

Curriculum Vitae

Stacy-Lynn Sant, Ph.D.

WORK ADDRESS

University of Michigan School of Kinesiology
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EDUCATION

- 2015 University of Alberta, Edmonton, Canada
Doctor of Philosophy, Physical Education and Recreation
Dissertation: *Conceptualizing Legacy in an Olympic Host City: The Case of Vancouver 2010*
- 2005 University of the West Indies, St. Augustine, Trinidad & Tobago
Master of Science, Management Studies, Specialization: International Marketing
Thesis: *Factors Affecting Export Performance in Small to Medium Sized Firms in the Eastern Caribbean*
- 2002 Bachelor of Science, Management Studies (*First Class Honors*)
Minor: Sport Management
Practicum: FIFA Development Office, Trinidad & Tobago

ACADEMIC POSITIONS

- 2016- present University of Michigan, Ann Arbor, MI
Assistant Professor, Sport Management

PROFESSIONAL MEMBERSHIPS

- 2013- present North American Society for Sport Management
- 2016- present European Association of Sport Management
- 2012- present Travel and Tourism Research Association- Canada Chapter
- 2016-2021 Urban Affairs Association

PEER REVIEWED PUBLICATIONS

*indicates graduate student/s under my supervision.

14. Wang, W., & **Sant, S.-L.**, & King, E. Examining Audiences' Information-Seeking Behavior Surrounding Super Bowl and Sex Trafficking: Insights from Google Trends Data. *International Journal of Sport Communication* (forthcoming).
13. **Sant, S.-L.**, *Maleske, C., & Vanderboll, K. (2024). Research on Human rights and large-scale sport Events from 1990-2022: A scoping review. *Sport Management Review*, 27(1), 23-44.
12. **Sant, S.-L.**, *Maleske, C., Wang, W., & King, E. (2023). Leveraging sport events for the promotion of human rights in host communities: Diffusion of innovations and anti-trafficking campaigns. *Sport Management Review*, 26(2), 203-223.
11. Wang, W., & **Sant, S.-L.** (2023). A big data analysis of social media coverage of athlete protests. *Sport Management Review* 26(2), 224-245.
10. *Maleske, C. & **Sant, S.-L.** (2022). The role of development programs in enhancing organizational capacity of National Paralympic Committees: A case study of the Road to the Games' Program. *Managing Sport and Leisure*, 1-19.
9. Babiak, K., & **Sant, S.-L.** (2021). All the news that's fit to print? How the media frames professional athlete philanthropy. *Journal of Sport Management*, 35(1), 55-68.
8. **Sant, S.-L.**, Misener, L., & Mason, D. S. (2019). Leveraging sport events for tourism gain in host cities: a regime perspective. *Journal of Sport & Tourism*, 23(4), p. 203-223.
7. **Sant, S.-L.**, Mason, D.S., & Chen, C. (2019). Second-tier outpost? Negative civic image and sport infrastructure development. *Cities -The International Journal of Urban Policy and Planning*, 87, 238-246.
6. **Sant, S.-L.** & Mason, D.S. (2019). Rhetorical legitimation strategies and sport and entertainment facilities in smaller Canadian cities. *European Sport Management Quarterly*, 19(2), 160-177.
5. Mason, D.S., **Sant, S.-L.**, & Misener, L. (2017). Leveraging sport and entertainment facilities in small- to mid-sized cities. *Marketing Intelligence & Planning*, 36(2), p. 154-167.
4. Mason, D.S., **Sant, S.-L.**, & Soebbing, B. (2017). The peculiar economics of sports team ownership: Pursuing urban development in North American cities. *Sport, Business and Management: An International Journal*, 7(4), p. 358-374.
3. **Sant, S.-L.** & Mason, D.S. (2015). Framing event legacy in a prospective host city: Managing Vancouver's Olympic bid. *Journal of Sport Management*, 29(1), 42-56.
2. **Sant, S.-L.**, Mason, D.S., & Hinch, T.D. (2013). Conceptualising Olympic tourism legacy: Destination marketing organisations and Vancouver 2010. *Journal of Sport & Tourism*, 18(4), 287-312.

1. **Sant, S.-L.**, Carey, K. M., & Mason, D. S. (2013). Media framing and the representation of marginalised groups: Case studies from two major sporting events. *Qualitative Research in Sport, Exercise and Health*, 5(3), 1-21.

Reprinted as: Sant, S.-L., Carey, K. M., & Mason, D. S. (2015). Media framing and the representation of marginalised groups: Case studies from two major sporting events. In R. Schinke, K.R. McGannon, & B. Smith (Eds.), *Community Based Research in Sport, Exercise and Health Science* (pp. 112-132). New York: Routledge.

BOOK CHAPTERS AND REPORTS

3. Hinch, T., Higham, J., & **Sant, S.-L.** (2014). Taking stock of tourism research. In A. Lew, C.M. Hall, & A.M. Williams (Eds.), *The Wiley Blackwell Companion to Tourism* (pp. 413-424). Chichester: John Wiley.
2. Misener, L., **Sant, S.-L.**, & Mason, D. (2013). Engaging Communities through Sport: Sustainability as a means of Enacting Corporate Social Responsibility. In J.L. Paramio Salcines and K. Babiak, *Handbook of Sport and Corporate Social Responsibility* (pp. 544-575). London: Routledge.
1. Fenton, L., & **Sant, S.-L.** (June, 2013). Professional Development and Certification Audit, Canadian Parks and Recreation Association. Available at:
http://s3.amazonaws.com/s3.arpaonline.ca/docs/Professional+Development/June2013_PD_and_Certification_Audit.pdf

CONFERENCE PRESENTATIONS

Refereed Conference Presentations and Abstracts in Copyrighted Conference Proceedings.

**denotes Doctoral Student/s*

25. *Maleske, C., & **Sant, S.-L.** Large-Scale Sport Event Host Cities' Conceptualization of Human Rights: A Qualitative Multiple Case Study of Four US Host Cities of the 2026 FIFA World Cup. North American Society for Sport Management Conference, Minneapolis, Minnesota, USA. (scheduled for 29 May-1 June, 2024)
24. *Maleske, C., & **Sant, S.-L.** Developing a human rights strategy for a large-scale sport event: An examination of the United Bid's strategy formulation process. North American Society for Sport Management Conference, Montreal, Canada. May 31-June 3, 2023.
23. **Sant, S.-L.** Event-centric soft power strategies: The case of Qatar and the 2022 FIFA World Cup. North American Society for Sport Management Conference, Montreal, Canada May 31-June 3, 2023.
22. Wang, W., **Sant, S.-L.**, & King, E. Examining Information-Seeking Behavior Surrounding Sport Mega Events and the Threat of Human Trafficking: Insights from Google Trends Data. Sport Management Association of Australia and New Zealand, Melbourne, Australia November 30- December 2, 2022

21. **Sant, S.-L.**, *Maleske, C., & Vanderboll, K. Human Rights and Large-scale Sport Events: A Scoping Review. North American Society for Sport Management Conference, Atlanta, Georgia, June 2-4, 2022.
20. *Maleske, C., & **Sant, S.-L.** Building relationships to promote social cohesion at large-scale sport events: A case study of the 2014 Glasgow Commonwealth Games' human rights approach. North American Society for Sport Management Conference, Atlanta, Georgia, June 2-4, 2022.
19. **Sant, S.-L.**, *Maleske, C., Wang, W., & King, E. (2021). Leveraging sport events for the promotion of human rights in host communities: Diffusion of innovations and anti-trafficking campaigns. North American Society for Sport Management Conference (*Virtual*), June 2-5, 2021.
18. **Sant, S.-L.** (2020). The Role of the Media in the Construction of Destination Image: The Case of Iceland's 'Fairytale Run' at Euro 2016. Paper presented at the North American Society for Sport Management Conference (*Virtual*), May 27-30, 2020.
17. Wang, W., & **Sant, S.-L.** (2019). Media Response to Social Media Sentiment: The Case of the National Anthem Protests. Paper presented at the Marketing Science Conference, Rome, Italy, June 20-22, 2019.
16. Wang, W., & **Sant, S.-L.** (2019). Framing Athlete Activism: Difference between Traditional Media and Social Media. UMTweetCon 2019, Ann Arbor, Michigan, May 23, 2019.
15. **Sant, S.-L.**, & Wang, W. (2019). Athlete activism in professional sport: The role of the media in mobilizing support for social movements. Paper presented at the North American Society for Sport Management Conference, New Orleans, Louisiana, May 29 - June 1, 2019.
14. **Sant, S.-L.**, & Wang, W. (2018). *Framing Athlete Activism: The Case of the National Football League Athletes' Anthem Protests*. Paper presented at the European Sport Management Conference, Malmö, Sweden, August, 5-8, 2018.
13. Wang, W., & **Sant, S.-L.** (2018). *Unpatriotic or Activist? Media Framing of NFL Athletes' Anthem Protests*. Paper presented at the Western Economic Association International Conference, Vancouver, Canada, June, 26-30, 2018.
12. Babiak, K., & **Sant, S.-L.** *Co-presented* (2018). *Good Intentions or Self-Serving Behavior? How the Media Frames Professional Athlete Philanthropy*. Paper presented at the North American Society for Sport Management Conference, Halifax, Canada, June, 7-9, 2018.
11. Mason, D.S., & **Sant, S.L.** *Co-presented* (2018). *The Construction of Detroit's Little Caesar's Arena: Exploring Discourses of Image, Status, and Quality of Life*. Poster presented at the North American Society for Sport Management Conference, Halifax, Canada, June, 7-9, 2018.
10. **Sant, S.-L.**, & Mason, D.S. (2017). *Discursive dynamics in arena development projects*. Paper presented at the Urban Affairs Conference, Minneapolis, Minnesota, April, 19-22 2017.

9. **Sant, S.-L.**, Mason, D.S., Washington, M., & Chen, C. (2016). *The invention of reinvention: building popular support for an arena development project in Edmonton, Canada*. Paper presented at the Urban Affairs Conference, San Diego, California, March 16-20 2016.
8. Mason, D.S., **Sant, S.-L.**, & Chen, C. (2015). *Cities, status hierarchies, and arena development*. Paper presented at the North American Society for Sport Management Conference, Ottawa, Canada, June, 2-6, 2015.
7. Hinch, T., Holt, N. & **Sant, S. L.** (2015). *Making place through sport tourism events: The case of the Canadian Death Race*. In Wilson, E. & Witsel, M. (Eds.). *Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality: Proceedings of the 25th Annual CAUTHE Conference*, (pp. 522 – 524). Gold Coast, Queensland, 2-5 Feb 2015, Southern Cross University, Gold Coast, Australia.
6. Hinch, T., Holt, N., & **Sant, S.L.** (2014). *The production of place: a study of the origin and evolution of the Canadian Death Race*. Paper presented at the Canadian Congress of Leisure Research, Halifax, May, 21-23, 2014.
5. Hinch, T., Holt, N., & **Sant, S.L.** (2014). *The Canadian Death Race in Grande Cache, Alberta*. Paper presented at the Canadian Sport Tourism Alliance, Sport Event Congress, Edmonton, April 1-3, 2014.
4. **Sant, S.-L.**, & Mason, D. S. (2013). *Framing Olympic Legacy: Newspaper coverage of the Vancouver Winter Olympic Games*. Paper presented at the North American Society for Sport Management Conference, Austin, Texas, May 28-June 1, 2013.
3. Carey, K.M., & **Sant, S.-L.**, & Mason, D.S. (2013). *Legacy planning associated with hosting the of small sport event*. Paper presented at the European Association of Sport Management Conference, Istanbul, Turkey, September 11-15, 2013.
2. **Sant, S.-L.**, Hinch, T., & Mason, D.S. (2013). *Leveraging sport events for long-term tourism benefits: The Vancouver 2010 Winter Olympic Games*. Paper presented at the Travel and Tourism Research Association (Canada), Ottawa, Canada, October 16-18, 2013.
1. **Sant, S.-L.**, Misener, L., & Mason, D. S. (2012). *Creating and managing a legacy organization to foster long-term tourism impacts: The case of Whistler Sport Legacies Society*. Paper presented at the Travel and Tourism Research Association (Canada), Winnipeg, Canada, October 10-12, 2012.

FUNDED RESEARCH

- 2019 PI: **Sant, S.-L.**; Collaborators Wang, W., and King, E. *Sex Trafficking, Sex Work, and Major Sport Events*. University of Michigan, MCubed 3.0 Program. Amount: **\$15,000**.
- 2018 Co-PI: **Sant, S.-L.** and Wang, W. *Bridging the Qualitative-Quantitative Divide in Media Framing Studies: A Mixed-Methods Analysis of the NFL's Anthem Protests*. University of Michigan, School of Kinesiology Pilot Research Grant. Amount: **\$7,500**.

Grant Submissions (Unfunded)

2017 PI: Rosentraub, M.; Investigator, **Sant, S.-L.** *Creating a Palestinian Research Hub.* United States of America, Department of State. Amount requested: \$999, 969. June, 2017.

MEDIA ENGAGEMENT

(weblinks provided where available)

- 2023 2023 FIFA Women's World Cup, [Michigan News Expert Advisory](#)
2026 World Cup Planning in Toronto, Interview, CBC Toronto (TV)
- 2022 The cheapest World Cup seats cost more than a week of wages for the migrant workers who built them, [TheMessenger](#) (formerly TheGrid)
Qatar World Cup, [Michigan News Expert Advisory](#)
Polarized Instagrammers fueled media coverage of NFL athlete activism, [Michigan News](#) featured story
Polarized Instagrammers fueled media coverage of NFL athlete activism, [Phys.org](#)
Is Birmingham Ready for the Games, [Birmingham Business Journal](#)
China closes Winter Olympics, claiming win as divide with West grows, [Nikkei Asia](#); also featured in the [University Record](#)
Beijing Olympic Games, [Michigan News Expert Advisory](#)
- 2021 US Diplomatic Boycott of the Beijing Olympics, [Michigan News Expert Advisory](#)
Tokyo 2020 Olympic Experts Guide, [Michigan News](#)
- 2020 Without a Michigan College Football Season, Ann Arbor Feels the Loss, [Wall Street Journal](#)
- 2016 Q&A on the Olympics with Stacy-Lynn Sant: Will Rio be ready? [Michigan News](#)
Ask the Experts: Summer Olympic Socioeconomics, WalletHub

INVITED LECTURES, PRESENTATIONS, & PANELS

9. Western University, London, ON, Canada, School of Kinesiology (May, 2023). 'The Intersection of Human Rights and Sustainable Development: Implications for Event Research and Practice'

8. University of Michigan, Ann Arbor, MI, School of Kinesiology, AT410 Athletic Training Administration (October, 2022). 'Human Trafficking and the Super Bowl'
7. University of Michigan, Ann Arbor, MI, School of Kinesiology (May, 2021). *Pilot Grant Research Presentation*. "The Role of the Media in Professional Athlete Activism"
6. North American Society for Sport Management Conference, Student Symposium, New Orleans, Louisiana (May 2019). Junior Faculty Panelist.
5. University of Michigan, Ann Arbor, MI, School of Kinesiology, SM100 Freshman Seminar (November 2019). 'Sport Tourism Development Strategies in North America'
4. University of Michigan, Ann Arbor, MI, School of Kinesiology, SM100 Freshman Seminar (November 2018). 'Bidding for Large-scale Sport Events'
3. University of Michigan, Ann Arbor, MI, School of Kinesiology, Kinesiology Alumni Society (Board of Directors Meeting) (October, 2016). 'An Introduction to Sport Tourism'.
2. University of Alberta, Edmonton, AB, Canada, Faculty of Physical Education and Recreation, RLS 263 Principles of Tourism (September 2015). 'Olympic Tourism: The Case of Vancouver 2010'.
1. University of Alberta, Edmonton, AB, Canada, Faculty of Physical Education and Recreation, RLS 463, Issues in Tourism Development (October 2014). The Role of Legacy Organizations in Olympic Host Cities.

PROFESSIONAL DEVELOPMENT & NETWORKING

Research Workshops

1. Writing a Competitive Research Grant Proposal, University of Michigan, Advance Program (December, 2017)

Conferences and Seminars

5. International Olympic Committee, 'On the Line with an Expert - Olympism365' (September 2023), *Participant*.
4. International Olympic Committee, 'On the Line with an Expert - IOC Strategic Framework on Human Rights' (January 2023), *Participant*.
3. Sporting Chance Forum, Centre for Sport and Human Rights (October 2021), *Participant*
2. Virtual Impact Collaborative, The Women's Fund, Miami-Dade, Forced Labor, Sex Trafficking, and Exploitation (January 2021), *Participant*
1. Sporting Chance Forum, Centre for Sport and Human Rights, Palais des Nations, Geneva, Switzerland (November, 20'9). *Attendee*

TEACHING

University of Michigan, Ann Arbor MI – Primary Instructor

2016- present	SM 445 - Sport Tourism (13 semesters)
2019- present	SM 431 – Sport Media (9 semesters)
Spring 2016	UC 270- Sports, Business, and Contested Space: Building Bridges and Confidence Between People In Conflict (Global Study Abroad Program- Israel and the Kingdom of Jordan)

University of Alberta, Edmonton, AB, Canada – Primary, Sessional Instructor

2015	Leadership in Recreation and Leisure Organizations
2013	Introduction to the Administration of Sport, Physical Activity, and Recreation Programs

MENTORSHIP

Ph.D. Dissertation Committees

Chair

2019 - present Christine Maleske, Sport Management, expected graduation Winter 2024

Committee Member

2021-2023 Goun Gi, Sport Management, graduated Winter 2023 (Chair, Dr. Kathryn Heinze)

Undergraduate Students – Independent Studies & Honors Research

Spring 2021	Auriel Gill	Sport Management
Winter 2019	Danielle Miles	Sport Management
Fall 2018	Grant Froling	Sport Management
Winter 2018	Katharine Bohlmann	Sport Management
	Anthony Candiolo	Sport Management
	Emily Latham	Sport Management
Fall 2017	Alexander Lorenz	Sport Management
Winter 2017	Keith Abdenour	Sport Management
	Rachel Colyer	Sport Management

	Bobby Meyer	Sport Management
	Rachel Rea	Sport Management
2016-2017	Natasha Nielsen	Literature, Science, Arts
	Daniel Soares	Literature, Science, Arts
	Danielle Sarns	Literature, Science, Arts

TEACHING/MENTORING WORKSHOPS

March 2023	Data-informed Teaching: An Introduction to (Practical) Learning Analytics Centre for Research on Learning and Teaching
May 2022	Trauma-informed Pedagogy, Centre for Research on Learning and Teaching
October 2021	Introduction to Equity-Focused Teaching, Centre for Research on Learning and Teaching
May 2021	Anti-Racist Pedagogy, School of Kinesiology
November 2020	Inclusive Teaching Seminar, School of Kinesiology
October 2018	Facilitating Student Teamwork, Teaching and Learning in Kinesiology (TALK), School of Kinesiology
November 2017	Great Expectations: Mentoring Graduate Students, University of Michigan, Advance Program
February 2017	Lunch & Learn Series, Intercultural Awareness, School of Kinesiology
May 2017	Teaching and Learning in Kinesiology (TALK), School of Kinesiology
August 2016	Leveraging Group Work and Teams to Enhance Student Learning (New Faculty Orientation Workshop), Centre for Research on Learning and Teaching
February 2016	Graduate Student Mentoring: New Faculty Workshop, University of Michigan, Rackham Graduate School in co-operation with the Advance Program

SERVICE

Editorial Board

2022- present	International Journal of Sport Communication
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Manuscript Reviewing

2022-present	International Journal of Sport Communication
2022-present	European Journal for Sport and Society
2022-present	Sustainability
2019-present	European Sport Management Quarterly
2020-present	Sport Management Review
2018-present	Journal of Urban Technology
2017-present	Managing Sport and Leisure
2017-present	Marketing Planning and Intelligence
2015-present	Journal of Sport Management
2015-present	Journal of Sport and Tourism

Conference Abstract Reviewing

2019	North American Society for Sport Management Conference
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School of Kinesiology

2023-present	Executive Committee
2022-2023	Faculty Search Committee, Sports Economic/Public Policy
2020-2022	Faculty Search Committee, Sport Venues
2021-2022	Sport Management Master's Application Review Committee
2020-present	Sport Management DEI Speaker Series Planning Committee
2020	Marketing and Communications, Sport Management Web Focus Group
2017-2019	Graduate Program Review Committee
2017	Faculty Search Committee, Data Analytics