

## CURRICULUM VITAE

**Brian Patrick McCullough**  
University of Michigan  
830 North University Ave  
Ann Arbor, Michigan 48109  
E-Mail: [brianpmc@umich.edu](mailto:brianpmc@umich.edu)  
Office: (734) 647-9767  
[Google Scholar](#)      [ORCID](#)

### EDUCATION

Ph.D. Texas A&M University – College Station, Texas, May 2011  
Major: Kinesiology | Emphasis: Sport Management

McCullough, B. P. (2011). *The recycling intentions of sport spectators: A theory of planned behavior approach* (Doctoral dissertation). Retrieved from <http://hdl.handle.net/1969.1/ETD-TAMU-2011-05-9163>.

M.S. Texas A&M University – College Station, Texas, December 2007  
Major: Kinesiology | Emphasis: Sport Management

B.S. Ithaca College – Ithaca, New York, December 2005  
Major: Sport Management

### ACADEMIC APPOINTMENTS

#### **University of Michigan – Ann Arbor**

*Associate Professor* (with tenure), August 2024 – present, Sport Management Program, School of Kinesiology.

#### *Affiliated Faculty Appointments at the University of Michigan*

Frederick A. & Barbara M. Erb Institute, 2025 – present.

#### **Texas A&M University – College Station**

*Associate Professor* (tenure approved May 2021), July 2020 – August 2024, Department of Kinesiology & Sport Management.

#### *Affiliated Faculty Appointments at Texas A&M University*

Center for Sport Management Research and Education, July 2020 – August 2024.

Huffines Institute for Sports Medicine and Human Performance, July 2020 – August 2024.

### **Seattle University**

*Associate Professor* (with tenure), July 2018 – June 2020, Management Department, Albers School of Business and Economics.

*Assistant Professor*, September 2014 – June 2018, Masters of Sport Administration Leadership, College of Arts and Sciences.

#### ***Affiliated Faculty Appointments at Seattle University***

Center Environmental Justice and Sustainability, 2014 – 2020.

### **Bowling Green State University**

*Assistant Professor*, August 2011 – August 2014, School of Human Movement, Sport and Leisure Studies.

Affiliated Faculty Appointments at Bowling Green State University  
Center for Environmental Programs, August 2011 – August 2014.

## **UNIVERSITY LEADERSHIP AND ADMINISTRATIVE APPOINTMENTS**

### **University of Michigan**

Director, Sport Management Program, August 2024 – present.

Director, Sport Management Online Master's Program, September 2024 – present.

### **Texas A&M University**

Director, Center for Sport Management Research and Education, September 2022 – August 2024.

### **Seattle University**

Coordinator, Sport Sustainability Leadership Certificate, September 2014 – June 2018.

## **RESEARCH GRANTS & CONTRACTS**

12. Straw, C. (PD), Patterson, M. (Co-PD), **McCullough, B. P. (Co-PD)**, Runck, B (Co-PD), Watkins, E. CO-PI), Chen, W. (Co-PI), & Carr, T. (Co-PI). (under review). *Optimizing investment, environmental impact, and user health of community-level sports fields*. 2023-05680. United States Department of Agriculture. Total requested: \$8,400,000.
11. **McCullough, B. P. (PI)**, & Jakar, G. (Co-PI). (2023-2024). *Modeling Scope 3 environmental impacts IBU of spectators and participants transportation choices*. International Biathlon Union Grant Programme. Total: \$21,182.22.
10. Girginov, V., Könecke, T., Book, K., Ahonen, A., Brocard, J., Gouguet, J., Godfrey, T., Maxcy, J., Wagner, M., Levine, J., Broms, L., **McCullough, B. P. (Advisor)**, McArdle, D., Lepetit, C. (2022-2025). *Sustainable Sport Management*. ERASMUS+ Program. Total: €400,000. <https://erasmus-plus.ec.europa.eu/projects/search/details/101089771>

9. Sherry, E., Karg, A., **McCullough, B. P.**, & Bramley, O. (2022). Research consultancy for the Australian Conversation Foundation – measuring the sport sponsorship of coal, oil and gas companies in the Australian sporty industry. Total: \$15,000 AUD \*\*
8. Delia, E., & **McCullough, B. P.** (2022-2023). *The intersection of sport fandom and environmental sustainability*. North American Society for Sport Management. Total: \$1,100.
7. Casper, J., **McCullough, B. P.**, & Smith, D. M. (2019-2020). *Ralphie's Green Stampede Fan Engagement Evaluation and Metrics*. Colorado University at Boulder Sustainability Office. Total \$6,000. \*\*
6. McManamon, A., **McCullough, B. P.**, Kellison, T., Atkins, J. (2019). *Planet Super League – Research on Sponsorship Activation and Fan Engagement*. Climate-KIC. Total €10,650.
5. **McCullough, B. P.** (2019-2020). *Sport Ecology: The Moralization of Shared Responsibility within the Sport Sector*. Center for Business Ethics Fellowship - Seattle University. Total \$6,000.
4. **McCullough, B. P.** (PI) & Trail, G. T. (Co-PI). (2019). *Sustainability Values, Perceptions, and Beliefs in the Sport Sector*. Agency: Albers College of Business and Economics Summer Research Grant - Seattle University. Total \$7,100.
3. Kellison, T. B. (PI) & **McCullough, B. P.** (Co-PI). (2018-2019). *Cost and Knowledge Valuation of LA 2028's Environmental Legacy*. Agency: International Olympic Committee. Total \$10,000.
2. **McCullough, B. P.** (PI) & Kellison, T. B. (Co-PI). (2016). *Trend Analysis of RecycleMania's Participants*. Agency: Keep America Beautiful and RecycleMania. Total \$15,000.
1. **McCullough, B. P.** (2015-2016). *Life Cycle Assessment and the Environmental Impact of Sport Spectators' Game Day Behaviors*. Agency: Center for Environmental Justice and Sustainability – Seattle University. Total \$6,000.

\*\* Grant with graduate student(s)

## REGULATORY DOCUMENTS

2. McPherson, R. A., Fay, P.A., Alvarez S.G., Bertrand, D., Broadbent T.L., Bruno T., Fares A., **McCullough B.**, Moore, G.W., Moorhead B., Taylor A., Warziniack T., Patiño, L., Petersen A., Smith, N.G., & Steiner, J.L. (2023). *Chapter 26: Southern Great Plains. Fifth National Climate Assessment*. <https://doi.org/10.7930/NCA5.2023.CH26>

1. UNFCCC. (2018, December). Sports for Climate Action Framework. United Nations, 1-10. Retrieved from <https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action>.

## PEER REVIEWED PUBLICATIONS

63. **McCullough, B. P.**, Trail, G. T., Kellison, T., & Murfree, J. R. (accepted). The role of identity on receptivity to environmental messaging and its impact on fandom. *Sport Management Review*. <https://doi.org/10.1080/14413523.2025.2511500> [SSCI; IF = 4.1]
62. Hill, J., **McCullough, B. P.**, & Kim, M. (accepted). Leveraging employee perceptions for sustainable practices in sport organizations. *Sport, Business, Management: An International Journal*. [SSCI; IF = 1.9] \*\*
61. **McCullough, B. P.** & Bramley, O. (accepted). Exploring balanced approaches in sport: Navigating environmental and commercial logic. *Sport in Society*. <https://doi.org/10.1080/17430437.2025.2510948> [SSCI; IF = 1.5] \*\*
60. Cayolla, R., Kellison, T., **McCullough, B. P.**, Biscaia, R., Escadas, M., & Santos, T. (in press). Exploring the evolution of suggested improvements to pro-environmental sustainability initiatives: Empirical evidence from a professional sport team. *Journal of Strategic Marketing*, 1-15. <https://doi.org/10.1080/0965254X.2024.2434752> [SSCI; IF = 3.7]
59. Marrucci, L., Daddi, T., & **McCullough, B. P.** (in press). Sustainable mobility and sports tourism: Applying the theory of planned behaviour to football supporters. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2024.2383935> [SSCI; IF = 3.7]
58. Dietrich, A., & **McCullough, B. P.** (in press). Materiality assessment in sport – An opportunity and call for research. *Managing Sport and Leisure*, 1-10. <https://doi.org/10.1080/23750472.2024.2322119> [ESCI; IF = 1.9] \*\*
57. Kellison, T., **McCullough, B. P.**, Cianfrone, B. A. & Pelcher, J. A. (2025). Inter- and intra-team differences in professional sport fans' environmental attitudes. *International Journal of Sports Marketing and Sponsorship*, 26(6), 1-13. <https://doi.org/10.1108/IJSMS-07-2024-0174> [SSCI; IF = 3.0]
56. Delia, L., **McCullough, B. P.**, Dalal, K. (2024). Team identity and environmentalism: The case of Forest Green Rovers. *Journal of Sport Management*. 38(5). 353–364. <https://doi.org/10.1123/jsm.2023-0269> [SSCI; IF = 3.5] \*\*
55. Do, C., Kim, M. J., **McCullough, B. P.**, Kim, H. S., & Lee, H. W. (2024). Increasing sport fans' receptivity to sustainability messaging through the enhancement of brand authenticity. *International Journal of Sport Communication*, 17(3), 241–251. <https://doi.org/10.1123/ijsc.2024-0025> [SSCI; IF = 2.0] \*\*

54. Pelcher, J., Trendafilova, S. & **McCullough, B. P.** (2024). Environmental behavior framework revisited: Where do we stand ten years later and where do we go from here? *Sustainability*, 16(17), 7380. <https://doi.org/10.3390/su16177380> [SSCI; IF = 3.3] \*\* Diss
53. Gerke, A., Fehrer, J., Benson, M., & **McCullough, B. P.** (2024). A typology of circular sport business models: Enabling sustainable value co-creation in the sport industry. *Journal of Sport Management*, 38(4), 225-239. <https://doi.org/10.1123/jsm.2023-0093> [SSCI; IF = 3.5]
52. Martins, R., Pereira, E., Rosado, Marõco, J., **McCullough, B. P.**, & Mascarenhas, M. (2024). Sport tourism spectators' environmental sustainability intentions in an international surfing event. *Journal of Tourism & Development*, 45, 171-186. <https://doi.org/10.34624/rtd.v45i0.3349> \*\*
51. **McCullough, B. P.**, Dietrich, A., Rocha, R., & Bae, Y. (2023). Environmental sustainability research and future directions for events and facilities: An assessment of the field. *Journal of Applied Sport Management*, 15(4), 12–30. <https://doi.org/10.7290/jasm-2023-V15-I4-rfm0> [ESCI; IF = 0.5] \*\*
50. Cayolla, R., Escadas, M., **McCullough, B. P.**, Biscaia, R., Cabilhas, A., & Santos, T. (2023). Does pro-environmental attitude predict pro-environmental behavior? Comparing sustainability connection in emotional and cognitive environments among football fans and university students. *Heliyon*, 9(11), e21758. <https://doi.org/10.1016/j.heliyon.2023.e21758> [SSCI; IF = 3.4]
49. **McCullough, B. P.** (2023). Advancing sport ecology research on sport and the natural environment. *Sport Management Review*, 25(5), 813-833. <https://doi.org/10.1080/14413523.2023.2260078> [SSCI; IF = 3.7]

**Research Paper of the Year recognized by Sport Positive Award**

48. **McCullough, B. P.**, Hardie, A., Kellison, T., & Dixon, M. A. (2023). Environmental perspectives of external stakeholders in sport. *Managing Sport and Leisure*, 28(6), 670-683. <https://doi.org/10.1080/23750472.2021.1950037> [ESCI; IF = 1.9] \*\*
47. **McCullough, B. P.**, Collins, A., Roberts, J., & Villalobos, S. (2023). Sport events and emissions reporting: An analysis of the Council for Responsible Sport's standard in running events. *Sustainability*, 15(19), 14375. <https://doi.org/10.3390/su151914375> [SSCI; IF = 3.3] \*\*
46. **McCullough, B. P.**, Jakar, G., & Kellison, T. (2023). Distance decay and public transportation usage among select professional Seattle sport fans. *Tourism Geographies*, 25(4), 1149-1165. <https://doi.org/10.1080/14616688.2022.2086906> [SSCI; IF = 4.1]
45. **McCullough, B. P.**, & Trail, G. T. (2023). Assessing key performance indicators of corporate social responsibility initiatives in sport. *European Sport Management Quarterly*, 23(1), 82-103. <https://doi.org/10.1080/16184742.2022.2033808> [SSCI; IF = 3.6]

44. Breitbarth, T., **McCullough, B. P.**, Collins, A., Gerke, A., & Hernold, D. M. (2023). Environmental matters in sport: Sustainable research in the academy. *European Sport Management Quarterly*, 23(1), 5-12. <https://doi.org/10.1080/16184742.2022.2159482> [SSCI; IF = 3.6]
43. Todaro, N. M., **McCullough, B. P.**, & Daddi, T. (2023). Stimulating the adoption of green practices by professional football organisations: A focus on stakeholders' pressures and expected benefits. *Sport Management Review* 26(1), 156-180. <https://doi.org/10.1080/14413523.2022.2046971> [SSCI; IF = 3.7]
42. **McCullough, B. P.**, Casper, J. C., & Smith, D. (2022). Fan responses of sponsored environmental sustainability initiatives. *Sustainability*. 14, 14062. <https://doi.org/10.3390/su142114062> [SSCI; IF = 3.3] \*\*
41. Straw, C. M., **McCullough, B. P.**, Segars, C., Daher, B., & Patterson, M. (2022). Reimagining sustainable community sports fields of the future: A framework for convergent science-stakeholder decision making. *Circular Economy and Sustainability*, 2, 1267-1277. <https://doi.org/10.1007/s43615-021-00115-z>
40. Martins, R., Pereira, E., Rosado, A, Marôco, J., **McCullough, B. P.**, Mascarenhas, M. (2022). Understanding spectator sustainable transportation intentions in international sport tourism events. *Journal of Sustainable Tourism*, 30(8), 1972-1991. <https://doi.org/10.1080/09669582.2021.1991936> [SSCI; IF = 6.9] \*\* Diss
39. **McCullough, B. P.**, & Pelcher, J. A. (2021). Instructor–student mentoring: Strengths of transformative sustainability learning and its direct application to impact industry and curricular refinement. *Sustainability*, 13(19), 10768. <https://doi.org/10.3390/su131910768> [SSCI; IF = 3.3] \*\*
38. Cooper, J. A., & **McCullough, B. P.** (2021). Bracketing sustainability: Carbon footprinting March Madness to rethink sustainable tourism approaches and measurements. *Journal of Cleaner Production*, 318(10), 128475. <https://doi.org/10.1016/j.jclepro.2021.128475> [SSCI; IF = 9.7] \*\*
37. Sartore-Baldwin, M. L. & **McCullough, B. P.** (2021). Examining sport fans and the endangered species nonhuman animals who represent their affiliated team mascot. *Society & Animals*, 29(3), 268-286. <https://doi.org/10.1163/15685306-12341605> [SSCI; IF = 0.6]
36. Trail, G. T. & **McCullough, B. P.** (2021). A longitudinal study of sustainability attitudes, intentions, and behaviors. *Sustainability Science*, 16(5), 1503-5118. <https://doi.org/10.1007/s11625-021-00954-7> [SSCI; IF = 5.1]
35. **McCullough, B. P.** & Trail, G. T. (2021). Transformative marketing: health and well-being of Special Olympic athletes. *International Journal of Sports Marketing and Sponsorship*, 22(3), 477-492. <https://doi.org/10.1108/IJMSM-04-2020-0046> [SSCI; IF = 3.0]

34. Casper, J. C., **McCullough, B. P.**, Kushner Smith, D. M. (2021). Pro-environmental sustainability and political affiliation: An examination of college sport sustainability efforts. *International Journal of Environmental Research and Public Health*, 18(11), 5840. <https://doi.org/10.3390/ijerph18115840> [SSCI; IF = 4.6] \*\*
33. Pelcher, J. A., **McCullough, B. P.**, & Trendafilova, S. A. (2021). Collegiate athletics environmental sustainability efforts within STARS reporting. *International Journal of Sustainability in Higher Education*, 22(2), 328-343. <https://doi.org/10.1108/IJSHE-07-2020-0246> [SSCI; IF = 3.0] \*\*
32. Orr, M., **McCullough, B. P.**, & Pelcher, J. (2020). Leveraging sport as a venue and vehicle for transformative sustainability learning. *International Journal of Sustainability in Higher Education*, 21(6), 1071-1086. <https://doi.org/10.1108/IJSHE-02-2020-0074> [SSCI; IF = 3.0] \*\*
31. **McCullough, B. P.**, Orr, M. & Kellison, T. (2020). Sport ecology: Conceptualizing an emerging subdiscipline within sport management. *Journal of Sport Management*, 34(6), 509-520. <https://doi.org/10.1123/jsm.2019-0294> [SSCI; IF = 3.5] \*\*

**JSM's most cited paper in 2021 & 2022, Web of Science**

**JSM's most read paper in 2024, JSM Editor's Annual Report**

30. Kellison, T., & **McCullough, B. P.** (2020). Angelenos' environmental attitudes and behaviors in advance of LA 2028. *Journal of Olympic Studies*, 1(2), 1-21. <https://doi.org/10.5406/jofolympstud.1.2.0001>
29. Cunningham, G. B., Wicker, P., & **McCullough, B. P.** (2020). Pollution, health, and the moderating role of physical activity opportunities. *International Journal of Environmental Research and Public Health*, 17(17), 6272. <https://doi.org/10.3390/ijerph17176272> [SSCI; IF = 4.6]
28. **McCullough, B. P.**, Orr, M., Watanabe, N. M. (2020). Measuring externalities: The imperative next step to sustainability assessment in sport. *Journal of Sport Management*, 34(5), 393-402. <https://doi.org/10.1123/jsm.2019-0254> [SSCI; IF = 3.5] \*\*
27. Casper, J., **McCullough, B. P.**, & Pfahl, M. E. (2020). Examining environmental fan engagement initiatives through values and norms with intercollegiate sport fans. *Sport Management Review*, 23(2), 348-360. <https://doi.org/10.1016/j.smr.2019.03.005> [SSCI; IF = 3.7]
26. Cunningham, G. B., **McCullough, B. P.**, & Hohensee, S. (2020). Physical activity and climate change attitudes. *Climatic Change*, 159(1), 1-14. <https://doi.org/10.1007/s10584-019-02635-y> [SSCI; IF = 4.8] \*\*

25. Trail, G. T., & **McCullough, B. P.** (2020). Marketing sustainability through sport: Testing the sport participant sustainability behavior model. *European Sport Management Quarterly*, 20(2), 109-129. <https://doi.org/10.1080/16184742.2019.1580301> [SSCI; IF = 3.4]
24. **McCullough, B. P.**, Pelcher, J. A., & Trendafilova, S. (2020). An exploratory analysis of the environmental sustainability performance signaling communications among North American sport organizations. *Sustainability*, 12(5), 1950. <https://doi.org/10.3390/su12051950> [SSCI; IF = 3.3] \*\*
23. Tsuji, Y. & **McCullough, B. P.** (2019). Brand awareness of cause-related sponsorship announcements. *Journal of Contemporary Athletics*, 13(4), 1-19.
22. Pelcher, J. A., & **McCullough, B. P.** (2019). Greening the university's front porch: Environmental sustainability in collegiate athletics. *Case Studies in Sport Management*, 8(1), 13-17. <https://doi.org/10.1123/cssm.2018-0017> \*\*
21. Trail, G. T., & **McCullough, B. P.** (2018). Differential effects of internal and external constraints on sustainability intentions: A hierarchical regression analysis by market segment of running event participants. *Journal of Management for Global Sustainability*, 6(2), 1-36. <http://dx.doi.org/10.13185/JM2018.06206>
20. **McCullough, B. P.** & Trendafilova, S. (2018). Industry-academic collaborations to advance sustainability. *Sport & Entertainment Review*, 4(3), 64-69.
19. Sartore-Baldwin, M. L. & **McCullough, B. P.** (2018). Equity-based sustainability and ecocentric management: Creating more ecologically just sport organization practices. *Sport Management Review*, 21(4), 391-402. <https://doi.org/10.1016/j.smr.2017.08.009> [SSCI; IF = 3.7]
18. Trendafilova, S. & **McCullough, B. P.** (2018). Environmental sustainability scholarship and the efforts of the sport sector: A rapid review of literature. *Cogent Social Sciences*, 4(1), 1-15. <https://doi.org/10.1080/23311886.2018.1467256> [SSCI; IF = 1.3]
17. **McCullough, B. P.**, Kellison, T. B., & Wendling, E. (2018). Formation and function of a collegiate athletics sustainability committee. *Journal of Amateur Sport*, 4(1), 52-81. <https://doi.org/10.17161/jas.v4i1.6661> \*\*
16. Sartore-Baldwin, M. L., **McCullough, B. P.** & Quatman-Yates, C. (2017). Shared responsibility and issues of injustice and harm within sport. *Quest*, 69(3), 366-383. <https://doi.org/10.1080/00336297.2016.1238769> [SSCI; IF = 1.6]
15. Casper, J., Pfahl, M., & **McCullough, B. P.** (2017). Is *going green* worth it? Assessing fan engagement and perceptions of athletic department environmental efforts. *Journal of Applied Sport Management*, 9(1), 106-134. <https://doi.org/10.18666/JASM-2017-V9-I1-7690> [SSCI; IF = 0.5]

14. **McCullough, B. P.** & Melton, E. N. (2017). The benefits of becoming a green company: A corporate marketing approach. *Journal of Contemporary Athletics*, 11(1) 31-46.
13. **McCullough, B. P.**, Trendafilova, S., & Picariello, M. (2016). Legitimizing sustainability efforts through strategic partnerships. *Sport & Entertainment Review*, 2(3), 77-83. \*\*
12. **McCullough, B. P.**, Pfahl, M., & Nguyen, S. (2016). The green waves of environmental sustainability in sport. *Sport in Society*, 19(7), 1040–1065.  
<https://doi.org/10.1080/17430437.2015.1096251> [SSCI; IF = 1.5]
11. **McCullough, B. P.**, & Kellison, T. B. (2016). Go green for the home team: Sense of place and environmental sustainability in sport. *Journal of Sustainability Education*, 11(February) 1-14.
10. Kellison, T. B., & **McCullough, B. P.** (2016). A forecast for the mainstreaming of environmental sustainability. *Sport & Entertainment Review*, 2(1), 11-18.
9. Martinson, D., Schneider, R., & **McCullough, B. P.** (2015). An analysis of the factors and marketing techniques affecting attendance at NCAA Division I women's basketball games. *The Journal of Sport*, 4(2), 43-60. \*\*
8. Kellison, T. B., Trendafilova, S., & **McCullough, B. P.** (2015). Considering the social impact of sustainable stadium design. *International Journal of Event Management Research*, 10(1), 63-83.
7. Pfahl, M., Casper, J., Trendafilova, S., **McCullough, B. P.**, & Nguyen, S. N. (2015). Crossing boundaries: An examination of sustainability department and athletics department collaboration regarding environmental issues. *Communication & Sport*, 3(1), 27-56.  
<https://doi.org/10.1177/2167479513519253> [SSCI; IF = 3.2]
6. Trendafilova, S., **McCullough, B.**, Pfahl, M., Nguyen, S. N., Casper, J., & Picariello, M. (2014). Environmental sustainability in sport: Current state and future trends. *Global Journal on Advances Pure and Applied Sciences*, 3, 9-14. \*\*
5. Casper, J., Pfahl, M., & **McCullough, B. P.** (2014). Intercollegiate sport and the environment: Examining fan engagement based on athletics department sustainability efforts. *Journal of Issues in Intercollegiate Athletics*, 7, 65-91.  
<https://scholarcommons.sc.edu/jiia/vol7/iss1/13> [Best Paper for 2014]
4. **McCullough, B. P.** (2013). Identifying the influences on sport spectator recycling behaviours using the theory of planned behaviour. *International Journal of Sport Management and Marketing*, 14(1/2/3/4), 146-168.  
<https://doi.org/10.1504/IJSMM.2013.060631>

3. **McCullough, B. P.**, & Cunningham, G. B. (2011). Recycling intentions among youth baseball spectators. *International Journal of Sport Management and Marketing*, 10(1/2), 104-120. <https://doi.org/10.1504/IJSMM.2011.043618>
2. **McCullough, B. P.**, & Cunningham, G. B. (2010). A conceptual model to understand the impetus to engage in and the expected organizational outcomes of green initiatives. *Quest*, 62(4), 348-363. <https://doi.org/10.1080/00336297.2010.10483654> [SSCI; IF = 1.6]
1. Cunningham, G. B., Sartore, M. L., & **McCullough, B. P.** (2010). The influence of applicant sexual orientation, applicant gender, and rater gender on ascribed attributions and hiring recommendations of personal trainers. *Journal of Sport Management*, 24(4), 400-415. <https://doi.org/10.1123/jsm.24.4.400> [SSCI; IF = 3.5]

\*\* Co-authored with graduate student(s)

Diss Based on student's dissertation

## BOOKS

3. **McCullough, B. P.**, Kellison, T. B., & Melton, E. N. (Eds.). (2022). *The Routledge handbook of sport and sustainable development*. London: Routledge. <https://doi.org/10.4324/9781003023968>
2. **McCullough, B. P.**, & Kellison, T. B. (Eds.). (2018). *Routledge handbook of sport and the environment*. London: Routledge. <https://doi.org/10.4324/9781315619514>
1. **McCullough, B. P.** (2015). *Introduction to environmental sport management*. Mill Creek, WA: Forwarding Sport Sustainability, LLC. ISBN 978-0996926904

## BOOK UNDER CONTRACT

1. **McCullough, B. P.** (under contract). *Environmental sport management: An introduction*. London: Routledge.

## MONOGRAPHS

4. Planet League. (2022). *Scope F: Maximising sport's positive impact on carbon emissions*. The Planet League, 1-15. Retrieved from <https://www.scope-f.com/s/Scope-F-Maximising-sports-positive-impact-on-carbon-emissions.pdf>.
3. Sports Environmental Alliance. (2020). *Future proofing community sport & recreation facilities: A roadmap for climate change management for the sport and recreation facilities sector*. Sports Environmental Alliance, 1-40. Retrieved from [https://www.sportsenvironmentalliance.org/wp-content/uploads/2020/11/BROCHURE\\_Future-Proofing-Facilities.pdf](https://www.sportsenvironmentalliance.org/wp-content/uploads/2020/11/BROCHURE_Future-Proofing-Facilities.pdf).

2. Green Sports Alliance. (2018). *Fan engagement playbook: A guide to developing marketing campaigns that influence fans to increase sustainability-related behaviors at home, work and play*. Green Sports Alliance, 1-50. Retrieved from <https://greensportsalliance.cmail19.com/t/j-l-njyfx-uydkhhpi-i/>.
1. **McCullough, B. P.**, Collins, A., Bergsgard, N. A., Muhar, A., Tyrväinen, L. (2018, April 20). *The Impact of Sport and Outdoor Recreation (Friluftsliv) on the Natural Environment*. Mistra, 1-48. Retrieved from <https://www.mistra.org/wp-content/uploads/2018/06/Sport-and-outdoor-recreation-background-paper-2018-1.pdf>.

## BOOK CHAPTERS

21. Koenig-Lewis, N., Collins, A., & **McCullough, B. P.** (2025). The game is on! – Sports (events) as a driving force for sustainability. In K Peattie, R. De Angelis, N. Koenig-Lewis, & C. Strong (Eds.) *The Routledge Companion to Marketing and Sustainability* (pp. 331–345). Routledge. <https://doi.org/10.4324/9781003412397-27>
20. **McCullough, B. P.** (2025). March Madness and the environmental impacts of sport events. In M. Duignan (Ed.) *Events and Society* (pp. 233–238). Routledge: London. <https://doi.org/10.4324/9781003488729-36>
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  2. [Resource firms 'using sports to greenwash'](#) – Daily Mail – 78.9M reach
  3. [Dire warning to all sports as AFL, NRL take fossil fuel dollars while polluters try to 'greenwash' image: study](#) – 7news.com.au – 6.74M reach
  4. [Fossil fuel industry using sports to greenwash public image](#) – Phys.org – 3.79M reach
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103. Uzun, B. Bae, Y., Jakar, G., & **McCullough, B. P.** (2025, September). *Exploring scope 3 emissions of winter sport event: A gravity modelling approach with cell phone data analytics.* European Association for Sport Management Conference. Budapest, Hungary. \*\*
102. Bae, Y., **McCullough, B. P.**, Sant, S. L. (2025, September). *Exploring pro-environmental behavior and spillover effects among residents and non-residents at a sport event.* European Association for Sport Management Conference. Budapest, Hungary. \*\*
101. Bae, Y., & **McCullough, B. P.** (2025, May 30). *Ethical dilemmas in golf club management: Reconciling environmental initiative with operational realities.* North American Society for Sport Management Conference. San Diego, CA. \*\*
100. **McCullough, B. P.**, & Bonnewell, R. (2025, May 30). *Tackling the environmental footprint of gameday: A life cycle analysis of college student football fans' behaviors.* North American Society for Sport Management Conference. San Diego, CA. \*\*
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98. **McCullough, B. P.**, Tyler, B. D., Pelcher, J., & Stahl, A. J. (2025, May 28). *Assessing the carbon footprint of NBA team travel: Trends and implications for climate action commitments.* North American Society for Sport Management Conference. San Diego, CA. \*\*
97. Rocha, R. & **McCullough, B. P.** (2025, May 28). Deceptive game: In-depth content analysis of sportwashing and greenwashing in media representations of sports. *North American Society for Sport Management Conference.* San Diego, CA. \*\*
96. Kubitzka, S., **McCullough, B. P.**, Boehmer, J., Rocha, R., Matukas, B. (2025, March 15). *Framing sport sustainability: A discussion on prevailing frames in sport sustainability research and industry.* Summit on Communication and Sport. Chicago, IL. \*\*
95. Acaf, Y., **McCullough, B. P.**, & Plec, E. (2025, March 14). *Fans as catalysts for sustainable change in sports.* Summit on Communication and Sport. Chicago, IL. \*\*
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93. Koenig-Lewis, N., Collins, A., Konstantopoulos, I., Schnitzer, M., & **McCullough, B. P.** (2024, September). *Understanding key drivers of sustainable travel behaviour – A focus on the European Association of Sport Management Conference*. European Association of Sport Management Annual Conference. Paris, France. \*\*
92. Rocha, R., **McCullough, B. P.**, & Trail, G. T. (2024, May). *Environmental messaging in sport: Sport fans perceptions of environmental sponsorships*. North America Society for Sport Management Annual Conference. Minneapolis, MN. \*\*
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88. Bae, Y., & **McCullough, B. P.** (2024, May). *A systematic review: Understanding the Scope 3 impacts of sport events*. North America Society for Sport Management Annual Conference. Minneapolis, MN. \*\*
87. Bramley, O., Sherry, E., & **McCullough, B. P.** (2023, November). *Environmental sustainability in sports organisations: Exploring the tide of action*. Sport Management Association of Australia & New Zealand Annual Conference. Canberra, Australia.
86. **McCullough, B. P.** (2023, September). *Conceptualising wave four of sport's environmental movement through moralization*. European Association for Sport Management Annual Conference. Belfast, Ireland.
85. Rocha, R., & **McCullough, B. P.** (2023, September). *It is all in the message: Comparing the influence of message delivery on fan perceptions of environmentally focused sponsorships*. European Association for Sport Management Annual Conference. Belfast, Ireland. \*\*
84. Hardie, A., Dixon, M. A., & **McCullough, B. P.** (2023, September). *Creating a decolonized development fund: A participatory action research case study*. European Association for Sport Management Annual Conference. Belfast, Ireland. \*\*
83. Dietrich, A., & **McCullough, B. P.** (2023, June). *How to create valuable, data-driven solutions for sustainability in sport organizations? A case study to leverage materiality assessment across departments*. North America Society for Sport Management Annual Conference Teaching & Learning Fair. Montreal, Canada. \*\*

82. Dietrich, A., & **McCullough, B. P.** (2023, June). *Money pit or gold mine? The relationship between sustainability in sport (SIS) and financial performance*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
81. Rocha, R., & **McCullough, B. P.** (2023, June). *To activate or not: Examine the signaling of sponsor's corporate environmental values through sport sponsorships*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
80. Chaves, K., & **McCullough, B. P.** (2023, June). *Factors that determine athlete and fan's sustainable behavior during Central American Championship of Skating and Skateboarding Races and future intentions*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
79. Delia, E., **McCullough, B. P.**, & Dalal, K. (2023, June). *The intersection of sport fandom and environmental sustainability*. North America Society for Sport Management Annual Conference. Montreal, Canada. \*\*
78. Cayolla, R., Escadas, M., **McCullough, B. P.**, Biscaia, R., Cabilhas, A., & Santos, T., (2023, June). *Does sustainable attitudes predict sustainable behaviors: Examining the attitude-behavior gap in sport fans and university students*. North America Society for Sport Management Annual Conference. Montreal, Canada.
77. **McCullough, B. P.**, Trail, G. T., Murfree, J. R., & Kellison, T. (2022, December 1). *Baselining a blank canvas: Sport fans receptivity to messaging and impact on fandom*. Sport Management Association of Australia & New Zealand Annual Conference. Melbourne, Australia.
76. Dietrich, A., & **McCullough, B. P.** (2022, September 8). *Applying double materiality in collegiate sports: Combining stakeholder views and impact assessment for environmental sustainability*. European Association for Sport Management Annual Conference. Innsbruck, Austria.
75. Kim, H. S., Kim, M; **McCullough, B. P.** (2022, September 7). *Tracking sustainability promoting activities implemented by the Olympic partner's programme*. European Association for Sport Management Annual Conference. Innsbruck, Austria.
74. Collins, A., **McCullough, B. P.**, Roberts, J., & Villalobos, S. (2022, September 7). *Assessing the carbon footprint of mass participation sport events – A focus on running events in North America*. European Association for Sport Management Annual Conference. Innsbruck, Austria. \*\*
73. Dietrich, A., & **McCullough, B. P.** (2022, June). *Athlete meets climate activist: Motivations and challenges*. Play the Game Conference. Odense, Denmark. \*\*

72. Dietrich, A., & **McCullough, B. P.** (2022, June). *Making sustainability meaningful: Conceptualizing materiality assessment in sport*. Play the Game Conference. Odense, Denmark.
71. Todaro, N., **McCullough, B. P.**, & Daddi, T. (2022, June). *A view from the top: Managerial perceptions of expected benefits from the implementation of environmental practices*. North American Society for Sport Management Conference. Atlanta, GA.
70. Cayolla, R., Kellison, T., **McCullough, B. P.**, Biscaia, R., Escadas, M., & Santos, T. (2022, June). *The rooted fan: Exploring suggested improvements to a professional sport team's sustainability initiatives*. North American Society for Sport Management Conference. Atlanta, GA.
69. Dietrich, A., **McCullough, B. P.**, Murfree, J. R. (2022, June). *To engage or not to engage: Environmental advocacy among athletes*. North American Society for Sport Management Conference. Atlanta, GA. \*\*
68. Dietrich, A., & **McCullough, B. P.** (2022, June 3). *Refining the process of sustainability strategy: Conceptualizing materiality assessment in sport*. North American Society for Sport Management Conference. Atlanta, GA. \*\*
67. Do, C., Hill, J., Kim, M., **McCullough, B. P.**, & Lee, H. W. (2022, June). *Increasing sport fans' responsiveness to sustainability messaging through the enhancement of brand trust*. North American Society for Sport Management Conference. Atlanta, GA. \*\*
66. **McCullough, B. P.**, & Kellison, T. (2022, January 26). *Sustainable development in and through sport*. [Online conference session]. Sustainability and Development Conference. Ann Arbor, Michigan.
65. Todaro, N., **McCullough, B. P.**, & Daddi, T. (2021, December 3). *Applying stakeholder theory to sport ecology: an empirical investigation of stakeholders' pressures in the European professional football sector*. [Online conference session]. Sport Management Association of Australia & New Zealand Annual Conference.
64. Brison, N. & **McCullough, B. P.** (2021, December 1). *Conceptualizing the athlete advocate to activist continuum*. [Online conference session]. Sport Management Association of Australia & New Zealand Annual Conference.
63. **McCullough, B. P.**, Kellison, T., & Murfree, J. R. (2021, November 19). *Examining the response of environmentally reluctant fans to sustainable initiatives* [Online conference session]. European Association for Sport Management Annual Conference. London, England.
62. **McCullough, B. P.**, & Kellison, T. (2021, October 21). *The green front porch of the university: Examining increased brand perception of the university as a result of the*

*athletic department's environmental initiatives.* Sport Marketing Association Annual Conference. Las Vegas, Nevada.

61. Casper, J. C., **McCullough, B. P.**, & Smith, D. M. (2021, August). *Can sport serve as a platform for pro-environmental behavior with political conservatives? An examination of college sport sustainability efforts.* [Online conference session]. Summer American Marketing Association Conference.
60. Martins, R., Pereira, E., Rosado, A, Marôco, J., **McCullough, B. P.**, Mascarenhas, M. (2021, June 23). *Testing the sport sustainability campaign evaluation model in surfing.* [Online conference session]. International Research Network in Sport Tourism Conference. Rome, Italy.
59. **McCullough, B. P.**, Casper, J., Smith, D. M. (2021, June 4). *Environmental sustainability sponsorships: Examining the organizational and corporate partner financial returns on investment.* [Online conference session]. North American Society for Sport Management Conference. Minneapolis, MN. \*\*
58. Lichterman, L. & **McCullough, B. P.** (2021, June 4). *Barriers to prioritizing environmental sustainability in collegiate athletics.* [Online conference session]. North American Society for Sport Management Conference. Minneapolis, MN. \*\*
57. Martins, R., Pereira, E., Rosado, A, Marôco, J., **McCullough, B. P.**, Mascarenhas, M. (2021, May 13). *Understanding spectators' sustainable transportation intentions in international sport tourism events.* [Online conference session]. The International Conference on Sustainable Tourism Development and Global Crises. Hong Kong, China.
56. Lichterman, L. & **McCullough, B. P.** (2021, February). *An Interview with Claire Poole, Founder and CEO of Sport Positive Summit.* [Online conference session]. Applied Sport Management Association Conference. \*\*
55. Lichterman, L. & **McCullough, B. P.** (2021, February). *An Interview with Dave Newport, the Director of the Environmental Center at the University of Colorado-Boulder.* [Online conference session]. Applied Sport Management Association Conference. \*\*
54. **McCullough, B. P.**, Hardie, A., Kellison, T., & Dixon, M. (2020, December). *Stakeholder perspectives: Environmental initiatives in sport.* [Online conference session]. Sport Management Association of Australia & New Zealand Conference.
53. Murfree, J. R., & **McCullough, B. P.** (2020, December). *Environmental justice: Sport, recreation, physical activity, and health.* [Online conference session]. Sport Management Association of Australia & New Zealand Conference.
52. Hofer, S. A., **McCullough, B. P.**, & Brison, N. T. (2020, December). *The athletes' message: Conceptualizing ecological athlete advocacy.* [Online conference session]. Sport Management Association of Australia & New Zealand Conference.

51. **McCullough, B. P.**, & Murfree, J. (2020, November 6). *The game of environmental justice: Interplays of society and sport* [Online conference session]. North American Society for Sociology in Sport Conference.
50. Cunningham, G. B., **McCullough, B. P.**, Wicker, P. (2020, September). *Pollution, health, and physical activity opportunities*. [Online conference session]. European Association for Sport Management Conference, London, England.
49. Breitbarth, T., **McCullough, B. P.**, Herold, D., & Collins, A. (2020, September). *Environmental matters in sport management* [Online conference workshop]. European Association for Sport Management Conference, London, England.
48. **McCullough, B. P.** & Trail, G. T. (2020, June). *Influence of a sport organization's ecology efforts and the resulting support of corporate partners and behavioral intentions of fans* [Online conference session]. North American Society for Sport Management Conference, San Diego, CA.
47. **McCullough, B. P.** & Ingram, D. (2020, June). *Trend analysis of waste management programs in collegiate athletics* [Poster session]. North American Society for Sport Management Conference, San Diego, CA. \*\*
46. Smith, D. M., Casper, J., & **McCullough, B. P.** (2020, June). *Red or blue: How political affiliation of sport fans relates to sustainability attitudes and behaviors* [Conference session]. North American Society for Sport Management Conference, San Diego, CA. \*\*
45. **McCullough, B. P.** & Orr, M. (2020, June). *Materials for establishing a standalone sport ecology course* [Conference session]. North American Society for Sport Management's Teaching and Learning Fair, San Diego, CA. \*\*
44. **McCullough, B. P.** & Pelcher, J. A. (2019). *A student led case study from an experiential learning capstone course* [Conference session]. North American Society for Sport Management's Teaching and Learning Fair, New Orleans, LA. \*\*
43. Pelcher, J. A., & **McCullough, B. P.** (2019). *Getting athletics into the sustainability game: a self-ethnographic reflection of the fruits and experiences of experiential learning* [Poster session]. North American Society for Sport Management Conference, New Orleans, LA. \*\*
42. Kellison, T., & **McCullough, B. P.** (2019). *Cost and knowledge valuation of prospective environmental legacy initiatives for LA 2028* [Online conference session]. North American Society for Sport Management Conference, New Orleans, LA.
41. **McCullough, B. P.**, Orr, M., & Kellison, T. (2019). *Sport ecology: Conceptualizing an emerging sub-discipline within sport management*. [Online conference session]. North American Society for Sport Management Conference, New Orleans, LA. \*\*

40. Trail, G., T. & **McCullough, B. P.** (2019, May). *A longitudinal study of sustainability attitudes, intentions, and behaviors: Structured abstract* [Conference session]. Academy of Marketing Science Conference, Vancouver, BC.
39. Trendafilova, S., & **McCullough, B. P.** (2019, February). *Environmental sustainability in sport: narrowing the gap between theory and practice* [Conference session]. Applied Sport Management Association Conference, Nashville, TN.
38. **McCullough, B. P.**, & Pelcher, J. A. (2018, November 16). *Gaps in practice: sustainability reporting in the sport industry* [Poster session]. Sport, Entertainment, and Venues of Tomorrow Conference, Columbia, SC. \*\* **[Finalist in Best Paper Competition]**
37. Trail, G. T., & **McCullough, B. P.** (2018, November 1). *Caretakers' intentions for health and well-being of intellectually disabled athletes* [Conference session]. North American Society for the Sociology of Sport Conference, Vancouver, Canada.
36. Trail, G. T., & **McCullough, B. P.** (2018, July 23). *Differential effects of internal and external constraints on sustainability intentions using a hierarchical regression analysis by market segment* [Conference session]. Annual International Association of Jesuit Business Schools World Forum, Seattle, WA.
35. Kellison, T. B. & **McCullough, B. P.** (2018, June 8). *The environmental costs of civic paternalism during stadium-building* [Conference session]. North American Society for Sport Management Conference, Halifax, Canada.
34. Casper, J., & **McCullough, B. P.**, & Pfahl, M. E. (2018, June 8). *Examining environmental fan engagement initiatives through values and norms with intercollegiate sport fans* [Conference session]. North American Society for Sport Management Conference, Halifax, Canada.
33. Trail, G. T. & **McCullough, B. P.** (2017, August). *Sport sustainability marketing campaign strategy: Addressing communication, marketing, and business goals* [Conference session]. Summer American Marketing Association Conference, San Francisco, CA.
32. **McCullough, B. P.** (2017, June). *Integrating national and international environmental sustainability reporting standards into assignments* [Conference session]. North America Society for Sport Management Conference's Teaching and Learning Fair, Denver, CO.
31. Trail, G. T., & **McCullough, B. P.** (2017, June). *Marketing sustainability through sport: Testing the sport participant sustainability behavior model* [Conference session]. North American Society for Sport Management Conference, Denver, CO.
30. **McCullough, B. P.**, & Kellison, T. B. (2017, June). *Organizing, function, and effectiveness of cross sector social partnerships in green athletic committees* [Conference session]. North American Society for Sport Management Conference, Denver, CO.

29. **McCullough, B. P.** (2016, August). *Social and environmental justice consequences of the limited scope of environmental impacts in sport* [Conference session]. Just Sustainability: Hope for the Commons Conference, Seattle, WA.
28. **McCullough, B. P.** (2016, June). *Outlining a methodology to determine a sport spectator's environmental footprint using life cycle analysis* [Conference session]. North American Society for Sport Management Conference, Orlando, FL.
27. **McCullough, B. P.**, & Kellison, T. B. (2016, June). *Leveraging fan identification through sense of place to promote environmental sustainability in sport* [Conference session]. North American Society for Sport Management Conference, Orlando, FL.
26. **McCullough, B. P.** (2016, June). *Adding to the body of knowledge environmental sustainability in sport management* [Conference session]. North American Society for Sport Management's Teaching & Learning Fair, Orlando, FL.
25. Nguyen, S. N., Speakman, M., & **McCullough, B. P.** (2015, November). *Strategic management of the natural environment: Opportunities and challenges for the 6 Victorian alpine resorts* [Conference session]. Sport Management Association of Australia and New Zealand Conference, Hobart, New Zealand.
24. **McCullough, B. P.**, Trendafilova, S., & Picariello, M. (2015, June). *FBS athletic department website communications of environmental initiatives* [Conference session]. North America Society for Sport Management Conference, Ottawa, Canada.
23. Sartore-Baldwin, M. & **McCullough, B. P.** (2015, June). *Sport fans and their endangered mascots: What do they know and what can they do* [Conference session]? North America Society for Sport Management Conference, Ottawa, Canada.
22. **McCullough, B. P.** (2015, June). *International collaboration in an asynchronous graduate online course* [Conference session]. North America Society for Sport Management Conference's Teaching and Learning Fair, Ottawa, Canada.
21. **McCullough, B. P.** (2014, November). *Conservationist : Republican :: Environmentalist : Democrat - The political affiliation and environmental identification of sporting activities* [Conference session]. North American Society for the Sociology of Sport Conference, Portland, OR.
20. Kellison, T. B., Trendafilova, S., & **McCullough, B. P.** (2014, November). *Sustainable stadium design as cause and effect of social change* [Conference session]. Sport Entertainment and Venues Tomorrow Conference, Columbia, SC.
19. **McCullough, B. P.** & Nguyen, S. N. (2014, November). *Sustainability effort for all seasons: Expanding the environmental impact focus* [Conference session]. Sport Management Association of Australia and New Zealand Conference, Melbourne, Australia.

18. **McCullough, B. P.** & Paule-Koba, A. L. (2014, May). *Integrative dual-class research project* [Conference session]. North America Society for Sport Management Conference's Teaching and Learning Fair, Pittsburgh, PA.
17. Pfahl, M., Casper, J., Trendafilova, S., **McCullough, B. P.**, & Nguyen, S. N. (2014, May). *Strange bedfellows: An examination of sustainability department and athletics department collaboration regarding environmental issues* [Conference session]. North America Society for Sport Management Conference, Pittsburgh, PA.
16. Sartore-Baldwin, M. L., **McCullough, B. P.**, Osborne, B., Quatman-Yates, C., & Vermillion, M. (2014, May). *Social connection and shared responsibility in sport: locating sport management's role in issues of exploitation and social justice* [Conference session]. North American Society for Sport Management Conference, Pittsburgh, PA.
15. Rohrs, K., O'Leary, C. J., Daulbaugh, C., Paule-Koba, A. L., & **McCullough, B. P.** (2014, May). *Evaluation of an NCAA sponsored online supper group for career-ending injured collegiate athletes transitioning out of sports* [Poster session]. North American Society for Sport Management Conference, Pittsburgh, PA. \*\*
14. Trendafilova, S., **McCullough, B. P.**, Pfahl, M., Nguyen, S., Casper, J., & Picariello, M. (2014, April). *Environmental sustainability in sport: Current state and future trends* [Conference session]. Global Conference on Environmental Studies, Rome, Italy.
13. **McCullough, B. P.**, Nguyen, S. N., & Pfahl, M. (2013, November) *Exploring green waves: Isomorphism of environmental practices in North America and Australia* [Conference session]. Sport Management Association of Australia and New Zealand Conference, Otago, New Zealand.
12. Tsuji, Y. & **McCullough, B. P.** (2013, October) *Brand awareness of cause-related sponsorship announcements* [Conference session]. Sport Marketing Association Conference, Albuquerque, NM.
11. Casper, J., Pfahl, M., & **McCullough, B. P.** (2013, October) *Engaging football fans in sustainability efforts* [Conference session]. Sport Marketing Association Conference, Albuquerque, NM.
10. **McCullough, B. P.** (2013, June). *Hands on case study – Create and propose solutions to managers* [Conference session]. North American Society for Sport Management Conference's Teaching and Learning Fair, Austin, TX.
9. **McCullough, B. P.** (2012, May). *A framework to understand the green moralization of sport* [Poster session]. North American Society for Sport Management Conference, Seattle, WA.

8. **McCullough, B. P.** (2011, November). *Understanding sport spectators recycling behaviors: A qualitative approach using the theory of planned behavior* [Conference session]. North American Society for the Sociology of Sport Conference, Minneapolis, MN.
7. **McCullough, B. P.** (2011, October). *Green legitimacy through alliances: The case study of Greenpeace and the Sydney Olympics* [Poster session]. Sport Marketing Association Conference, Houston, TX.
6. **McCullough, B. P.** & Sartore, M. L. (2011, June). *The greenest sport fans: The relationship between fan identity and motivation toward the environment* [Conference session]. North American Society for Sport Management Conference, London, Canada.
5. Melton, E. N., **McCullough, B. P.**, & Cunningham G. B. (2010, October). *The green consumer: A social dominance theory perspective* [Conference session]. Sport Marketing Association Conference, New Orleans, LA.
4. Melton, E. N., Cunningham, G. B., & **McCullough, B. P.**, (2010, October). *LGBT-friendly brand positioning* [Conference session]. Sport Marketing Association Conference, New Orleans, LA.
3. **McCullough, B. P.**, & Cunningham, G. B. (2010, June). *Theory of planned behavior, recycling intentions & youth baseball: A case study* [Conference session]. North American Society for Sport Management Conference, Tampa, FL.
2. **McCullough, B. P.**, & Singer, J. N. (2010, June). *Critical view: An examination of environmental policies and practices of sport organizations* [Conference session]. North American Society for Sport Management Conference, Tampa, FL.
1. **McCullough, B. P.**, & Cunningham, G. B. (2009, May). *A conceptual model to understand the impetus to engage in and the expected organizational outcomes of green initiatives* [Poster session]. North American Society for Sport Management Conference, Columbia, SC.

‡ Co-authored with graduate student(s)

#### STATE / REGIONAL PRESENTATIONS

4. **McCullough, B. P.** (2016, February). *Conceptualizing the environmental impact of sport fans* [Conference session]. Center of Environmental Justice and Sustainability at Seattle University. Seattle, WA.
3. **McCullough, B. P.** & Fields, C. W. (2013, February). *Academic honesty in online environments* [Poster session]. Bowling Green State University's Teaching & Learning Fair, Bowling Green, OH.

2. Seyler, C., Kutz, M., **McCullough, B. P.**, & Schneider, R. (2012, May). *Perceived importance of professionalism in athletic training education and practice* [Conference session]. Ohio Athletic Trainer's Association Conference, Akron, OH. \*\* Thesis
1. **McCullough, B. P.** (2009, April). *Recycling after consumption: A theory of planned behavior approach* [Poster session]. Texas A&M University Student Research Week, College Station, TX.

\*\* Co-authored with graduate student(s)

Diss Based on student dissertation

Thesis Based on student thesis

## CONFERENCE PRESENTATIONS

5. **McCullough, B. P.** (2020, April 22). *Sports for climate action*. Earth Talks [online]. Seattle University Mission Day, Seattle, WA.
4. **McCullough, B. P.**, Trail, G. T., Alexander, A., & Hodin, J. (2019, June 26). *Marketing sustainability through sport: best practices for creating fan engagement campaigns with impact* [Panel session]. Pac-12 Sustainability Conference, Seattle, WA.
3. Orr, M., **McCullough, B. P.**, Pelcher, J. A., & Rowland, M. (2019, January 19). *Green teams, living labs, and venue tours: Using sport as a venue and vehicle to elevate sustainability learning* [Panel session]. International Conference on Environmental, Cultural, Economic & Social Sustainability, Vancouver, British Columbia, Canada. \*\*
2. Orr, M., **McCullough, B. P.**, & Kellison, T. (2019, January 19). *Sport Ecology Research and Practice* [Conference session]. International Conference on Environmental, Cultural, Economic & Social Sustainability. Vancouver, British Columbia, Canada. \*\*
1. Zulner, J., Newport, D., & **McCullough, B. P.** (2016, October). *2016 AASHE/Green Sports Alliance collegiate athletics sustainability Survey: The state of collegiate athletics greening* [Conference session]. Association for the Advancement of Sustainability in Higher Education, Baltimore, MD.

## INVITED PRESENTATIONS

70. **McCullough, B. P.** (2025, October). *Advancing environmental sustainability through collaborative strategic planning*. Invited presentation at Doer School of Sustainability – Stanford University. Palo Alto, California.
69. **McCullough, B. P.** (2025, October). *Moral foundations for sport ecology: Exploring the bidirectional relationship between sport and the natural environment*. Invited presentation at Junipero Serra High School. San Mateo, California.

68. **McCullough, B. P.** (2025, September 23). *Sport ecology and communication of environmental sustainability initiatives in the sport sector*. Invited presentation at Park School of Communication – Ithaca College. Ithaca, New York.
67. **McCullough, B. P.** (2025, September 22). *Scope 3 impacts of fan travel and intervention points to promote sustainable behavior alternatives*. Invited presentation at Cornell Human Ecology – Cornell University. Ithaca, New York.
66. **McCullough, B. P.** (rescheduling for Fall 2025). *Sport Ecology - Connecting Sport and the Natural Environment*. Invited presentation at the Michigan Life Stage Environmental Exposures and Disease (M-LEEaD) Center. University of Michigan.
65. **McCullough, B. P.** (2025, April 11). *Theory in Sport Ecology Research: Where We've been and Where We're Going*. Invited presentation at the Department of Kinesiology and Sport Management. Texas A&M University.
64. **McCullough, B. P.** (2025, January 21). *Sport Ecology – the Convergence of Sport and the Natural Environment*. Invited presentation at School of Kinesiology Alumni Association [online]. University of Michigan.
63. **McCullough, B. P.** (2024, November 13). *Building a Global Personal Brand in Sports: Unlocking Opportunities in Sports Business & Empowering Young Leaders for Lasting Impact*. Invited Presentation by Ministry of Youth and Sports [online]. Ghana.
62. **McCullough, B. P.** (2024, October 3). *The Foundations of Environmental Sustainability in Sport*. Invited presentation at Doer School of Sustainability – Stanford University. Palo Alto, California.
61. **McCullough, B. P.** (2024, April 16). *Developing a Sustainable Strategic Plan Athletics*. Invited presentation at Portucalense Business School. Porto, Portugal.
60. **McCullough, B. P.** (2024, April 11). *Sustainable Development in and through sport*. Invited presentation at Doer School of Sustainability – Stanford University. Palo Alto, California.
59. **McCullough, B. P.** (2023, October 31). *Environmental sustainability in sport management*. Invited presentation at Clemson University [online]. Clemson, South Carolina.
58. **McCullough, B. P.** (2023, May 9). *Holistic sustainability engagement in and through sport*. Invited presentation at Doer School of Sustainability – Stanford University. Palo Alto, California.
57. **McCullough, B. P.** (2023, April 12). *Strategic planning and sustainable development in sport organizations*. Invited presentation with International Olympic Committee Young Leaders [online]. Lausanne, Switzerland.

56. **McCullough, B. P.** (2023, March 21). *Tackling climate change in sport*. Invited presentation at the University of Florida. Gainesville, Florida.
55. **McCullough, B. P.** (2023, January 13). *Climate impacts on athletes and sports we love*. FISU World Conference: Save Winter. Lake Placid, New York.
54. **McCullough, B. P.**, Thompson, A., Bond, D., Fairley, S., & Su, Y. (2022, November 30). *What does the future of sport management look like?* Sport Management Association of Australia and New Zealand. Melbourne, Australia.
53. **McCullough, B. P.** (2022, November 23). *Sport Ecology and Lines of Research* [online]. Invited presentation for Sant'Anna School for Advanced Studies - Pisa. Italy.
52. **McCullough, B. P.** (2022, November 21). *Sport and the Sustainable Development Goals* [online]. Invited presentation for the Hague University of Applied Sciences. The Netherlands.
51. Epelbaum, R., **McCullough, B. P.**, Duffus, J., & Holmegaard, N. (2022, October 15). *Climate & Sustainability in Sport*. [online]. A workshop presented to Centro Caribe Sports.
50. **McCullough, B. P.**, & Dietrich, A. (2022, October 5). *Interactive workshop: Materiality assessments as strategic sport sustainability tool*. Invited presentation at Sport Positive Summit. London, England.
49. **McCullough, B. P.** (2022, September 3). *Paths of Sustainable Sport Management Research*. Invited presentation at European Association for Sport Management – Doctoral Seminar. Innsbruck, Austria.
48. **McCullough, B. P.** (2022, June 29). *B2B: Sustainable Marketing in Sport*. National Sport Center. Blaine, Minnesota.
47. **McCullough, B. P.** (2022, May 4). *Sport Ecology in Collegiate Sports*. [Online]. Sustainability in Athletics. Invited Presentation at the Doer School of Sustainability – Stanford University. Palo Alto, California
46. **McCullough, B. P.** (2022, April 20). *Climate at the Sports Desk*. [Online Keynote]. IMG English Premier League Productions Green Week.
45. **McCullough, B. P.**, Murfree, J. R., & Chen, C. (2022, April 8). In M. Mignano, NASSM Student Engagement Initiative - Sport Sustainability & Ecology. [Online panel]. North American Society for Sport Management Student Organization.
44. **McCullough, B. P.**, Cross, K., & Baynes, S. (2022, April 6). Environmental Action & Sport Fans. In J. Casper, *How are sport fans tackling climate change?* [Online panel]. Sport Ecology Group – Earth Month Series.

<https://ncsu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=c64c185a-054c-490f-b509-ae71012caf02&start=0>

43. **McCullough, B. P.**, Kaufman, Z., Singh, S., Hunt, P. (2022, April 1). A Researcher's Perspective on Industry Collaborations to advance the SDGs in Sport. In E. Wolff, *The role of Universities and Education in Sport for Development in Peace: Advancing Research, Teaching, Policy, & Peace*. [Online panel]. Interdisciplinary Centre for Sport Science and Development – University of the Western Cape South Africa.
42. **McCullough, B. P.** (2022, March 17). *Embedding Sustainability in Sport: Building on Our Strengths*. [Online keynote]. New Trends in Football Conference. Athens, Greece.  
<https://boussias.wistia.com/medias/6ibhxmzlb8>
41. Babiak, K., & **McCullough, B. P.** (2022, March 2). In E. Wolff, *Trends in sport and corporate social responsibility* [Online panel]. University of Connecticut Beyond the Field.  
<https://www.youtube.com/watch?v=ObHpQHRV5AE>
40. **McCullough, B. P.** (2021, November 17). *Leveraging sport to advance sustainability* [online]. Acting Green Forum. Bogota, Columbia.
39. **McCullough, B. P.** (2021, October 4). *Sport ecology: The bidirectional relationship between sport and the natural environment* [online]. University of Western Ontario. London, Canada.
38. **McCullough, B. P.** (2021, June 2). *Sustainable sport management*. Presented to the United States Golf Association. College Station, Texas.
37. **McCullough, B. P.**, Rice, M., & Wicker, P. (2021, March 26). In T. Breitbarth (Moderator), *Sport and environmental sustainability*. Symposium presented by Sport Innovation Research Group. Melbourne, Australia.  
<https://cloudstor.aarnet.edu.au/plus/s/4TATaEYIiMf6fth/download>
36. **McCullough, B. P.** (2021, January 8). *Sport, the environment, and policy* [online]. German Sport University Cologne.
35. **McCullough, B. P.**, & Orr, M. (2020, December 3). *Sport and Climate Action*. [online]. The Commonwealth Secretariat – Sport for Development and Peace 3rd Open Ended Working Group on Model Indicators on Sport and SDGs.
34. **McCullough, B. P.** (2020, October 21). *The impact of sport and outdoor recreation on the natural environment* [online]. [Mistra](#). Stockholm, Sweden.
33. **McCullough, B. P.**, Asokan, A., & Hill, M. (2020, October 14). *INSPIRE: The keys to fan engagement, in the stadium and at home*. [Online conference session]. Green Sports Alliance Summit. Virtual conference.

32. **McCullough, B. P.**, McManamon, A., & Atkins, J. (2020, October 2). *Fan engagement on sustainability issues – What works?* [Online conference session]. Sport Positive Summit. Virtual conference.
31. Orr, M. & **McCullough, B. P.** (2020, September 24). *Ecology, exercise & education* [online]. Green School Conference 2020. Virtual conference.
30. **McCullough, B. P.** (2020, July 15). *Increasing fan engagement with a sports organization's sustainability initiatives.* [online]. Hype Sports Innovation Virtual Accelerator.
29. Casper, J., Brunner, J., Cohen, B., & **McCullough, B. P.** (2020, May 20). *Fan engagement on game day and every day.* [online conference]. Atlantic Coast Conference Sustainability Virtual Symposium.
28. **McCullough, B. P.** (2020, April). *Sport ecology and consumer behavior* [online]. Temple University, Philadelphia, PA.
27. **McCullough, B. P.** (2020, March). *Best practices integrating environmental sustainability into sport events* [online]. Georgia Southern University, Statesboro, GA.
26. **McCullough, B. P.** (2020, February 21). *Critical social issue: Sport and the environment* [online]. The University of Texas - Austin.
25. **McCullough, B. P.** (2020, February 20). *Sport management, business, and sustainability.* Seattle University Chapter of American Marketing Association. Seattle, WA.
24. **McCullough, B. P.** (2020, February 18). *How the west was won through environmental regulations* [online]. The University of Tennessee – Knoxville.
23. **McCullough, B. P.** (2019, July 31). *Eco-conscious sporting events and driving sustainability.* Seattle Sports Commission, Seattle, Washington.
22. **McCullough, B. P.** (2019, June 19). *Achieving peace and environmental sustainability through sports* [online]. Expressions 2019. Kolkata, India.
21. **McCullough, B. P.** (2019, May 7). *Sport ecology and the relationship between sport and the natural environment.* University of Washington, Seattle, Washington.
20. **McCullough, B. P.** (2019, February 25). *Environmental sustainability, sport, and world peace* [online]. St. Lawrence High School. Kolkata, India.
19. **McCullough, B. P.** (2018, October 18). *The west leads the way ... or so we think* [online]. The University of Tennessee – Knoxville.

18. McManamon, A. & **McCullough, B. P.** (2018, October 15). *Green is the new black*. Sports Marketing Conference & Career Fair, Seattle, WA.
17. Seymour, R., Reading, D., McEvoy, K., & **McCullough, B. P.** (2018, May 2). *Sustainability education, training, and implementation* [Conference panel]. Sustainable Innovations in Sport Conference, Amsterdam, The Netherlands.
16. **McCullough, B. P.** (2018, April 22). *Businesses cases of “sports and sustainability.”* Green Sports Alliance Japan. Tokyo, Japan.
15. **McCullough, B. P.** (2018, April 20). *Sports and local community: How can sports become an essential and integrated part of the local community*. Green Sports Alliance Japan. Fujikawaguchiko, Japan.
14. **McCullough, B. P.** (2017, October 19). *Before the games begin: A data driven approach to sustainability and the USA Special Olympic Summer Games*. University of Washington – Seattle.
13. **McCullough, B. P.** (2017, September 19). *Making the sport industry more environmentally sustainable* [online]. The University of Tennessee – Knoxville.
12. Rowand, M., **McCullough, B. P.** & McManamon, A. (2017, June 28). *Tools & strategies for behavior change across your fan-base* [Conference session]. Green Sport Alliance Summit. Sacramento, CA.
11. **McCullough, B. P.** (2017, February 14). *Sport and the natural environment* [online]. Louisiana State University – Baton Rouge.
10. **McCullough, B. P.** (2016, November 22). *Future trends of environmental sustainability in the sport industry* [online]. Ohio University. Athens, OH.
9. **McCullough, B. P.** (2016, November 3). *Strategic approaches of environmental sustainability in the sport industry* [online]. UMASS - Amherst, MA.
8. **McCullough, B. P.**, Casper, J., & Trail, G. (2016, October 16). *Marketing sustainability through sport: Measuring fan behavior, brand, and attitude impacts* [Conference session]. Boulder Think Tank for Sport Sustainability - Colorado University at Boulder.
7. **McCullough, B. P.** (2016, September 20). *The waves of environmental sustainability in sport and education* [online]. The University of Tennessee – Knoxville.
6. **McCullough, B. P.** & Hanold, M. (2016, May 24). *Sports, sustainability, media, and other issues*. Sports, Media, and American Culture Alumni Seminar Series - Seattle University.
5. **McCullough, B. P.** (2016, February 22). *Three headed monster: Competing aspects of the triple bottom line approach* [online]. The University of Texas - Austin.

4. **McCullough, B. P.** (2016, February 16). *Environmental concerns in sport* [online]. Louisiana State University – Baton Rouge.
3. **McCullough, B. P.** (2016, February 11). *Social aspects influencing environmental sustainability in sport* [online]. East Carolina University.
2. **McCullough, B. P.** (2015, October 1). *Sport and sustainability* [online]. Invited presentation at the University of Nevada – Reno.
1. **McCullough, B. P.** (2015, June 30). *Theoretical approaches to engaging fans in environmental sustainability efforts*. Green Sport Alliance Summit. Chicago, IL.

#### MANUSCRIPTS UNDER REVIEW

7. **McCullough, B. P.**, Jakar, G., Uzun, B., & Bae, Y. (in review) [Titled removed]. *Journal of Sustainable Tourism*. [SSCI; IF = 6.9] \*\*
6. Bae, Y., **McCullough, B. P.**, & Kellison, T. (2<sup>nd</sup> review). [Title removed]. *International Journal of Sports Marketing and Sponsorship*. [SSCI; IF = 3.0] \*\*
5. Chutiphongdech, T., Vongchan, P., Zhao, Y., **McCullough, B. P.** (in review). [Title removed]. *Environment, Development and Sustainability*. [SSCI; IF = 4.7]
4. Rocha, R., & **McCullough, B. P.** (in review). [Title removed]. *International Journal of Sport Policy and Politics*. [SSCI; IF = 2.1] \*\*
3. Bae, Y., & **McCullough, B. P.** (2<sup>nd</sup> review). [Title removed]. *Wiley Interdisciplinary Reviews: Climate Change*. [SSCI; IF = 1.3] \*\*
2. Jakar, G., **McCullough, B. P.**, & Uzun, B. (2<sup>nd</sup> review). [Title removed]. *European Sport Management Quarterly*. [SSCI; IF = 3.6] \*\*
1. Do, C., **McCullough, B. P.**, Kim, Y. D., & Kim, M. (in review). [Titled Removed]. *International Journal of Sports Marketing and Sponsorship*. [SSCI; IF = 3.0] \*\*

\*\* Co-authored with graduate student(s)

#### POPULAR PRESS ARTICLES

7. Boehmer, J. & **McCullough, B. P.** (2024). *Environmental click bait and the 2024 Olympic Games*. Olympic and Paralympic Analysis 2024. <https://olympicanalysis.org/paris-2024/environmental-click-bait-and-the-2024-olympic-games/>
6. **McCullough, B. P.** (2024, July 24). *Paris Olympics promote sustainability for good reason: Climate change is putting athletes and their sports at risk*. The Conversation.

<https://theconversation.com/paris-olympics-promote-sustainability-for-good-reason-climate-change-is-putting-athletes-and-their-sports-at-risk-235075>

*Republished*

**McCullough, B. P.** (2024). *Paris Olympics promote sustainability for good reason: Climate Change is putting athletes and their sports at risk*. Olympic and Paralympic Analysis 2024. <https://olympicanalysis.org/paris-2024/paris-olympics-promote-sustainability-for-good-reason-climate-change-is-putting-athletes-and-their-sports-at-risk/>

**McCullough, B. P.** (2024, July 24). *The Paris Olympics embrace sustainability even as sports struggle to adapt to climate change*. US News. <https://www.usnews.com/opinion/articles/2024-07-24/the-paris-olympics-embrace-sustainability-even-as-sports-struggle-to-adapt-to-climate-change>

5. **McCullough, B. P.** (2023, March 15). *What is the environmental impact of March Madness?* The Conversation. Retrieved from <https://theconversation.com/whats-the-carbon-footprint-of-march-madness-201540>.
4. Sherry, E., **McCullough, B. P.**, Bramley, O. (2022, October 26). *Out of bounds: how much does greenwashing cost fossil-fuel sponsors of Australian sport?* *The Conversation*. <https://theconversation.com/out-of-bounds-how-much-does-greenwashing-cost-fossil-fuel-sponsors-of-australian-sport-192720>.
3. **McCullough, B. P.** & Warwick, L. (2022, February 17). *Rising costs of climate change threaten to make skiing a less diverse, even more exclusive sport*. *The Conversation*. <https://theconversation.com/rising-costs-of-climate-change-threaten-to-make-skiing-a-less-diverse-even-more-exclusive-sport-177027>

Republished in [Yahoo! News](#) (2022, February 17), [Fast Company](#) (2022, February 22), and [Adventure Journal](#) (2022, February 22)

2. **McCullough, B. P.** (2021). *Environmental leadership showcased in the Olympic Games*. <https://olympicanalysis.org/section-1/environmental-leadership-showcased-in-the-olympic-games/>
1. **McCullough, B. P.** (2020, October 8). *Do sports teams' sustainability efforts matter to fans?* *The Conversation*. Retrieved from <https://theconversation.com/do-sports-teams-sustainability-efforts-matter-to-fans-147171>.

Republished in the [Houston Chronicle](#) (2020, October 16), [Business Insider](#) (2020, October 17)

## BLOG POSTS

3. **McCullough, B. P.** (2019, September 17). *Sport, climate change, and the process of moralization*. [Blog post]. *The Sustainability Report*. Retrieved from <https://sustainabilityreport.com/2019/09/17/sport-climate-change-and-the-process-of-moralisation/>.
2. **McCullough, B. P.** (2019, January 24). *Bold and visionary leaders can make climate action a commercial strength*. [Blog post]. *The Sustainability Report*. Retrieved from <https://sustainabilityreport.com/2019/01/24/bold-and-visionary-leaders-can-make-climate-action-a-commercial-strength/>.
1. **McCullough, B. P.** & Trail, G. T. (2016, November 7). Environmental sustainability and sport [Blog post]. *North American Society for Sport Management*. Retrieved from <https://nassmblog.wordpress.com/2016/11/07/environmental-sustainability-and-sport/>.

## MEDIA & IMPACT

44. Poole, C. (2025, April 7). NCAA conference realignment travel strains athletes, teams and the planet. *Forbes*. <https://www.forbes.com/sites/clairepoolersp/2025/04/05/ncaa-conference-realignment-strains-athletes-teams-and-the-planet/>
43. Menezes, W. (2025, February 28). How Luton's iconic Kenilworth Road helped keep emissions low. *The Asterisk\**. <https://warrenmenezes.substack.com/p/how-lutons-iconic-kenilworth-road>
42. Forbes, D. N. (2025, January 24). Soccer tackles its carbon problem. *The Wall Street Journal*. <https://www.wsj.com/articles/soccer-tackles-its-carbon-problem-efff5bcb>
41. Menezes, W. (2025, January 13). Why this course merges business logic with sustainability to shape sport's future. *The Asterisk\**. <https://warrenmenezes.substack.com/p/why-this-course-merges-business-logic>
40. Huang, A. (2024, July 26). The Olympics vs. climate change. *Earth Day*. <https://www.earthday.org/the-olympics-vs-climate-change/>
39. Dangelo, D. (2024, July 24). Paris Olympics organizers want to leave a legacy of sustainability. *Cronkite News*. <https://cronkitenews.azpbs.org/2024/07/23/2024-paris-olympics-green-initiatives-sustainability/>
38. Poole, C. (2024, April 5). How sustainable are 2024 NCAA Men's and Women's Final Four? *Forbes*. <https://www.forbes.com/sites/clairepoolersp/2024/04/05/how-sustainable-are-2024-ncaa-mens-and-womens-final-four/?sh=23485ce7276c>
37. Rynston-Lobel, E. (2023, October 8). 'It was crazy': Whirlwind start to the fall sports season highlights impacts of climate change on high school sports. *The Concord Monitor*.

36. Fox, A. (2023, April 7). Climate change is making home runs easier to hit. *Smithsonian.com*. <https://www.smithsonianmag.com/science-nature/climate-change-is-making-home-runs-easier-to-hit-180981949/>.
  35. Dinneen, J. (2023, April 6). Higher temperatures are leading to more home runs in baseball. *New Scientist*. <https://www.newscientist.com/article/2367894-higher-temperatures-are-leading-to-more-home-runs-in-baseball/>.
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- Falkenheim, D. & Prewitt, A. (2022, December). Paint it green: Qatar's World Cup is the latest example of a growing trend: Sport organizations claiming to be far more eco-conscious than they really are. *Sports Illustrated*, 11-17.
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20. Campelli, M (Editor). (2020, April 21). How to build deeper fan relationships through sustainability [Audio podcast]. *The Sustainability Report*. <https://sustainabilityreport.com/2020/04/21/how-to-build-deeper-fan-relationships-through-sustainability/>.
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8. Vargas, L. (2018, March 29). *World in 2*. *Talk Media News*. <https://soundcloud.com/talkmedianews/032918-feat-wi2>.
7. Vargas, L. (2018, March 29). *NHL Sustainability Report*. *Talk Media News*. <https://soundcloud.com/talkmedianews/032918-int-sport-brianmcculloughnhlsustainability>
6. Diamantopoulou, M. (n.d.). [Web post]. *Sustainable Innovations in Sport Speaker Interviews*.

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5. Blaustein, L. (2017, October 18). The GSB book review: “Routledge Handbook of Sport and the Environment” [Blog post]. *GreenSportsBlog*. <https://greensportsblog.com/2017/10/18/the-gsb-book-review-routledge-handbook-of-sport-and-the-environment/?platform=hootsuite>.
4. Sartore-Baldwin, M. (2017, September 25). Do sports fans connect more with endangered species mascots? *Science Trends*. <https://sciencetrends.com/sports-fans-connect-endangered-species-mascots/>.
3. Sartore-Baldwin, M. (2017, September 18). How do sports organizations become ecologically conscious? *Science Trends*. <https://sciencetrends.com/sports-organizations-become-ecologically-conscious/>.
2. Ott, P. J. (Producer). (2016, January 31). *Sport Law Biz* [Audio podcast]. <http://sportslawbiz.com/2016/01/31/16-sustainability-in-sports-with-brian-mccullough/>.
1. Mutnick, A. (2013, July 23). New sports business program takes numbers-based approach. *USA Today*. <http://college.usatoday.com/2013/07/23/new-sports-business-program-takes-numbers-based-approach>.

## UNFUNDED RESEARCH GRANTS

6. Straw, C. (PD), Patterson, M. (Co-PD), **McCullough, B. P. (Co-PD)**, Runck, B (Co-PD), Watkins, E. CO-PI), Chen, W. (Co-PI), & Carr, T. (Co-PI). (2024). *Optimizing investment, environmental impact, and user health of community-level sports fields*. 2023-05680. United States Department of Agriculture. \$8,400,000 – NOT FUNDED

### Scored and deemed High Priority

5. **McCullough, B. P., (PI)**; Straw, C. (Co-PI), & Dietrich, A. (2022). Motivations, barriers and materiality matrix for golf: A framework to advance environmental sustainability based on stakeholders and impact. United States Golf Association. Requested: \$346,281 – NOT FUNDED. \*\*
4. **McCullough, B. P. (PI)** & Straw, C. (2021). *Data-Driven Assessments of Environmental Progress and Human Experiences Among Golf Practitioners and Golfers*. United States Golf Association. Requested \$147,978 – NOT FUNDED.
3. Lee, H. W. (PI), Brison, N. (Co-PI), & **McCullough, B. P. (Co-PI)**. (2020). Multiple levels of social connection: Impact of social VR experiences. Facebook Research. Requested \$75,000 – NOT FUNDED.

2. **McCullough, B. P.**, (PI); Straw, C. (Co-PI); Segars, C. (Co-PI); Daher, B. (Co-PI); & Patterson, M. (Co-PI). (2020). *Stakeholder convergence in the decision-making processes of public spaces of the future and the resulting sustainable management goals*. Convergence Research (CORE) Incubator Concept Notes, Texas A&M University Energy Institute. Requested \$15,000 – NOT FUNDED.
1. Straw, C. (PI); **McCullough, B. P.**, (Co-PI) Segars, C. (Co-PI); & Daher, B. (Co-PI). (2020). *Incorporating diverse stakeholder perspectives in community-level sports field decision-making processes related to sustainable management goals. Social and Behavioral Sciences (SBS) Pilot Seed Grant Initiative: Interdisciplinary Collaborations for Improving Human Health*. Requested \$34,965 – NOT FUNDED.

## CONSULTING OPPORTUNITIES

Bowling Green Country Club, Bowling Green, OH  
Cherry Blossom Run, Washington, D.C.  
Green Sports Alliance, Portland, OR  
Keep America Beautiful-RecycleMania, Washington, D.C.  
Protect Our Winters, Boulder, CO  
Saint Mary's Catholic Church, College Station, TX  
Saint Thomas More University Parish, Bowling Green, OH  
Special Olympics USA Summer Games, Seattle, WA  
Special Olympics Washington, Seattle, WA  
Texas A&M Athletics, College Station, TX  
University of Colorado Boulder  
University of Louisiana at Lafayette – Office of Sustainability, Lafayette, LA  
University of Washington – Athletic Department, Seattle, WA  
World University Games, Lake Placid, NY

## EDITORIAL DUTIES

*Frontiers in Sports Management and Marketing* (Associate Editor, 2020 – 2021)

*European Sport Management Quarterly* (Special Issue Editor, with Tim Breitbarth, David Herold, and Andrea Collins: [\*Environmental Sustainability Matters in Sport\*](#), 2022)

## JOURNAL REVIEWER DUTIES

### Editorial Board Memberships

*Sport Management Review* (2025 – present)  
*Journal of Sport Management* (2023 – present)  
*International Journal of Sports Marketing and Sponsorship* (2022 – present)  
*Journal of Amateur Sport* (2016 – present)  
*Sport, Business and Management: An International Journal* (2016 – present)

### Ad Hoc Reviewer

*Case Studies in Sport Management*, *Cogent Business & Management*, *Cogent Social Sciences, Communication & Sport*, *Discover Sustainability*, *Environmental Education Research Journal*, *European Sport Management Quarterly*, *Event Management*, *German*

*Journal of Exercise and Sport Research, International Journal of Marketing in Higher Education, International Journal of Sport Communication, International Journal of Sport Management and Marketing, International Journal of Sports Marketing and Sponsorship, International Journal of Sustainability in Higher Education, International Review for the Sociology of Sport, Journal of Applied Sport Management, Journal of Cleaner Production, Journal of Environmental Management, Journal of Environmental Planning and Management, Journal of Intercollegiate Sport, Journal of Marketing in Higher Education, Journal of Policy Research in Tourism, Journal of Public Health, Journal of Sport & Tourism, Journal of Sport Management, Journal of Sustainable Tourism, Leisure and Events, Managing Sport and Leisure, Quest, Sage Open Journal, Smart and Sustainable Built Environment, Sport Management Review, Sport Marketing Quarterly, Sport, Business and Management: An International Journal, Sustainable Development, Sustainability, The Geographical Journal*

### **BOOK / TEXTBOOK REVIEWER**

2024: *Animal Behaviour, Welfare and Control at Sports Facilities*. Routledge. London.

2024: *Greening Sport and 'Ontological Turn': Play with Traditional Ecological Knowledge, Conservation of Nature and Environmental Challenges*. Springer Nature: London.

2020: *Introduction to the Philosophy of Sport*. Rowman & Littlefield: New York.

2020: *Climate Adaptation Across Industries: A Primer*. Routledge: London.

2019: *Routledge Research in Health, Nature, and the Environment*. Routledge: London.

2019: *Physical Activity in Nature*. Routledge: London.

2017: *Sport Development and Environmental Sustainability*. Routledge: London.

### **GRANT REVIEWER**

*The Fund for Scientific Research – FNRS, Belgium, 2024.*

*Mistra – Sport and Outdoor Environment – Sweden, 2024.*

*Social Sciences and Humanities Research Council of Canada, 2021.*

*North American Society for Sport Management Service-Learning Grant, 2018-2020.*

### **GRADUATE STUDENT AWARDS**

Bae, Y. (2024-2025). Graduate Student Seed Grant. *Department of Kinesiology and Sport Management - Texas A&M University*. Total Award: \$5,000.

Lichterman, L. (2023). Graduate Student of the Year. *Texas A&M University Office of Sustainability*.

Lichterman, L. (2021 – 2022) *Texas A&M Athletics Sustainability Report*. Major Grant, Texas A&M University Office of Sustainability Green Fund. Total Award: \$49,992.

Thorrington, M. (2016). *Los Angeles Football Club (LAFC) Strategic Plan for Environmental Sustainability*. 2016-2017 Student Fellowship, Center for Environmental Justice and Sustainability, Seattle University. Total Award: \$3,000.

### **DOCTORAL CHAIR**

University of Michigan

Yongjoon Bae (Ph.D., in progress)

Texas A&M University

Anne Dietrich (Ph.D., 2024) – UMass Amherst

Rafael Rocha (Ph.D., in progress)

**DOCTORAL CO-CHAIR**

Royal Melbourne Institute of Technology (Australia)

Olivia Bramley (Ph.D., in progress)

**DOCTORAL COMMITTEES**

Texas A&M University

Ashlyn Hardie (Ph.D., 2023) – Clemson University

Aly Gleason (Ph.D., 2024) – US Air Force – Pentagon

Université Catholique de Louvain (Belgium)

Pierre Leonard (Ph.D., in progress)

University of Louisville (degree, date)

Jessica R. Murfree (Ph.D., 2021) – University of North Carolina – Chapel Hill

Bielefeld University – Germany

Timothy Thormann – Bielefeld University – Germany (Ph.D., 2025) – Social and Environmental Sustainability Specialist - The Union of European Football Associations (UEFA)

**EXTERNAL READER / EVALUATOR**

Annes Elsa Francis – University of Griffith University – Australia (Ph.D., 2024)

Cisilla Demeter – University of Queensland – Australia (Ph.D., 2023)

Taryn Barry – University of Alberta – Canada (Ph.D., in progress)

Barry O’Sullivan – South East Technological University – Ireland (Ph.D., in progress)

**GRADUATE STUDENT COMMITTEE MEMBERSHIP (Master’s Thesis)**

Bowling Green State University (degree, date)

Chelsie Seyler (M.S. Thesis, 2011)

**GRADUATE STUDENT COMMITTEE MEMBERSHIP (Non-Thesis)**

Texas A&M University

Kathryn Smith (2023)

Seattle University (role, degree, date)

AJ La Torre (Advisor, Sport Sustainability Leadership Certificate, 2019)

Isabella Geronimo (Advisor, Sport Sustainability Leadership Certificate, 2019)

Jamee Pelcher (Advisor, Sport Sustainability Leadership Certificate, 2018)

Santiago Gallo (Advisor, Sport Sustainability Leadership Certificate, 2018)

Kristin Hanczor (Advisor, Sport Sustainability Leadership Certificate, 2016)  
Mark Thorrington (Advisor, Sport Sustainability Leadership Certificate, 2016)

Bowling Green State University (name, degree, date)

Jacqueline DalCerro (Committee Chair, M.S. Project, 2014)  
David Rush (Committee Chair, M.S. Project, 2013)  
Christopher Kappas (Committee Chair, M.S. Project, 2013)  
Enrico Hamilton (Committee Chair, M.S. Project, 2013)  
Jordan Cravens (Committee Member, M.S. Project, 2013)  
Mykal Imrock (Committee Member, M.S. Project, 2013)  
Thomas Haggerty (Committee Member, M.S. Project, 2013)  
T.J. DiMuzio (Committee Member, M.S. Project, 2012)  
David Martinson (Committee Member, M.S. Project, 2012)

**TEACHING ACTIVITY AND COURSES TAUGHT**

University of Michigan

SM 313: The Business of Sport and Environmental Sustainability (Undergraduate)

Texas A&M University (as faculty)

SPMT 272: Sport Marketing Issues (Undergraduate)  
SPMT 366: Sport Facility and Event Management (Undergraduate)  
SPMT 610: Managing Sport Organizations (Graduate)  
SPMT 612: Personnel Management in Sport (Graduate)  
SPMT 681: Seminar – Introduction to Sport Management Literature (Doctoral)  
SPMT 682: Seminar – Social Issues in Sport (Doctoral)  
SPMT 690: Theory of Research in Sport Management (Doctoral)

Seattle University (Graduate)

SADL 5050: Financing Sport Organizations  
SADL 5110: Sport Ethics and Philosophy  
SADL 5160: Sport Promotion and Sponsorship  
SADL 5170: Measurement and Evaluation in Sport Management  
SADL 5200: Sport Business – Introduction to Sustainability (Online & Hybrid)  
SADL 5220: Sustainable Sport Facility Management (Online)  
SADL 5240: Public Policy & Economics of Sustainable Sport Business (Online)  
SADL 5260: Marketing Sustainability through Sport (Online)  
SADL 5895: Sustainability Colloquium (Online)

Bowling Green State University

HMSL 6300: Administration of Intercollegiate Athletics (Graduate)  
HMSL 6320: Budgeting & Planning for Sport and Leisure Enterprises (Graduate)  
SM 2010: Introduction to Sport Management (Undergraduate)  
SM 2140: Introduction to Research in HMSLS (Undergraduate)  
SM 2210: History and Philosophy of Sport (Undergraduate)  
SM 3050: Sport and Event Promotion (Undergraduate; Online)  
SM 4500: Managing Revenues and Expenditures (Undergraduate; Online & In-Person)

Texas A&M University (as graduate student)

SPMT 333: Sport Management (Undergraduate)

SPMT 482: Seminar in Social Psychology of Sport (Undergraduate, Team Taught)

**ONLINE COURSE EDITING**

Texas A&M University (as faculty)

SPMT 610: Managing Sport Organizations (Graduate)

SPMT 690: Theory of Research in Sport Management (Graduate)

Seattle University (Graduate)

SADL 5210: Sport Business – Introduction to Sustainability

SADL 5220: Sustainable Sport Facility Management

SADL 5240: Public Policy & Economics of Sustainable Sport Business

SADL 5260: Marketing Sustainability through Sports

SADL 5895: Sustainability Colloquium

Bowling Green State University

SM 2100: Introduction to Sport Management (Undergraduate)

SM 3050: Sport and Event Promotion (Undergraduate)

SM 4500: Managing Revenues and Expenditures (Undergraduate)

Texas A&M University (as graduate student)

KINE (SPMT) 217: Foundations of Sport Management (Undergraduate)

KINE (SPMT) 336: Diversity in Sport Organizations (Undergraduate)

KINE (SPMT) 337: International Sport Management (Undergraduate)

KINE (SPMT) 340: Sport Governance (Undergraduate)

KINE (SPMT) 402: Pre-Internship (Undergraduate)

KINE 304: Psychology of Sport and Physical Activity (Undergraduate)

KINE 319: Sociology of Sport (Undergraduate)

SPMT 482: Seminar – Collegiate Athletics (Undergraduate)

SPMT 482: Seminar – History of Sport (Undergraduate)

SPMT 482: Seminar in the Social Psychology of Sport (Undergraduate)

SPMT 610: Managing Sport Organizations (Graduate)

SPMT 613: Diversity in Sport Organizations (Graduate)

**PROFESSIONAL AFFILIATIONS**

American Alliance for Health, Physical Education, Recreation, and Dance, 2009 – 2011.

Association for the Advancement of Sustainability in Higher Education, 2009 – 2016.

European Association for Sport Management, 2020 – Present.

Green Sport Alliance, 2013 – 2020.

North American Society for the Sociology of Sport, 2007 – 2014.

North American Society of Sport Management, 2007 – Present.

Sport Ecology Group, 2019 – Present.

Sport Management Association of Australia and New Zealand, 2020 – Present.

## **FELLOWSHIPS, HONORS, AND AWARDS**

Armstrong Scholar Award, Department of Kinesiology and Sport Management, Texas A&M University, 2024.

Fellow, North American Society for Sport Management, 2021.

Fellow, Higher Education Association Sustainability Consortium, 2020 – 2021.

Participant, 3rd Open Ended Working Group Meeting on Model Indicators on Sport and the SDGs, online, December 2020.

Participant, 2nd Open Ended Working Group Meeting on Model Indicators on Sport and the SDGs, Geneva, Switzerland, November 2019.

Fellow, Center for Business Ethics, Albers School of Business and Economics, Seattle University, 2019 – 2020.

Participant, United Nations Framework Convention on Climate Change (UNFCCC) Dialogue on Sport and Climate Action, Bonn, Germany, October 2017.

Jesuit Mission Scholars Fellow, Seattle University, 2017 – 2018.

Fellow, Center for Environmental Justice and Sustainability – Seattle University, 2015 – 2016.

Certificate of Training, Continuing, Online, and Professional Education (COPE) – Seattle University, 2014-2015.

Best Paper, College Sport Research Institute, 2014.

Student Organization Advisor of the Year – Bowling Green State University, AY 2013 – 2014.

Authors and Artists Recognition, Bowling Green State University Libraries, 2012, 2013.

Certificate of Appreciation, Bowling Green State University Department of Athletics, 2012.

Certificate of Training, Center for Online and Blended Learning – Bowling Green State University, 2012.

Outstanding Graduate Student of the Year in Sport Management – Texas A&M University, 2010.

## **SERVICE**

### Professional

European Association for Sport Management (EASM)  
Member, Working Group on Sustainability, 2021-2023.  
Reviewer, Conference Abstracts, 2019 – Present.

North American Society for Sport Management (NASSM)  
Chair, Distinguished Sport Management Educator Award Committee, 2021-2022.  
Chair, Distinguished Research Award Committee, 2021-2022.  
Chair, Doctoral Research Grant Competition, 2021-2022.  
Ad Hoc Constitution and Bylaws Review Committee, 2019-2020.  
Chair, Sustainability Committee, 2020-2021.  
Member at Large, 2020-2022.  
Reviewer, Conference Abstracts, 2010 – 2019.  
Reviewer – Section Head, Conference, 2020 – Present.  
Reviewer, Service Grant, 2016.  
Secretary, 2013-2017.

North American Society for the Sociology of Sport (NASSS)  
Chair, Environmental Impact Committee, 2011-2012.  
Member, Environmental Impact Committee, 2010 – 2012.

Other

Reviewer, Sport Marketing Association Conference, 2013 – 2019.  
Reviewer, Conference for Sport Entertainment and Venues Tomorrow, 2011 – 2014.  
Reviewer, Association for the Advancement of Sustainability in Higher Education, 2010.

University/College/Department/Division

University of Michigan

University

University of Michigan Center for Innovation – Degree Programs Community of Practice, 2024 – Present.

School of Kinesiology

Curriculum Instruction Committee, 2024 – Present.  
Graduate Faculty, 2024 – Present.  
Program Chairs Committee, 2024 – Present.

Program (Sport Management)

Sport Management Strategic Planning Committee Chair, 2024-2025.  
Teaching and Education Subcommittee Chair, 2025.  
Research and Scholarship Subcommittee Chair, 2025.  
Sport Management Search Committee – Law and Policy (Open Rank), 2024-2025.  
Sport Management Search Committee Chair – Administrative Assistant, 2024-2025.  
Sport Management Search Committee Chair – Program Coordinator, 2025.

Student Organizations

Co-Advisor, Michigan Sport Business Conference, 2024 – Present.

Texas A&M University (as faculty)

University

Avilés-Johnson Fellowship Program Reviewer, 2021, 2024.

Department (Kinesiology & Sport Management, 2022-2024; Health & Kinesiology, 2020-2022)

Faculty Annual Review Ad Hoc Committee, 2020.  
HLKN Graduate Faculty, 2020 – 2024.

Division (Sport Management)

Sport Management A1 Committee (Annual Review), 2020 – 2024.  
Chair, 2023 – 2024.  
Chair, Sport Management PhD Program Review Committee, 2020 – 2023.  
Chair, Sport Management Search Committee (Accountability, Climate, Equity, and

Scholarship Fellowship), 2020.

Member, Sport Management Search Committee (Assistant Professor), Fall 2020.

Member, Sport Management Search Committee (Assistant/Associate Instructional Professor), Fall 2021.

Member, Sport Management Search Committee (Associate/Full Professor), Fall 2022.

Chair, Sport Management Search Committee x 3 (Assistant/Associate Professor), Fall 2023

### Seattle University

#### University

Sullivan Leader Selection Committee, 2018 – 2020.

President's Committee for Sustainability, 2015 – 2020.

Carbon Offsets Sub-Committee, 2018 – 2020.

Curriculum Sub-Committee, 2015 – 2020.

Staff Parental Leave Advisory Group, 2017.

#### College (Arts and Sciences)

Graduate Curriculum Committee, 2015 – 2016.

#### College (Albers School for Business and Economics)

NTT Search Committee, 2020.

#### Management Department (Albers School of Business and Economics)

Personnel Committee, 2018 – 2020.

#### Program (Sport Business Leadership)

Admissions Team, 2018 – 2020.

Curriculum Assessment, 2018 – 2020.

#### Student Organizations

Greenhawks (Student-Athlete Sustainability Team), 2015.

### Bowling Green State University

#### University

Intercollegiate Athletics Committee, 2013 – 2014.

#### College (Education and Human Development)

Ad Hoc Committee on Course Evaluation, 2012 – 2013.

#### School (Human Movement, Sport and Leisure Studies)

Graduate Marketing Materials Committee, 2013 – 2014.

Ad Hoc Committee on School Restructuring, 2011 – 2012.

Maryann Roberson Award for Outstanding Thesis/Project, 2011 – 2014.

#### Program (Sport Management)

Appeals and Petitions Committee, 2011 – 2014.

Curriculum Committee, 2011 – 2014.  
M. Joy Sidwell Award, 2011 – 2014.  
Website Designer/Manager, Maxwell Media Watch, 2011 – 2014.

**Student Organizations**

Advisor, Sport Management Alliance, 2013 – 2014.  
Advisor, Women's Club Rugby, 2011 – 2014.  
Advisor, Angler's Club, 2011 – 2014.

Texas A&M University (as graduate student)

Department (Health and Kinesiology)

Program Review, Graduate Student Panel, 2010.

**Division (Sport Management)**

Sport Management Search Committee (Instructional Professor), 2011.  
Sport Management Undergraduate Professional Phase Admissions Committee, 2007.  
Graduate Sport Society, Texas A&M University, 2007 – 2011.

Community

Friday Night Out, St. Thomas More University Parish, 2012 – 2014.  
Knights of Columbus, 2008 – present.  
Chair, Health Committee, Council #6373, 2013 – 2014.  
NUMA FertilityCare, Executive Board, 2016 – 2019.  
Perrysburg Amateur Baseball and Softball Commission, 2012.  
St. Thomas More University Parish, Executive Board for Advancement, 2011 – 2014.  
Chair, 2013 – 2014.  
St. Thomas More University Parish, Executive Board for Finance, 2013 – 2014.  
University of Washington's Newman Center, Executive Board, 2017 – 2019.  
Our Lady of Victory Sports, Executive Board, 2021 – 2024.  
St. Mary's Catholic Church, Advancement Committee, 2021 – present.  
St. Mary's Catholic Church, Planning Committee, 2021 – 2023.