutional Advancement	\$58,250	2012
Examining the Effect of Legitimacy-Building Strategies in the Secondary Ticket Market Firm Performance	Principal Investigator	Temple University	\$7,000	2012
University of Memphis Former Athlete Donor Behavior Study	Co-Principal Investigator	University of Memphis Athletics Department	\$800	2009
Examining Barriers to Minority Participation in Swimming	Co-Principal Investigator	USA Swimming	\$55,000	2008
Membership Research for the USOC and National Governing Bodies	Co-Principal Investigator	United States Olympic Committee	\$18,000	2006
Membership Research	Co-Principal Investigator	USA Taekwondo	\$10,000	2006

UNIVERSITY TEACHING

2019 **Amsterdam University of the Applied Sciences.** Position: Visiting Professor
Strategic Consulting

2013-present **Temple University.** Position: Associate Professor
Management in Sport & Recreation (UG)
Budgeting and Finance Systems: Sport & Recreation (UG)
Marketing Management: Sport & Recreation (UG)
Sport Finance and Economics (MS)
Sport Marketing (MS)
Sport Analytics (on campus and online) (MS)

- 2012** **Hanyang University.** Position: Visiting Professor
Sport Market Research (MS)
- 2010-2013** **Temple University.** Position: Assistant Professor
Organizational Strategy in Sport & Recreation (UG)
Research Methodology (UG)
Management in Sport & Recreation (UG)
Budgeting and Finance Systems: Sport & Recreation (UG)
Marketing Management: Sport & Recreation (UG)
- 2007-2010** **University of Memphis.** Position: Assistant Professor
Sport and Leisure Marketing (UG)
Financial Management of Sport Organizations (UG)
Sport Promotions and Sales (UG)
Global Perspectives in Sport (UG)
Sport Finance (MS)
- 2004-07** **University of Northern Colorado.** Position: Teaching Assistant.
Program Management (UG)
Financial Management for Sport Organizations (MS)

SERVICE

Editorial:

Journal of Sport Management. Guest Editor – Special Issue on Big Data and Analytics (2019-2020).

Sport Marketing Quarterly. Editorial Board Member (2010-present).

Journal of Applied Sport Management. Editorial Board Member (2013-present).

Journal of Sport Management. Guest Reviewer (2011, 2012, 2014, 2015, 2017-2019).

Leisure Sciences. Guest Reviewer (2015).

Sport Marketing Association. Guest Reviewer for 2015 Conference Papers.

European Sport Management Quarterly. Guest Reviewer (2014).

International Journal of Sport Finance. Guest Reviewer (2014).

Sport Management Review. Guest Reviewer (2010-2012, 2015, 2018-2019).

Sport Marketing Quarterly. Guest Editor – Special Issue on Sport Pricing (2013).

International Journal of Sport Management and Marketing. Guest Reviewer (2010, 2013).

Journal of Issues in Intercollegiate Athletics (JIIA). Guest Reviewer (2009, 2011).

Holcomb Hathaway Publishing. Textbook Reviewer for Sport Finance Text by Brown, M., Nagel, M., & Rascher, D. (2009).

Journal of Issues in Intercollegiate Athletics (JIIA). Acquisitions Editor (2008-2010).

University Service:

Temple University – School of Sport, Tourism and Hospitality Management. – Department of Sport and Recreation Management. Promotion and Tenure Committee Chair (2019-2020).

Temple University – School of Sport, Tourism and Hospitality Management. Search Committee Co-Chair (Two Tenure Track Positions) (2018-2019).

Temple University – School of Sport, Tourism and Hospitality Management. New Hire Mentoring Committee Chair (Gareth Jones) (2018-present).

Temple University – School of Sport, Tourism and Hospitality Management. – Department of Sport and Recreation Management. Promotion and Tenure Committee Chair (2018-2019).

Temple University – School of Sport, Tourism and Hospitality Management. Masters Committee (2017-2020).

Temple University – School of Sport, Tourism and Hospitality Management. Merit Committee Chair (2016-2017).

Temple University – School of Sport, Tourism and Hospitality Management. Promotion and Tenure Committee Chair (2016-2017).

Temple University – School of Sport, Tourism and Hospitality Management. Journal Vetting Committee (2016-present).

Temple University – School of Sport, Tourism and Hospitality Management. Faculty Responsibility Committee Chair (2018-2019).

Temple University – School of Sport, Tourism and Hospitality Management. Faculty Responsibility Committee (2016-2019).

Temple University – School of Tourism and Hospitality Management. Undergraduate Committee (2014-2017).

Temple University – School of Tourism and Hospitality Management. Promotion and Tenure Committee (2013-present).

Temple University – School of Tourism and Hospitality Management. Merit Committee (2013-2017).

Temple University – School of Tourism and Hospitality Management. Faculty Responsibility and Student Grievance Committee (2010-2013).

Temple University – School of Tourism and Hospitality Management. Sport and Recreation Management Program Director (2012-2014).

Temple University – School of Tourism and Hospitality Management. Undergraduate Committee Co-Chair (2012-2014).

Temple University – School of Tourism and Hospitality Management. Masters Committee Co-Chair (2012-2014).

Temple University. School of Tourism and Hospitality Management. Chairperson of the STHM Collegial Assembly (2012-2013).

Temple University – Alumni Weekend Speaker Series - 2012. “21st Century Ticket Scalping: How StubHub Changed Everything.”

Temple University – School of Tourism and Hospitality Management. Program Director for Undergraduate Programs in Sport and Recreation Management (2011-2012).

Temple University – Sport Marketing Association @ Temple University. Faculty Advisor for Student Professional Organization (2010-2014).

University of Memphis – Health and Human Sciences Community Affairs Committee (2009).

University of Memphis – Student Research Forum. Faculty Evaluator (2009).

University of Memphis - Faculty Search Committees (three faculty search committees in 2008).

University of Northern Colorado - Sport Marketing Research Institute (SMRI). Graduate Research Co-Director, Research Coordinator (2006-2007).

University of Northern Colorado - Sport Marketing Research Institute (SMRI). Marketing Researcher (2004-2006).

University of Northern Colorado - Graduate Student Association. Representative for the College of Natural and Health Sciences (2004-2006).

Doctoral Student Advising:

Ph.D. Students Supervised:

Kim, Koo Yul (2017-Present)
Jee, Wonsok (Frank) (2013-2019)
Diehl, Mark (2014-2017)

Ph.D. Student Committees:

Bradley Baker – Tourism and Sport – (2017)
Yiran Su – Tourism and Sport – (2016-2019)
Yuan Wang – Tourism and Sport – (2016-2018)
Minsun Kim – Tourism and Sport – (2015-2018)

Jonathan Brown – Economics – (2017)

Professional Service and Membership:

Sport Marketing Association. Executive Board – President (2015-2018)

North American Society for Sport Management. NASSM Doctoral Grant Committee (2015).

Sport Marketing Association. Director of the Host Committee for the Annual Conference (2014).

Sport Marketing Association. Executive Board – Member At Large (2010-2014).

Sport Marketing Association. Awards Committee Chair (2011-2014).

College Sports Research Institute. Assistant Director (2007-2010).

Sport Marketing Association. Student Paper Competition and Poster Management Team. (2006).

North American Society for Sport Management. Member (2006-present).

Sport Marketing Association. Member (2005-present).

Sports Business Simulations. Advisory Board Member (2005-2011).

AWARDS AND ACCOLADES

North American Society for Sport Management Research Fellow (2019)

Sport Marketing Association Conference 2016 Winner for Best Paper:

Dwyer, B., **Drayer, J.**, & Shapiro, S. *An Analysis of Dispositions, Gambling, and Daily Fantasy Sport Participation*.

Sport Marketing Association Research Fellow (2014).

Sport Marketing Association Conference 2014 Winner for Best Paper:

Dwyer, B., Mudrick, M., Greenhalgh, G., **Drayer, J.**, & LeCrom, C. *Developing and Validating an Emotional Attachment to Sport Team Scale*.

Sport Marketing Association Conference 2013 Winner for Best Paper:

Shapiro, S. L., Dwyer, B., & **Drayer, J.** *Examining the Role of Fairness in Sport Consumer Ticket Purchases*.

Sport Marketing Association Conference 2010 Winner for Best Paper:

Dwyer, B., Shapiro, S., & **Drayer, J.** *Segmenting Motivation: An Analysis of Fantasy Baseball Motives and Mediated Sport Consumption*.

Graduate Dean's Citation for Excellence. University of Northern Colorado, 2007.