

Nikolas Rawlings Webster, Ph.D.

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December 18, 2023

EDUCATION

- Ph.D.
2021 Florida State University, Tallahassee, FL.
Concentration: Sport Management. Advisor: Jeffrey D. James, Ph.D.
- Dissertation Topic. (2021). *Psychological needs and psychological connection to sport objects*. Doctoral dissertation, Florida State University, Tallahassee, FL.
- M.S.
2016 Indiana University, Bloomington, IN.
Major: Kinesiology. Concentration: Athletic Administration.
- B.S.
2014 Indiana University, Bloomington, IN.
Major: Kinesiology. Concentration: Exercise Science.

ACADEMIC APPOINTMENTS

- 2023 – Present Clinical Assistant Professor of Sport Management
School of Kinesiology
University of Michigan, Ann Arbor, MI.
- 2021 – 2023 Assistant Professor of Recreation and Sport Management
Conway Medical Center College of Health and Human Performance
Coastal Carolina University, Conway, SC.
- 2016 – 2021 Doctoral Student/Candidate | Graduate Assistant
Department of Sport Management, College of Education
Florida State University, Tallahassee, FL.

PROFESSIONAL EXPERIENCE

- 2022 – Present Founder & Chief Executive Officer (CEO)
Webster & Etheridge Limited Liability Company
Myrtle Beach, SC.
- 2022 – 2023 Academic Tutor
Tutor Me Education, LLC
Los Angeles, CA.
- 2020 – 2021 Graduate Teaching Assistant
Jim Moran School of Entrepreneurship
Florida State University, Tallahassee, FL.
- 2020 – 2021 Student-Athlete Academic Tutor

Student-Athlete Academic Services (SAAS), Athletic Department
Florida State University, Tallahassee, FL.

2017 – 2019 Lifetime Activities Program (LAP) Coordinator
Department of Sport Management, College of Education
Florida State University, Tallahassee, FL.

2017 Talent Flow Coordinator
One Foot Productions & National Basketball Association (NBA)
All-Star Week, New Orleans, LA.

2015 – 2017 Assistant Manager
Informal Sports, Campus Recreational Sports
Indiana University, Bloomington, IN.

2015 – 2017 Program Assistant
Informal Sports, Campus Recreational Sports
Indiana University, Bloomington, IN.

2014 – 2016 Graduate Teaching Assistant
Department of Kinesiology, School of Public Health
Indiana University, Bloomington, IN.

2014 – 2016 Graduate Teaching Assistant
Physical Activity Instruction Program (PAIP), School of Public Health
Indiana University, Bloomington, IN.

HONORS, AWARDS, AND PRIZES

2020 Academic Leadership Award | Florida State University, Tallahassee, FL.

2019 College of Education Scholarship | Florida State University, Tallahassee, FL.
College of Education Travel Scholarship | Florida State University, Tallahassee, FL.
Myrtis Langston Watts Endowed Scholarship | Florida State University, Tallahassee, FL.

2018 William, J. & Jane G. Montford Excellence in Academics Scholarship | Florida State University, Tallahassee, FL.

2014 Recognition Scholarship, Office of Scholarships | Indiana University, Bloomington, IN.

2013 Recognition Scholarship, Office of Scholarships | Indiana University, Bloomington, IN.

2012 Recognition Scholarship, Office of Scholarships | Indiana University, Bloomington, IN.

2010 Recognition Scholarship, Office of Scholarships | Indiana University, Bloomington, IN.

CURRENT MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

North American Society for Sport Management (NASSM)
Sport Marketing Association (SMA)
Sport and Recreation Law Association (SRLA)

RESEARCH AND ORIGINAL CREATIVE WORK

Refereed Publications

2. Elliot, K. & Webster, N. R. (2023). An Assessment of Tiered Giving Strategies for Small College Athletic Administrators. *International Journal of Business in Sports, Tourism, & Hospitality Management*, 4(1), 1 – 22.
1. Yazawa, D., Webster, N. R., Du, J., & James, J. D. (2022). Cultural Cues in NBA Jersey Designs: Examining the Role of Acculturation and Psychological Connection in Consumer Purchase Decisions. *International Journal of Sport Management*, 23(4), 292 – 316.

Manuscripts Under Review

4. Webster, N.R. & Elliot, K. (In review). [Title removed].
3. Tweedie, J., Webster, N.R., Du, J., James, J.D. (In review). [Title removed].
2. Kota, R., Webster, N.R., Reid, C., & DiDonato, M. (In review). [Title removed].
1. Webster, N.R. & James, J.D. (In Review). [Title removed].

Book Chapters

1. Webster, N. R. (2024). Using Design Thinking in Sport Entrepreneurship Courses. In J.R. Braunstein-Minkove, J.N. Cooper, R. King-White, M. A. Odio, D.A. Pierce, & E. J. Staurowsky (Eds). *Innovative Pedagogical Practices in Sport Management Education*.

Refereed Presentations

7. Tweedie, J.W., Webster, N.R., Du, J., James, J.D. (presented 2023, October). *Strategic Outcomes of Sport Team Corporate Social Responsibility in the Community*. Presentation at Sport Marketing Association Annual Conference, Sport Marketing Association, St. Petersburg, FL (International).
6. Kota, R., Reid, C., DiDonato, M., & Webster, N.R. (presented 2023, June). *No Longer in a Pickle: Assessment and Development of the Pickleball Participant Motives Scale*. Presentation at North American Society for Sport Management Annual Conference, North American Society for Sport Management, Montreal, CA (International).
5. Reid, C., DiDonato, M., Kota, R., & Webster, N.R. (presented 2023, June). *Assessment of Classroom Experiences Influencing Student Satisfaction and Dissatisfaction in Sport Management Courses*. Presentation at North American Society for Sport Management Annual Conference, North American Society for Sport Management, Montreal, CA (International).
4. Lovich, J., Siegrist, A., & Webster, N. R. (presented 2022, February). *A Snap, An Amicus Brief, and a Footnote: How the Supreme Court Passed on Protecting College Athletes*. Presentation at Sport and Recreation Law Association Annual Conference, Sport and Recreation Law Association, Atlanta, GA (International).
3. Yazawa, D., Webster, N.R., Du, J., & James, J.D. (presented 2019, November). *NBA Jersey Design: Examining the Role of Cultural Cues in Sport Apparel Purchase Decisions*. Presentation at Sport Marketing Association Annual Conference, Sport Marketing Association, Chicago, IL (International)

2. Walsh, P., Williams, A., & Webster, N. R. (presented 2016, November). *If You Build It, Will They Buy It? Examining the Factors that Lead to Purchase for Athlete Brand Extensions*. Presentation at Sport Marketing Association Annual Conference, Sport Marketing Association, Indianapolis, IN. (International).
1. Park, B., & Webster, N. R. (presented 2016, November). *The Influence of Self-Selected Music in Fitness Industry: An Examination of Motivational Music on Sport Participants' Re-patronage Behavior*. Presented at Sport Marketing Association Annual Conference, Sport Marketing Association, Indianapolis, IN. (International).

Invited Presentations and Lectures

12. Department of Recreation and Sport Management, Coastal Carolina University. Conway, SC. Invited to present "Introduction to Fiscal Management: A Snapshot" to undergraduate students in the RSM 242 course (April 2023).
11. Department of Recreation and Sport Management, Coastal Carolina University. Conway, SC. Invited to present "Introduction to Fiscal Management: A Snapshot" to undergraduate students in the RSM 242 course (December 2022).
10. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Sport Governance: An Overview" to undergraduate students (March 2019).
9. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "NBA Jersey Design: Examining the Role of Cultural Cues in Sport Apparel Purchase Decisions" to graduate students (February 2019).
8. Department of Educational Psychology and Learning Systems, Florida State University. Tallahassee, FL. Invited to present "A Musician's Insight to Performance" to undergraduate students in the College of Education (January 2019).
7. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Marketing and Facilities: The Sport Industry" to undergraduate students (November 2018).
6. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Sport Governance: The Paralympics" to undergraduate students (November 2018).
5. Department of Educational Psychology and Learning Systems, Florida State University. Invited to present "A Musician's Insight to Performance" to undergraduate students in the College of Education (September 2018).
4. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Sport Finance: Economic Impact Analysis" to undergraduate students (March 2018).
3. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Sport Finance: Feasibility" to undergraduate students (March 2018).
2. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Sport Marketing and Sport Facilities" to undergraduate students (November 2017).

1. Department of Kinesiology, Indiana University. Bloomington, IN. Invited to present “Introduction to Sport Marketing” to undergraduate students in SPH M211 (April 2017).

TEACHING

Instructor of Record | University of Michigan

SM 513: Sports, Economic Development, & Urban Revitalization (graduate)
SM 440: Sports, Economic Development, & Urban Revitalization (undergraduate)
SM 403: Internship in Sport Management (undergraduate)
SM 313: Entrepreneurship in Sport (undergraduate)
SM 290: Field Experience in Sport Management (undergraduate)
SM 241: Sports Economics & Policy (undergraduate)
SM 203: Introduction to Sport Management (undergraduate)

Instructor of Record | Coastal Carolina University

SPT 560: Understanding Sport Fan Behavior (graduate)
RSM 499 H1: Research in RSM Marketing (Honors course; undergraduate)
RSM 499 H1: RSM Marketing Research (Honors course; undergraduate)
RSM 494: Area and Facility Management in Recreation and Sport (undergraduate)
RSM 482: Special Topics in RSM – Sports Analytics (undergraduate)
RSM 369: Marketing and Promotions in Recreation and Sport Management (undergraduate)
RSM 352: Commercial Recreation (undergraduate)
RSM 290: Fiscal Management in Recreation and Sport Management (undergraduate)

Instructor of Record | Florida State University

SPM 4931: Entrepreneurship in Sport (undergraduate)
SPM 4304: Events and Special Projects – Sport Marketing (undergraduate)
PEL 1621: Basketball
PEL 1121: Golf

Instructor of Record | Indiana University

SPH I221: Advanced Basketball
SPH I111: Beginning Basketball

Teaching Assistant | Florida State University

CTE 5471: Sustainability and Human Rights in the Business World (graduate)
CTE 4470: Sustainability and Human Rights in the Business World (undergraduate)
SPM 5726: Issues in Sport Law (graduate)
SPM 5405: Sport and the Media (graduate)
SPM 5308: Marketing Sport (graduate)
SPM 4723: Sport Law (undergraduate)
SPM 4015: Sport and Film (undergraduate)

Teaching Assistant | Indiana University

SPH M418: Sport Marketing (undergraduate)
SPH M318: Managing the Sport Enterprise (undergraduate)

SPH M211: Introduction to Sport Management (undergraduate)

Academic Tutor | Graduate Courses

Agile Project Management, Corporate Finance and Risk Management, Data Analytics and Decision-Making, English Writing (Law School Course)

Academic Tutor | Undergraduate Courses

Anatomy and Physiology, Clinical Kinesiology, College Statistics, Economics of Strategy, Entrepreneurship Capstone Projects, Event Ethics and Sustainability, Funding Sources, Franchising, Innovation by Design, Intermediate Microeconomics, Leadership Theory, Leadership and Supervision in Recreation, Tourism, and Events, Macroeconomics, Introduction to MATLAB Programming, Physical Geography, Social Innovation and Entrepreneurship, Theory and Practice of Athletic Coaching

CONTRIBUTIONS TO CURRICULUM AND COURSE DEVELOPMENT

Original Courses | University of Michigan

SM 313: Entrepreneurship in Sport

Course Description: This course is tailor-made for aspiring entrepreneurs within the realm of sport, offering a comprehensive exploration of entrepreneurship principles and techniques applied specifically to this industry. Through a blend of theory, practical exercises, and real-world case studies, participants will gain invaluable insights into the multifaceted world of sport organizations. This course is designed to equip students with the knowledge and skills needed to not only thrive in the fast-paced sport landscape but to create and lead their own ventures.

Original Courses | Coastal Carolina University

RSM 402: Sport Gaming and Fantasy Sport

Course Description: This course is designed to provide participants with theoretical and practical knowledge of management, marketing, and analytics within the sport gaming and fantasy sport sectors of the sport industry. Students will be provided with a historical overview of sport gambling and fantasy sports within both domestic (i.e., United States) and global contexts, as well as fundamental principles of entrepreneurship (e.g., management, marketing, etc.). Students will be required to conduct consumer research as well as create a business within the defined sectors. Through completion of this course, students will gain a better understanding of the sport gaming and fantasy sport sectors through an entrepreneurial lens.

RSM 482: Special Topics in RSM – Sports Analytics

Course Description: This course is designed to provide participants with fundamental theoretical and practical knowledge in data analytics within the field of sport management. Through knowledge dissemination (e.g., lectures, readings, podcasts, etc.), class participation (e.g., Microsoft Excel and Tableau Software case studies) and professional inquiry (e.g., research consulting project), a variety of information for data analytics in recreation and sport is introduced. Through completion of this course, students will gain a better understanding of the recreation and sport industries and the field of data analytics.

Esports Business Management Minor | Coastal Carolina University

Description: The Esports Business Management minor prepares students for careers within Esports. The Esports Business Management minor covers four fundamental pillars of the Esports industry: Management, Marketing, Production, and Technology. This minor was created through collaboration with scholars from Coastal Carolina University and Southern Methodist University.

Original Courses | Florida State University

SPM 4931: Entrepreneurship in Sport

Course Description: This course is designed to provide participants with theoretical and practical knowledge in entrepreneurship principles and techniques, and issues confronting professionals in sport organizations. Through knowledge dissemination (lectures, readings, etc.), class participation (class activities and group work) and professional inquiry (case studies and business plans) a variety of information for entrepreneurship within sport and recreation is introduced. Through completion of this course, students will gain a better understanding of the recreation and sport industries as well as the field of entrepreneurship.

INNOVATION IN INSTRUCTIONAL ACTIVITY

- 2023 – 2024 Webster, N.R., Phelan, A., & Lorenc, M. *Valiant Management Group Internship Program*. University of Michigan.
- 2018 – 2019 Xue, H. & Webster, N. R. *E-Sports Gaming Expansion*. Funded by Florida State University College of Education. Total award: \$13,473.

TRAININGS, WORKSHOPS, & PROFESSIONAL DEVELOPMENT

- 2023 Attended STRIDE (Strategies and Tactics for Recruiting to Improve Diversity and Excellence) Workshop. University of Michigan. Ann Arbor, MI. (December 5th).
- 2023 Attended the Center for Research on Learning & Teaching's (CRLT) *Rubrics: Transparent, Consistent, and Efficient Assessment in Support of Students' Learning* Workshop. University of Michigan. Ann Arbor, MI. (October 4th).
- 2023 Attended the Center for Research on Learning & Teaching's (CRLT) *Leveraging Generative AI in Teaching* Workshop. University of Michigan. Ann Arbor, MI. (September 28th).
- 2023 Attended the Center for Research on Learning & Teaching's (CRLT) *New Frontiers: Advancing Learning through Emerging Technologies Instructor Panel Session*. University of Michigan. Ann Arbor, MI. (August 23rd).
- 2023 Attended Campus-Wide New Faculty Orientation. University of Michigan. Ann Arbor, MI. (August 23rd).
- 2023 Attended School of Kinesiology New Faculty Teaching Orientation. University of Michigan. Ann Arbor. (August 22nd).
- 2023 Attended School of Kinesiology Fall Teaching Meeting. University of Michigan. Ann Arbor, MI. (August 22nd).
- 2023 Attended School of Kinesiology New Faculty Orientation. University of Michigan. Ann Arbor, MI. (August 21st).
- 2023 Attended the Commission on Sport Management Accreditation's (COSMA) *Esports Management* Webinar. (May 15th).
- 2021 Attended New Faculty Technology Luncheon. Coastal Carolina University. Conway, SC. (August 18th).

2021 Attended Campus-Wide New Faculty Orientation. Coastal Carolina University. Conway, SC. (August 16th).

MEDIA, INTERVIEWS, AND QUOTES

WalletHub (May 10, 2023). [2023's Best and Worst Cities for Basketball Fans.](#)

SERVICE

Service to the Discipline

Ad hoc Reviewer, Frontiers in Sports and Active Living
Ad hoc Reviewer, International Journal of Sport Communication
Ad hoc Reviewer, Journal of Sport Management
Mentor, Faculty-Student Mentor Initiative, North American Society for Sport Management (NASSM)

Service to the University, College, and Department | University of Michigan

2023 – Present Faculty Advisor, Michigan Sport Venture Group, Sport Management
2023 – Present Internship Administrator, Sport Management
2023 – Present Faculty Mentor, Graduate Program, Sport Management
2023 – Present Faculty Fellow, Sigma Phi Epsilon, University of Michigan Chapter

Service to the University, College, and Department | Coastal Carolina University

2023 – 2023 College Representative, University Research Council
2022 – 2023 Advisor, Department of Recreation and Sport Management
2022 – 2023 Co-Chair, Conway Medical Center College of Health and Human Performance Strategic Planning Committee
2022 – 2023 College Representative, Academic Affairs Committee
2022 – 2023 Presentation Judge, Undergraduate Office of Research
2021 – 2023 Coordinator for RSM, Myrtle Beach Invitational
2021 – 2023 Department Representative, Office of Academic Integrity
2023 Department Representative, CCU Soon
2023 Department Representative, Career in Sports Day
2022 – 2023 Department Representative, Tenure-Track Assistant Professor Search Committee
2022 Department Representative, Coastal Carolina Major Fair
2022 Exit Interviewer, Department of Recreation and Sport Management
2022 Poster Session Organizer, Department of Recreation and Sport Management
2022 Presentation Judge, Department of Recreation and Sport Management
2021 – 2022 Department Representative, College Formation Committee
2021 Department Representative, Coastal Carolina Major Fair

Service to the University, College, and Department | Florida State University

2018 – 2021 Student Representative, Student Technology Fee Committee
2019 – 2020 Chair, Student Leadership Council
2019 Student Representative, Teaching and Advising Awards Committee
2018 – 2019 Member, Student Leadership Council
2017 – 2019 Coordinator, Lifetime Activities Program (LAP)
2017 – 2019 Member, Facilities Committee

2017 Student Writer, Department Newsletter

Service to the Community

2020 – 2021 Volunteer, Second Harvest of the Big Bend
2019 – 2021 Partner, Leon County Unified Program, Leon County Special Olympics
2019 – 2021 Tutor, Adult Literacy Program, Leon County Public Library System
2014 – 2015 Assistant Basketball Coach, Franklin Township Middle School

Diversity, Equity, and Inclusion (DEI) Efforts

2023 Attended the Center for Research on Learning, & Teaching's (CRLT) Introduction to Equity-Focused Teaching Workshop. University of Michigan. Ann Arbor, MI. (September 14th).

2018 – 2021 Department of Sport Management Ph.D. Program Liaison, Foundation for Diversity and Inclusion in Sport. Florida State University. Tallahassee, FL.

Certifications

At-Risk for University and College Faculty and Staff
Collaborative Institutional Training Initiative (CITI)
U.S. Small Business Administration (Competitive Advantage)
U.S. Small Business Administration (Finding and Attracting Investors)
U.S. Small Business Administration (Introduction to Pricing)
U.S. Small Business Administration (Market Research)
U.S. Small Business Administration (Young Entrepreneurs)

Skills

Canvas (Learning Management System; LMS)
Blackboard (Learning Management System; LMS)
Microsoft Office Suite (Word, PowerPoint, Excel)
Moodle (Learning Management System; LMS)
Statistical Package for the Social Sciences (SPSS)
Tableau Software