

Brent D. Oja, Ph.D.

Assistant Professor – Sport Management
College of Physical Activity and Sport Sciences

West Virginia University

CPASS Building

375 Birch Street

Morgantown, WV 26506

Cell phone: 612-327-1856; Email: boja@mail.wvu.edu

Higher Education

- University of Kansas, Lawrence, Kansas 2013-2016
 - Doctor of Philosophy – Education
 - Specialization in Sport Management
 - Advisors: Drs. Jordan R. Bass & Aaron W. Clopton
 - Committee: Drs. Brian S. Gordon, Vicki Peyton, and Lisa Wolf-Wendel
 - Dissertation Title: The Contemporary Sport Employee: An Examination of Sport Employee Identification
 - Graduated with Honors
- Florida State University, Tallahassee, Florida 2014
 - Global Sport Management Summer Abroad Program
 - The Florida State University Study Centre, London, England
- West Virginia University, Morgantown, West Virginia 2010-2011
 - Master of Science Degree – Major in Sport Management
 - Capstone Project: Building a Policy and Procedure Manual For Athletic Equipment Rooms
- University of Minnesota, Minneapolis, Minnesota 2002-2006
 - Bachelor of Arts Degree – Major in History
 - Bachelor of Science Degree – Major in Sport Studies
 - Emphasis in Sport Management

Academic Work Experience

- Assistant Professor of Sport Management, West Virginia University 2021-Present
- Assistant Professor of Sport Administration, University of Northern Colorado 2016-2021
 - Doctoral Research Endorsement
 - Graduate Faculty Status
- Instructor, University of Kansas 2013-2016
 - Taught activity and undergraduate sport management courses
- Graduate Teaching Assistant, University of Kansas 2013-2016
 - Assisted in teaching multiple undergraduate courses

Research

Research Statement

My research endeavors are broadly focused on the management practices of sport organizations. More specifically, I seek to advance sport employees' professional growth and examine the resulting influence on organizational performance. To do so, I utilize the paradigm of positive organizational behavior, which is grounded in the tradition of cultivating personal growth and creating a sustainable competitive advantage (i.e., superior functionality) for employees and organizations. My research line is grounded within human development principles and is designed to expand sport employees' skillsets. I have utilized concepts such as psychological capital, psychological well-being, and creativity to produce a bottom-up approach (i.e., employee focused) in building sport organizations' capacity to serve other stakeholders. The scope of my research is consequently voluminous in that it is critical to understand a multitude of psychological capacities, social interactions, and institutional forces that dictate the potential for sport employees' professional development and enhanced organizational performance. In all, the objective of my research line is twofold: (1) to develop innovative management resources and practices that are designed to stimulate professional growth among sport employees in order to (2) improve sport organizations' performance thereby enabling enhanced experiences of sport stakeholders.

Research Funding & Grants

Schuetz, L., & Oja, B. D. (2021). From the Ground Up: Empowering Employee Decision-making. *NASSM Doctoral Research Grant*. \$1,650. **Funded.**

Oja, B. D., Kim, M., & Zvosec, C. C. (2020). Grit Through the Grind: Evaluating the Purpose-driven Goals of Sport Employees. *Janet B. Parks NASSM Research Grant*. \$2,600. **Not Funded.**

Seifried, C. S., & Oja, B. D. (2019). The Football Stadia at the University of Minnesota. *University of Minnesota Elmer L. Anderson Research Scholars Program*. \$2,065. **Not Funded.**

- Oja, B. D.,** Sung, Y. T., & Morse, A. L. (2019). Developing Assessment Strategies for a New Undergraduate Program and an Established Doctoral Program. *University of Northern Colorado Assessment Mini Grant*. \$2,287.29. **Funded.**
- Patchett, E., Morse, A. L., & **Oja, B. D.** (2018). Campus Recreation Professionals' Engagement with Social Justice. *National Intramural and Recreational Sports Association Foundation Research Grant*. \$2,000. **Funded.**
- Oja, B. D.,** Sung, Y. T., & Morse, A. (2018). Assessing a Recently Created Undergraduate Program and an Established Doctoral Program. *University of Northern Colorado Assessment Mini Grant*. \$2,259.52. **Not Funded.**
- Oja, B. D.** (2016). Awarded \$400 for two presentations at the North American Society for Sport Management academic conference in Orlando, Florida. *University of Kansas School of Education*. **Funded.**
- Oja, B. D.,** & Schaeperkoetter, C. C. (2015). Exploring the Social Capital Practices of Intercollegiate Athletics Teams: Improving the Adjustment to Campus for Ethnic Minority Student-Athletes. *Texas A&M University Diversity in Sport and Physical Activity Grant*. \$1,000. **Not Funded.**
- Oja, B. D.** (2014). Awarded \$400 for two presentations at the North American Society for the Sociology of Sport academic conference in Portland, Oregon. *University of Kansas School of Education*. **Funded.**
- Oja, B. D.** (2014). Awarded \$150 to attend the North American Society for Sport Management academic conference in Pittsburgh, Pennsylvania. *University of Kansas School of Education*. **Funded.**

Refereed Publications (29)

Google H-Index = 7; i10-Index = 5; Citations = 172

i10-Index: Number of publications with at least 10 citations

SSCI Impact Factor: As of 2019

ABDC: Australian Business Deans Council Journal Quality List; As of December 2019

*Corresponding Author

Schuetz, L., Paek, B., ***Oja, B. D.,** & Kim, M. (Accepted). Developing Flourishing Among Employees in the College Sport Workplace. *Sport, Business and Management: An International Journal*. DOI: TBD.
ABDC: C

Patchett, E. M., **Oja, B. D.,** & Morse, A. L. (Accepted). Conceptual Frameworks for Evaluating Diversity and Inclusion in Collegiate Recreation. *Recreational Sports Journal*. DOI: TBD.

- Kim, M., Zvosec, C. C., *Oja, B. D., & Schuetz, L. (In Press). Grit Through the Grind: Exploring Sport Employee Work Grit. *European Sport Management Quarterly*. DOI: 10.1080/16184742.2021.1936114.
Impact Factor: 1.889; ABDC: A
- Kim, M., *Oja, B. D., & Anagnostopoulos, C. (In Press). An Expanded Psychological Capital (A -HERO) Construct for Creativity: Building a Competitive Advantage for Sport Organisations. *European Sport Management Quarterly*. DOI: 10.1080/16184742.2021.1922480.
Impact Factor: 1.889; ABDC: A
- Zvosec, C. C., Oja, B. D., & Baer, N. (In Press). "Team Zebra": An Exploration of Social Identity, Motivation, and Sport Officiating Persistence. *Journal of Global Sport Management*. DOI: 10.1080/24704067.2021.1899766
ABDC: C
- Paek, B., Martyn, J., *Oja, B. D., Kim, M., & Larkins, R. J. (In Press). Searching for Sport Employee Creativity: A Mixed-Methods Exploration. *European Sport Management Quarterly*. DOI: 10.1080/16184742.2020.1804429.
Impact Factor: 1.889; ABDC: A
- *Oja, B. D., Stensland, P. J., Bass, J. R., & Zvosec, C. C. (In Press). Under the Lights: The Legitimacy, Survival, and Institutionalization of Rural Amateur Baseball. *Leisure Sciences*, DOI: 10.1080/01490400.2019.1625294.
Impact Factor 1.952; ABDC: A
- Baer, N., Zvosec, C. C., Oja, B. D., & Kim, M. (2021). A new pitch: Building an innovative sport organization through sport employees. *Case Studies in Sport Management*, 10(1), 30-35.
- Hazzaa, R. N., *Oja, B. D., & Jung, H. (2021). The Importance of Value Congruence: An Analysis of College Recreation Employees and Organizations. *Managing Sport and Leisure*, 26(3), 161-174.
ABDC: B
- *Oja, B. D., & Bass, J. R. (2020). Gaining the Perception of Oneness with a College Sport Organization: Examining the Antecedents of Sport Employee Identification. *Journal of Issues in Intercollegiate Athletics*, 13, 424-444.
- Martyn, J., Stensland, P. J., Kropp, D. C., Oja, B. D., Bass, J. R., & Morse, A. L. (2020). Institutional Logic Multiplicity Among NCAA Division I Student-Athletes and Their Respective Institutions. *Global Sport Business Journal*, 8(1), 88-104.
- Martyn, J., *Oja, B. D., & Morse, A. L. (2020). Investigating Multiplicity: Institutional Logics and Division II Commuter Student-Athletes. *Journal of Intercollegiate Sport*, 13(1), 2-23.

- *Oja, B. D.**, Bass, J. R., & Gordon, B. S. (2020). Identities in the Sport Workplace: Development of an Instrument to Measure Sport Employee Identification. *Journal of Global Sport Management*, 5(3), 262-284.
ABCD: C
- Kim, M., **Oja, B. D.**, Chin, J., & Kim, H. (2020). Developing Student-Athlete School Satisfaction and Psychological Well-Being: The Effects of Academic Psychological Capital and Engagement. *Journal of Sport Management*, 34(4), 378-390.
Impact Factor: 2.359; ABDC: A
- Jacobs, B. L., Tingle, J. K., **Oja, B. D.**, & Smith, M. A. (2020). Exploring Referee Abuse Through the Lens of the Colligate Rugby Coach. *Sport Management Review*, 23(1), 39-51.
Impact Factor 3.337; ABDC: A
- Oja, B. D.**, Kim, M., Perrewé, P. L., & Anagnostopoulos, C. (2019). Conceptualizing A-HERO for Sport Employees' Well-Being. *Sport, Business and Management: An International Journal*, 9(4), 363-380.
ABDC: C
- Zvosec, C. C., Gordon, B. S., Hyland, S., **Oja, B. D.**, & Bass, J. R. (2019). An Exploratory Examination of Role Engulfment and NCAA Teacher-Coaches. *Journal of the Professoriate*, 10(2), 47-77.
- Jacobs, B. L., Zvosec, C. C., & ***Oja, B. D.** (2019). Navigating Role Ambiguity & Conflict: Exploring the Role of the Referee within the Olympic Sporting Structure. *Journal of Amateur Sport*, 5(2), 115-137.
- Martyn, J., Fowler, B., Kropp, D. C., ***Oja, B. D.**, & Bass, J. R. (2019). Managing an Identity: Social Identity Complexity and NCAA Faculty Athletics Representatives. *Journal of Issues in Intercollegiate Athletics*, 12, 365-383.
- *Oja, B. D.**, Zvosec, C. C., Hyland, S., Bass, J. R., Mays, J. R., Krueger, K. J., Christian, R. G., & Wilkerson, Z. (2018). Work Versus Play: An Examination of the Motivations of Collegiate eSports Athletes. *International Journal of Sport Management*, 19(4), 361-382.
ABDC: B
- *Oja, B. D.**, Wear, H., & Clopton, A. W. (2018). Major Sport Events and Psychic Income: The Social Anchor Effect. *Journal of Sport Management*, 32(3), 257-271.
Impact Factor: 2.359; ABDC: A
- *Oja, B. D.**, Hazzaa, R. N., Wilkerson, Z., & Bass, J. R. (2018). March Madness in the Sport Workplace: Cultural Implications for Sport Employees. *Journal of Intercollegiate Sport*, 11(1), 82-105.
- *Oja, B. D.**, Clopton, A. W., & Hazzaa, R. N. (2018). Assessing Student Affective Commitment and Adjustment: The Function of Social Capital. *College Student Affairs Journal*, 36(2), 48-62.

Schaeperkoetter, C. C., **Oja, B. D.**, Mays, J. R., Krueger, K. J., Hyland, S., Christian, R. G., Wilkerson, Z., & Bass, J. R. (2017). The “New” Student-Athlete: An Exploratory Examination of Scholarship eSports Players. *Journal of Intercollegiate Sport*, 10(1), 1-21.

***Oja, B. D.**, & Clopton, A. W. (2017). Race, Social Capital, Adjustment, and Intercollegiate Athletics: The Opportunity to Improve Social Acclimation at Academic Institutions. *Journal for the Study of Sports and Athletes in Education*, 11(1), 46-65.

Kellison, T. B., Bass, J. R., **Oja, B. D.**, & James, J. D. (2016). Brand Management in Top-Tier College Athletics: Examining and Explaining Mark-Usage Policies. *International Journal of Sports Marketing & Sponsorship*, 17(3), 219-242.

Impact Factor: 1.075; ABDC: B

***Oja, B. D.**, & Bass, J. R. (2016). Safety or Style? An Examination of the Role of Football Equipment Personnel. *Journal of Applied Sport Management*, 8(1), 26-45.

ABCD: C

***Oja, B. D.**, Schaeperkoetter, C. C., & Clopton, A. W. (2015). Slowing the Coaching Carousel: The Benefits of Person-Organization Fit. *Journal of Issues in Intercollegiate Athletics*, 8, 162-182.

Oja, B. D., Bass, J. R., & Gordon, B. S. (2015). Conceptualizing Employee Identification with Sport Organizations: Sport Employee Identification (SEI). *Sport Management Review*, 18(4), 583-595.

Impact Factor: 3.337; ABCD: A

Manuscripts in Review (5)

***Oja, B. D.**, Gordon, B. S., & Hazzaa, R. N. (In Third Review). Navigating Psychological Membership in Sport Organizations: Exploring Sport Employees’ Identities. Submitted to [REDACTED].

Brannigan, K. J., Martyn, J., **Oja, B. D.**, & Zvosec, C. C. (In Fifth Review). An Examination of Sport Management Doctoral Programs and the Organizational Environment Through Person-Environment Fit Theory. Submitted to [REDACTED].

Wear, H., Heere, B., Brandon-Lai, S., & **Oja, B. D.** (Revising to Resubmit). The Hybrid Identity Organisation and Sponsorship: The Moderating Role of Sponsorship Perceptions in Understanding Sponsorship Brand Image and Loyalty. Submitted to [REDACTED].

Hazzaa, R. N., ***Oja, B. D.**, & Kim, M. (In First Review). The Effects of Corporate Social Responsibility and Psychological Capital on Sport Employees’ Prosocial Attitudes and Behaviors. Submitted to [REDACTED].

Schuetz, L., Otto, M. G., & ***Oja, B. D.** (In Second Review). A Political Perspective of Leadership: Examining the Political Skill of Sport Managers. Submitted to [REDACTED].

Manuscripts in Development (13)

- Schuetz, L., ***Oja, B. D.**, Zvosec, C. C., Kim, M., & Kerwin, S. (Final Edits). Crafting a Path Forward: Sport Employees' Perceptions of Meaningful Work, Psychological Well-being and Job Crafting.
- Scola, Z., Gordon, B. S., & **Oja, B. D.** (Final Edits). Exploring Brand Affect and Superiority: The Impact of Perceived Corporate Social Responsibility.
- Patchett, E. M., **Oja, B. D.**, & Morse, A. L. (Data Collected). Exploring the Institutions of Social Justice: Building Inclusivity in College Recreation Organizations.
- Gordon, B. S., **Oja, B. D.**, Bass, J. R., & Yoshida, M. (Data Collected). What Can Green Do for You? Examining the Impact of Societal Orientation on the Hearts and Minds of Sports Fans.
- Oja, B. D.**, Zvosec, C. C., & Kim, M. (Collecting Data). Sport Employee Grit: A Mixed-Methods Examination of the Definition and Dimensionality of Grit in the Sport Workplace.
- Kim, M., **Oja, B. D.**, & Zvosec, C. C. (Collecting Data). Grit and Psychological Capital: Exploring the Personal Assets of Sport Employees.
- Oja, B. D.**, Stensland, P. J., & Bass, J. R. (Collecting Data). An Investigation of Town Ball and Community: Exploring Group Membership.
- Oja, B. D.**, & Kerwin, S. (Conceptualizing). Job Designs in Sport Organizations: Exploring the Determinants of Job Crafting Capabilities.
- Oja, B. D.**, Svensson, P. G., Zvosec, C. C., & Kim, M. (Conceptualizing). Investigating the Capacity for Change in Collegiate Sport Organizations: Opportunities and Barriers to Innovation.
- Zvosec, C. C., Svensson, P. G., **Oja, B. D.**, & Martyn, J. (Conceptualizing). Collegiate Sport Organizations' Iron Cage: Examining the Institutional Logics of Innovation.
- Zvosec, C. C., Kim, M., & **Oja, B. D.** (Conceptualizing). Sport Officials and Grit: Pathways to Positive Experiences.
- Kim, M., **Oja, B. D.**, & Zvosec, C. C. (Conceptualizing). Developing Gritty Sport Employees: An Examination of the Antecedents and Outcomes of Sport Employee Grit.
- Seifried, C. S., & **Oja, B. D.** (Conceptualizing). The Stadia at the University of Minnesota.

Academic Presentations (51)

- Hajek, T. J., Lee, Y., **Oja, B. D.**, Schuetz, L., & Sung, Y. T. (October, 2021). Bet On It: Exploring Sport Betting Partnerships in Professional Sport. To be presented at the Sport Marketing Association Conference, Las Vegas, Nevada.

- Oja, B. D.**, Zvosec, C. C., Kim, M., Schuetz, L., & Kerwin, S. (June, 2021). Crafting Their Way Forward: An Exploration of Job Design Among Sport Employees. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Oja, B. D.**, Kim, M., & Baer, N. R. (June, 2021). From the Ground Up: A Model for Improving Organizational Performance Through Sport Employee Growth. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Schuetz, L., Otto, M. G., & **Oja, B. D.** (June, 2021). Examining the Political Skill of Sport Leaders: The Effects of Social Astuteness on Employee Job Engagement and Identification. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Schuetz, L., & **Oja, B. D.** (June, 2021). Jigsawing to Improve Student Engagement in Sport Management Classrooms. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Hajek, T. J., Brannigan, K. J., & **Oja, B. D.** (June, 2021). Exploring the Motivations of Undergraduate Sport Management Students. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Baer, N., Zvosec, C. C., **Oja, B. D.**, Kim, M. (February, 2021). Exploring Developmental Opportunities within Sport Organizations: Applying Meaningful Work in the Sport Industry. Presented at the Applied Sport Management Annual Conference, Virtual Presentation.
- Brannigan, K., Schuetz, L., & **Oja, B. D.** (February, 2021). Understanding CRM Implementation and Employee Engagement in Collegiate Athletics: Unlocking Improved Workplace Performance. Presented at the Applied Sport Management Annual Conference, Virtual Presentation.
- Oja, B. D.**, Zvosec, C. C., & Kim, M. (May, 2020). True Grit: Defining Grit in the Sport Workplace. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Kim, M., & **Oja, B. D.** (May, 2020). A-HERO for Sport Employee Creativity? An Empirical Investigation of Psychological Capital. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Schuetz, L., & **Oja, B. D.** (May, 2020). The Impact of Pride and Passion on Job Engagement with Sport Employees. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Hazzaa, R. N., & **Oja, B. D.** (May, 2020). Examining the Role of CSR on Employee Attitudes in Sport and Recreation Organizations. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.

- Schuetz, L., & **Oja, B. D.** (May, 2020). Using Kahoot! Game-based Learning in the Sport Management Classroom. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Paek, B., Martyn, J., & **Oja, B. D.** (May, 2020). Authentic Leadership and Job Engagement: An Empirical Examination into the Development of Creative Sport Employees. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Jung, H., Sung, Y. T., & **Oja, B. D.** (May, 2020). Out of Left Field? An Estimation of the Effect of Bullpenning on Team Performance in Major League Baseball: Evidence from the Tampa Bay Rays. Presented at the Conference of the North American Society for Sport Management, Virtual Presentation.
- Martyn, J., Stensland, P. J., Kropp, D. C., **Oja, B. D.**, Bass, J. R., & Morse, A. L. (February, 2020). Institutional Logic Multiplicity among NCAA Division I Student-Athletes and their Respective Institutions. Presented at the Global Sport Business Association Annual Conference, Fort Lauderdale, Florida.
- Martyn, J., Brannigan, K., **Oja, B. D.**, & Morse, A. L. (February, 2020). Safety and Security in an Institutionalized Setting: How Professional Sport Safety Managers Build and Maintain Stadium and Arena Security. Presented at the Global Sport Business Association Annual Conference, Fort Lauderdale, Florida.
- Brannigan, K., Martyn, J., **Oja, B. D.**, & Zvosec, C. C. (November, 2019). Person-Environment Fit: Sport Management Doctoral Programs and the Organizational Environment. Presented at the Sport Marketing Association Conference, Chicago, Illinois.
- Oja, B. D.**, Kim, M., Perrewé, P. L., & Anagnostopoulos, C. (June, 2019). Towards an ‘Authentic Hero’: Revisiting the HERO Model in Sport Organizations. Presented at the Conference of the North American Society for Sport Management, New Orleans, Louisiana.
- Hazzaa, R. N., **Oja, B. D.**, & Sung, Y. T. (June, 2019). The Effects of Corporate Social Responsibility and Psychological Capital on Sport Employees’ Prosocial Attitudes and Behaviors. Presented at the Conference of the North American Society for Sport Management, New Orleans, Louisiana.
- Paek, B., Martyn, J., & **Oja, B. D.** (June, 2019). Developing Creative Sport Employees: An Examination of Emotional Intelligence and Job Engagement. Presented at the Conference of the North American Society for Sport Management, New Orleans, Louisiana.
- Hazzaa, R. N., & **Oja, B. D.** (May, 2019). Utilizing an Online Learning Tool in Canvas to Promote Student Creativity. Presented at the Conference of the North American Society for Sport Management, New Orleans, Louisiana.

- Zvosec, C. C., **Oja, B. D.**, & Mullen, R. (May, 2019). Where does a Sport Official Belong? Navigating the Social Identities of Sport Officials. Presented at the Conference of the North American Society for Sport Management, New Orleans, Louisiana.
- Hazzaa, R. N., Jung, H., & **Oja, B. D.** (May, 2019). Examining Positive Fit and Engagement in Recreational Sport Employees: The Mediating Role of Intrinsic Motivation. Presented at the Conference of the North American Society for Sport Management, New Orleans, Louisiana.
- Sellars, N., Fowler, B., & **Oja, B. D.** (May, 2019). Athletic Identity and Athlete Satisfaction: An Analysis of Club Sport Athletes. Presented at the Conference of the North American Society for Sport Management, New Orleans, Louisiana.
- Martyn, J., Fowler, B., Kropp, D. C., **Oja, B. D.**, & Bass, J. R. (March, 2019). Managing an Identity: Social Identity Complexity and NCAA Faculty Athletic Representatives. Presented at the Global Sport Business Association Annual Conference, Fort Lauderdale, Florida.
- Zvosec, C. C., & **Oja, B. D.** (February, 2019). Winning isn't Everything: Goals, Strategies, and Financial Priorities of Small College Athletics. Presented at the Applied Sport Management Annual Conference, Nashville, Tennessee.
- Oja, B. D.**, Stensland, P. J., & Bass, J. R. (September, 2018). Town Ball Theater: An Examination of Communities and Amateur Baseball. Presented at the International Association for the Philosophy of Sport Conference, Oslo, Norway.
- Oja, B. D.**, Hazzaa, R. N., & Bass, J. R. (June, 2018). Legitimizing Amateur Baseball: A Conceptual Framework of "Town Ball" in Rural Minnesota. Presented at the Conference of the North American Society for Sport Management, Halifax, Nova Scotia, Canada.
- Hazzaa, R. N., Sellars, N., & **Oja, B. D.** (June, 2018). Understanding Perceptions of Social Responsibility in Professional Sport from Contemporary Sport Consumers. Presented at the Conference of the North American Society for Sport Management, Halifax, Nova Scotia, Canada.
- Seifried, C. S., Morse, A., & **Oja, B. D.** (April, 2018). The Modernization of Football at the University of Colorado: A Story of Gamble Field and Folsom Field. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.
- Fowler, B., Sung, Y. T., & **Oja, B. D.** (April, 2018). The Effects of Reclassification: An Examination of the Transition from FCS to FBS. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.
- Martyn, J., Sung, Y. T., & **Oja, B. D.** (April, 2018). Title IX: An Exploratory Case Study of Northern vs. Southern Universities Proportionality Compliance. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.

- Oja, B. D., & Hazzaa, R. N.** (June, 2017). The Sport Organization's Path to Identified Employees: An Examination of Organizational Antecedents of Sport Employee Identification (SEI). Presented at the Conference of the North American Society for Sport Management, Denver, Colorado.
- Jacobs, B., Schaeperkoetter, C. C., & **Oja, B. D.** (June, 2017). Navigating Dichotomies: Uncovering the Role of the Referee within the Olympic Sporting Structure. Presented at the Conference of the North American Society for Sport Management, Denver, Colorado.
- Hazzaa, R. N., & **Oja, B. D.** (June, 2017). Creating Actionable Assessment: Implementing Multiple Intelligences into a Sport Management Course. Presented at the Conference of the North American Society for Sport Management, Denver, Colorado
- Oja, B. D., & Bass, J. R.** (April, 2017). Root, Root for the Employers' Team? An Investigation of Job Engagement and Fandom of College Sport Employees. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.
- Oja, B. D., & Hazzaa, R. N.** (February, 2017). March Madness in Intercollegiate Sport Organizations: Unification and Productivity of Sport Employees. Presented at the Applied Sport Management Annual Conference, Baton Rouge, Louisiana.
- Hazzaa, R. N., & **Oja, B. D.** (February, 2017). An Investigation of CSR Activity in Football Championship Subdivision (FCS) Athletics Departments. Presented at the Applied Sport Management Annual Conference, Baton Rouge, Louisiana.
- Gordon, B. S., & **Oja, B. D.** (November, 2016). The Impact of Perceived CSR on Consumer-Based Brand Equity. Presented at the Sport Management Association of Australia & New Zealand Conference, Auckland, New Zealand.
- Oja, B. D., Bass, J. R., & Gordon, B. S.** (June, 2016). Sport Employee Identification: Developing and Validating an Instrument. Presented at the Conference of the North American Society for Sport Management, Orlando, Florida.
- Oja, B. D., & Gordon, B. S.** (June, 2016). Assessing the Role of Fan Community Attachment in Building Brand Equity. Presented at the Conference of the North American Society for Sport Management, Orlando, Florida.
- Wear, H., Heere, B., & **Oja, B. D.** (April, 2016). Owning the Campus: An Analysis of Sportswear Sponsor Brand Perceptions of University Students. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.
- Schaeperkoetter, C. C., **Oja, B. D., & Bass, J. R.** (April, 2016). The "New" Student-Athlete: An Exploratory Examination of Scholarship eSports Players. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.

- Oja, B. D., & Bass, J. R.** (April, 2015). The Link between Concussions and Organizational Power in Intercollegiate Football. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.
- Oja, B. D., Schaeperkoetter, C. C., & Clopton, A. W.** (April, 2015). Slowing the Coaching Carousel: Person-Organization Fit in Collegiate Athletics. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.
- Oja, B. D., & Clopton, A. W.** (April, 2015). Gender Differences in Student-Athletes: Perceptions of Entering the Coaching Profession via Social Cognitive Career Theory. Presented at the College Sport Research Institute Conference on College Sport, Columbia, South Carolina.
- Oja, B. D., & Clopton, A. W.** (November, 2014). Coaches' Differences in Values and Priorities: How Person-Organization Fit May Explain the Scarcity of Minority Coaches in Intercollegiate Athletics. Presented at the North American Society for the Sociology of Sport Annual Conference, Portland, Oregon.
- Oja, B. D., & Clopton, A. W.** (November, 2014). Social Cognitive Career Theory and the Lack of Female Coaches: Institutionalization of the Link Between Sport and Gender of Coach is Likely to Hinder Entry of Future Female Coaches. Presented at the North American Society for the Sociology of Sport Annual Conference, Portland, Oregon.
- Oja, B. D., & Clopton, A. W.** (October, 2014). Organizational Effectiveness for Sport Organizations: An Examination of the Roles of Centrality, Specialization, and Formalization on Organizational Culture. Presented at the Midwest Academy of Management Annual Meeting, Minneapolis, Minnesota.
- Saia, B., **Oja, B. D.**, Clopton, A. W., & Bass, J. R. (April, 2014). Impact of Person-Organization Fit on College Coach Hiring Process. Presented at the American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition, St. Louis, Missouri.

Textbooks

- Barnhill, C., Smith, N. L., & **Oja, B. D.** (2021). *Organizational Behavior in Sport Management: An Applied Approach to Understanding People and Groups*. Palgrave.

Academic Teaching Experience

Instructor of Theory Classes

Undergraduate Classes at the University of Northern Colorado

*Represents mean score (1 = strongly disagree – 5 = strongly agree) on student teaching evaluation question: “Overall I would rate this instructor as effective”

SES 270 (Fall 2020)

Introduction to Sport Administration (Hybrid) – 4.64*

SES 270 (Fall 2019)	Introduction to Sport Administration – 4.88*
SES 398 (Summer 2019)	Future of Sport: Fantasy Sport & eSport (Online) – 4.00*

Graduate Classes at the University of Northern Colorado

*Represents mean score (1 = strongly disagree – 5 = strongly agree) on student teaching evaluation question: “Overall I would rate this instructor as effective”

SES 560 (Summer 2021)	Critical Thinking & Ethical Consid. in Sport Admin. (Online) – N/A
SES 560 (Spring 2021)	Critical Thinking & Ethical Consid. in Sport Admin. – 5.00*
SES 692 (Spring 2021)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 724 (Spring 2021)	Seminar in Theory & Sport Organizations – 5.00*
SES 570 (Fall 2020)	Administration of Sport Organizations & Employees (Online) – 4.73*
SES 570 (Fall 2020)	Administration of Sport Organizations & Employees – 3.83*
SES 688 (Fall 2020)	Legal Aspects of Sport – 4.89*
SES 692 (Fall 2020)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 755 (Fall 2020)	Supervised Practicum in College Teaching – N/A
SES 560 (Summer 2020)	Critical Thinking & Ethical Consid. in Sport Admin. (Online) – 4.50*
SES 622 (Summer 2020)	Directed Study – N/A
SES 692 (Summer 2020)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 755 (Summer 2020)	Supervised Practicum in College Teaching – N/A
SES 560 (Spring 2020)	Critical Thinking & Ethical Consid. in Sport Admin. – 5.00*
SES 622 (Spring 2020)	Directed Study – N/A
SES 692 (Spring 2020)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 706 (Spring 2020)	Seminar in Sport Organizational Behavior – 5.00*
SES 570 (Fall 2019)	Administration of Sport Organizations & Employees (Online) – 4.75*
SES 570 (Fall 2019)	Administration of Sport Organizations & Employees – 4.86*
SES 688 (Fall 2019)	Legal Aspects of Sport – 4.80*
SES 692 (Fall 2019)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 755 (Fall 2019)	Supervised Practicum in College Teaching – N/A
SES 560 (Summer 2019)	Critical Thinking & Ethical Consid. in Sport Admin. (Online) – 4.38*
SES 692 (Summer 2019)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 560 (Spring 2019)	Critical Thinking & Ethical Consid. in Sport Admin. – 5.00*

SES 692 (Spring 2019)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 724 (Spring 2019)	Seminar in Theory & Sport Organizations – 5.00*
SES 570 (Fall 2018)	Administration of Sport Organizations & Employees (Online) – 4.08*
SES 570 (Fall 2018)	Administration of Sport Organizations & Employees – 4.91*
SES 688 (Fall 2018)	Legal Aspects of Sport – 5.00*
SES 692 (Fall 2018)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 560 (Summer 2018)	Issues & Ethics in Sport Management (Online) – 4.27*
SES 688 (Summer 2018)	Legal Aspects of Sport (Online) – 4.25*
SES 692 (Summer 2018)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 560 (Spring 2018)	Issues & Ethics in Sport Management – 4.77*
SES 692 (Spring 2018)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 706 (Spring 2018)	Seminar in Sport Organizational Behavior – 4.80*
SES 570 (Fall 2017)	Program Management – 4.88*
SES 570 (Fall 2017)	Program Management (Online) – 4.00*
SES 622 (Fall 2017)	Directed Study – N/A
SES 688 (Fall 2017)	Legal Aspects of Sport – 4.75*
SES 560 (Summer 2017)	Issues & Ethics in Sport Management – 4.75*
SES 692 (Summer 2017)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 560 (Spring 2017)	Issues & Ethics in Sport Management – 4.80*
SES 622 (Spring 2017)	Directed Study – N/A
SES 692 (Spring 2017)	Graduate Internship in Sport and Exercise Science (Ext. Campus) – N/A
SES 694 (Spring 2017)	Special Topics: Fundraising – 5.00*
SES 570 (Fall 2016)	Program Management – 5.00*
SES 570 (Fall 2016)	Program Management (Ext. Campus) – 3.33*
SES 622 (Fall 2016)	Directed Study – N/A
SES 688 (Fall 2016)	Legal Aspects of Sport – 4.56*

Undergraduate Classes at the University of Kansas

*Represents mean score (1 = strongly disagree – 5 = strongly agree) on student teaching evaluation question “Instructor is encouraging, supportive, and involved in learning”

HSES 488 (Spring 2016)	Pre-Internship Seminar – N/A
------------------------	------------------------------

HSES 289 (Spring 2016)	Introduction to Sport Management – N/A
HSES 289 (Fall 2015)	Introduction to Sport Management – 4.34*
HSES 488 (Fall 2015)	Pre-Internship Seminar – 4.37*
HSES 240 (Fall 2015)	The Coaching of Football – 4.74*
HSES 244 (Summer 2015)	Introduction to Physical Education and Sport Studies – N/A
HSES 289 (Spring 2015)	Introduction to Sport Management – 3.99*
HSES 240 (Fall 2014)	The Coaching of Football – 4.67*
HSES 240 (Fall 2013)	The Coaching of Football – 5.00*

Instructor of Activity Classes

Undergraduate Classes at the University of Kansas

HSES 108 (Summer 2014)	Golf
HSES 108 (Fall 2014)	Basketball
HSES 108 (Spring 2014)	Basketball
HSES 108 (Spring 2014)	Basketball – Advanced
HSES 108 (Fall 2013)	Volleyball
HSES 108 (Fall 2013)	Basketball

Graduate Teaching Assistant

Undergraduate Classes at the University of Kansas

HSES 260 (Spring 2016)	Personal and Community Health – Dr. Phillip Lowcock
HSES 381 (Spring 2016)	Sport Ethics – Ms. Claire C. Schaeperkoetter
HSES 488 (Spring 2015)	Pre-Internship Seminar – Dr. Francis Kish
HSES 244 (Spring 2015)	Introduction to Physical Education and Sport Studies – Dr. Scott Ward
HSES 380 (Fall 2014)	Sociology of Sport – Dr. Aaron W. Clopton
HSES 260 (Spring 2014)	Personal and Community Health – Dr. Phillip Lowcock
HSES 486 (Spring 2014)	Sport Marketing – Dr. Jordan R. Bass
HSES 382 (Spring 2014)	Sport Facilities and Event Management – Mr. Jason Booker
HSES 280 (Fall 2013)	Sociology of Sport – Dr. Aaron W. Clopton
HSES 487 (Fall 2013)	Personnel Management in Sport – Dr. Francis Kish

Invited Presentations**Undergraduate Classes at Northern Illinois University**

Growing Trends within eSport (Introduction to the eSports Industry – Dr. Claire C. Zvosec)

Graduate Classes at the University of Kansas

Revisiting Sport Employee Identification (Advanced Topics: Sport Marketing – Dr. Brian S. Gordon)

Concussions and Equipment Personnel (Socio-Cultural Dimensions of Sport – Dr. Jordan R. Bass)

PO-Fit and Ethnic Minority Coaches – Digital Presentation (Ethics of Sport – Dr. Jordan R. Bass)

College Coaches: Follow the Money (Socio-Cultural Dimensions of Sport – Dr. Brian S. Gordon)

Fan Community Attachment and Brand Equity (Sport Marketing – Dr. Brian S. Gordon)

Service**Service to the Academy**

Editorial Review Board Member, <i>Frontiers in Sport and Active Living</i>	2020-Present
Ad Hoc Reviewer, <i>Sport, Business and Management: An International Journal</i>	2020-Present
Ad Hoc Reviewer, <i>Journal of Athlete Development and Experience</i>	2020
Ad Hoc Reviewer, <i>International Journal of Sports Marketing & Sponsorship</i>	2019-Present
Ad Hoc Reviewer, <i>International Journal of Sport Management & Marketing</i>	2019-Present
Ad Hoc Reviewer, <i>International Journal of Sport Communication</i>	2019-Present
Ad Hoc Reviewer, <i>European Sport Management Quarterly</i>	2019-Present
Ad Hoc Reviewer, <i>Journal of Intercollegiate Sport</i>	2018-2019
Abstract Reviewer, College Sport Research Institute Conference on College Sport	2018-2019
Ad Hoc Reviewer, <i>Journal of Global Sport Management</i>	2018
Ad Hoc Reviewer, <i>Journal of Behavioral and Applied Management</i>	2018
Ad Hoc Reviewer, <i>Journal of Applied Sport Management</i>	2018
Ad Hoc Reviewer, <i>Journal of Sport Management</i>	2017-Present
Editorial Review Board Member, <i>Journal of Issues in Intercollegiate Athletics</i>	2017-Present
Ad Hoc Reviewer, <i>Event Management</i>	2017
Ad Hoc Reviewer, <i>Journal of Issues in Intercollegiate Athletics</i>	2016
Editorial Review Board Member, <i>Journal of Amateur Sport</i>	2015-Present

Member, North American Society for the Sociology of Sport	2014
Member, North American Society for Sport Management	2014-Present

Service to the University

Doctoral Dissertation Committee Member (Outside Member) – Drew Lail	2018-2019
Board of Athletic Control – Faculty Representative	2017-Present

Service to the College

Assistant Dean and MAST Institute Director Search Committee – EOAA Representative	2017
Graduate Student Representative – Committee on Academic Programs and Curriculum	2015

Service to the School

Thesis Chair – Marisa Hisaki*	2021
Doctoral Dissertation Committee Member – Logan Schuetz	2021
Doctoral Dissertation Research Advisor – Logan Schuetz	2019-2021
Doctoral Dissertation Co-Research Advisor – Jay Martyn*^#	2019-2020
Doctoral Dissertation Research Advisor – Rammi Hazzaa*	2018-2020
Doctoral Dissertation Co-Research Advisor – Erin Patchett*^#	2017-2019
Doctoral Dissertation Co-Research Advisor – Brittany Jacobs*	2017-2018
Doctoral Dissertation Committee Member – Jiyoung Park*	2017-2018
Doctoral Dissertation Co-Research Advisor – Sean Daly*	2016-2020
Curriculum Development	2017-Present
Undergraduate Student Advising	2017-Present
Graduate Student Advising	2016-Present

***Completed Degree Requirements**

^Winner of Graduate Dean's Citation for Excellence Award

#Winner of Graduate Dean's Citation for Outstanding Dissertation

Sport Industry Professional Experience

- Academic Tutor, University of Kansas – Student-Athlete Support Services 2015
 - Provided academic assistance to student-athletes
- Study Hall Supervisor, University of Kansas – Student-Athlete Support Services 2013-2015
 - Monitored members of the women’s basketball team during study hall
 - Provided general academic support to student-athletes
- Assistant Director (Equipment) – University of Colorado, Boulder, Colorado 2011-2013
 - Responsible for equipment needs for football (2011-2012) and basketball (2012-2013)
 - Organized and coordinated product testing with Nike apparel and equipment
 - Worked directly with Nike to purchase product and resolve issues
 - Managed and organized equipment travel preparations
 - Responsible for the day-to-day equipment operations
 - Maintained all NCAA, Pac-12, University, and State laws/rules
 - Supervised eight student managers
 - Fit student-athletes in football protective equipment
 - Repaired football protective equipment
- Head Equipment Manager – University of Virginia, Charlottesville, Virginia 2008-2011
 - Responsible for John Paul Jones Arena’s equipment room (basketball and swimming)
 - Purchasing, inventorying, issuing, repairing, fitting, and washing equipment
 - Organized and prepared equipment for traveling for the basketball teams
 - Provided full logistical support to visiting officials and teams
 - Prepared men’s and women’s basketball Nike orders
 - Maintained all NCAA, ACC, University, and State laws/rules
 - Supervised eight student managers
 - Assisted and traveled with the football team as needed
- Associate for Equipment Operations – Iowa State University, Ames, Iowa 2007-2008
 - Responsible for daily management of equipment room (football)
 - Inventory, issuing, repairing, and fitting equipment
 - Supervised eight student managers
 - Participated in budgeting and equipment order processes
 - Assisted with school logo and color change

- Student Equipment Manager – University of Minnesota, Minneapolis, Minnesota 2002-2006
 - Responsible for apparel issues pertaining to the head coach
 - Awarded Paul Brown Student Manager Scholarship award three consecutive years

Other Experience

- Skilled in statistical software programs SPSS and Mplus 7.4
- Equipment room intern at Colorado State University in 2007
- Volunteer worker for 2006 Men’s NCAA Basketball Regional
- Summer equipment manager intern with the San Francisco 49ers in 2004
- Earned Eagle Scout award by renovating local elementary school playground

Academic Awards

Nominated for NHS Excellence in Scholarship – School of Sport & Exercise Science	2021
Faculty Appreciation Award – Volleyball	2019
Faculty Appreciation Award – Women’s Soccer	2019
Dr. Robert E. Frederick Scholarship – Sport Management Graduate Student Award	2015
Dr. Robert E. Frederick Scholarship – Sport Management Graduate Student Award	2014

Media Coverage

Lysen, D. (March 22, 2019). KU Study: Sports Organizations Waste Work Time During NCAA Tournament, too, but it has Benefits. *Lawrence Journal-World*.
<https://www2.ljworld.com/news/ku/2019/mar/22/ku-study-sports-organizations-waste-work-time-during-ncaa-tournament-too-but-it-has-benefits/>

Williams, T. (March 19, 2019). March Madness may be Good for the Workplace. *Multibriefs*.
<http://exclusive.multibriefs.com/content/march-madness-may-be-good-for-the-workplace/business-management-services-risk-management>

Krings, M. (March 6, 2019). Study: Lost Productivity to March Madness Part of the Game in Sporting Organizations. *KU News Services*. <http://news.ku.edu/2019/02/20/study-lost-productivity-march-madness-part-game-sporting-organizations>

Krings, M. (March 10, 2015). Researchers Explore Whether Athletics Organizations Should Hire Fans. *KU News Services*. <http://news.ku.edu/2015/02/16/researchers-explore-whether-its-good-idea-athletic-organizations-hire-fans>