

Nicholas M. Watanabe

University of South Carolina
Department of Sport and Entertainment Management

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EDUCATION

- December 2010** **University of Illinois at Urbana-Champaign, Ph.D.**
Recreation, Sport and Tourism
Dissertation Title: The Dynamic Competitive Balance Ratio as a New Method of Understanding Competitive Balance and Fan Attendance
Chair: Dr. Lynn Barnett
Director of Research: Dr. Brad Humphreys
- August 2006** **University of Illinois at Urbana-Champaign, M.S.**
Recreation, Sport and Tourism
Thesis title: Competitive Balance and Other Variable Effects on Major League Soccer Attendance.
Chair: Dr. Brad Humphreys
- December 2003** **University of Illinois at Urbana-Champaign, B.A.**
East Asian Language and Culture

PROFESSIONAL EXPERIENCE

- Nov 2021 – Present** **Committee Member**
Major League Baseball – Severe Weather Committee
- Aug 2021 – Present** **International Graduate Director**
Department of Sport and Entertainment Management
University of South Carolina
- Aug 2020 - Present** **Associate Professor**
Department of Sport and Entertainment Management
University of South Carolina
- Aug 2017 – 2020** **Assistant Professor**
Department of Sport and Entertainment Management
University of South Carolina
- June 2017 – Present** **Fellow**
Chinese Soccer Observatory – Chinese Policy Institute
University of Nottingham, UK
- Aug 2016 – Aug 2017** **Assistant Professor**
Department of Health, Exercise Science, and Recreation Management
University of Mississippi
SRA 270 Business of Sport
SRA 371 Sports Economics and Finance
SRA 671 Sport and Recreation Administration

Aug 2010 – Aug 2016 Assistant Teaching Professor – 3 and 3 Teaching Load
Department of Parks, Recreation and Tourism
University of Missouri at Columbia
PRT 1080 Introduction to Sport Management
PRT 1081 Sport Facility Design
PRT 2082 Domestic and International Sport Environments
PRT 2083 Technological Advancements in Sport
PRT 2101 Problems in Parks, Recreation and Tourism
PRT 2182 Ethics and Current Issues in Sport
PRT 2281 Business of Sport
PRT 2281 The Business of Sport (Online)
PRT 3185 Sports Economics and Finance
PRT 3185H Sport Economics and Finance Honors Section
PRT 3282 Governance and Policy in Sport and Leisure
PRT 4385 Legal Aspects of Sport
PRT 4350 Problems in Parks, Recreation and Tourism
PRT 7960 Graduate Guided Reading in PRT
PRT 8088 Sports and Leisure Economics
PRT 8089 Graduate Research Projects
PRT 8090 Graduate Thesis Research

Summer 2014 University of Missouri CAFNR Summer High School Academies Instructor
Statistics and Sports Academy
University of Missouri Columbia

June 2011 Visiting Professor
Beijing Sport University
Beijing, China
North American Perspectives of Sport

Aug 2009 – Jun 2010 Lecturer
Recreation, Sport and Tourism
The University of Illinois at Urbana-Champaign
RST 255 Ethical Issues in Sport Management
RST 216 Leisure and Technology

Jan 2009 – May 2009 Lecturer
Recreation, Sport and Tourism
The University of Illinois at Urbana-Champaign
RST 130 Foundations of Sport Management

2007 – 2008 Graduate Research Assistant
The University of Illinois at Urbana-Champaign
Sport Research Laboratory

2006 – 2010 Graduate Teaching Assistant
Recreation, Sport and Tourism
The University of Illinois at Urbana-Champaign
RST 130 Foundations of Sport Management
RST 330 Leisure and Consumer Culture
RST 351 Cultural Aspects of Tourism

RST 410 Administration of Leisure Services
RST 429 Contemporary Issues in Leisure

2001 – 2003

Internship

Chicago Fire of Major League Soccer, Chicago, IL
F.I.R.E Express (Fan Interactive Recreational Experience)
Community Outreach
Game Day Operations

PUBLICATIONS

56. Lopez-Carril, S., **Watanabe, N. M.**, & Anagnostopoulos, C. (In Press). TikTok as an 'angel' or 'demon' learning tool in sport sciences education: A narrative critical (re)view. *Social Sciences & Humanities Open*.
55. **Watanabe, N. M.**, Yan, G., & Soebbing, B. P. (2024). Athlete activism and attendance behavior in the National Football League. *European Sport Management Quarterly*, 1-17.
54. Xue, H., Du, J., Pizzo, A. D., Baker, B. J., Henry, T. E., Yan, G., & **Watanabe, N. M.** (2024). The dynamics of esports crowdfunding campaign success: a social exchange perspective. *International Entrepreneurship and Management Journal*, 1-25.
53. Chahardovali, T., **Watanabe, N. M.**, & Dastrup, R. W. (2023). Does location matter? An econometric analysis of stadium location and attendance at national women's soccer league matches. *Sociology of Sport Journal*, 41(1), 39-50.
52. Kellison, T., Orr, M., & **Watanabe, N. M.** (2023). The nonexcludable function of sports stadiums in climate-changed cities. *Sport in Society*, 26(12), 1979-1998.
51. Cardazzi, A., Humphreys, B. R., Ruseski, J. E., Soebbing, B. P., & **Watanabe, N.** (2023). Do sporting events amplify airborne virus transmission? Causal evidence from US professional team sports. *Sports Economics Review*, 3, 100013. * - Won 2023 Paper of the Year Award from *Sports Economics Review*.
50. Funahashi, H., Cardazzi, A., & **Watanabe, N. M.** (2023). Mass gathering sport events and the spread of viral respiratory infection: Japanese professional baseball and influenza. *Journal of Sports Economics*, 24(5), 551-578.
49. **Watanabe, N.**, Yan, G., & McLeod, C. (2023). The Impact of Sporting Events on Air Pollution: An Empirical Examination of National Football League Games. *Sustainability*, 15(6), 5568.
48. **Watanabe, N. M.**, Soebbing, B. P., Chahardovali, T., & Huang, Y. (2023). The Emergence of Mixed Martial-Arts and the Future of Boxing: An Analysis of Consumer Interest and Compensation. *Journal of Sports Economics*, 15270025231156058.
47. Popp, N., Simmons, J., Shapiro, S. L., & **Watanabe, N.** (2023). Predicting ticket holder no-shows: Examining differences between reported and actual attendance at college football games. *Sport Marketing Quarterly*, 32(1), 3-17.
46. Cunningham, G. B., **Watanabe, N. M.**, & Buzuvis, E. (2022). Anti-transgender rights legislation and internet searches pertaining to depression and suicide. *PLoS one*, 17(12), e0279420.

45. Hwang, Y., **Watanabe, N. M.**, & Nagel, M. (2023). Effects of in-game brand congruity on esports consumers' implicit and explicit memory. *International Journal of Sports Marketing and Sponsorship*, 24(1), 108-128.
44. Li, D., & **Watanabe, N. M.** (2022). Effects of Super Bowl advertising on online brand search: ten years of insights from 2011 to 2020. *International Journal of Sports Marketing and Sponsorship*, 23(4), 841-854.
43. Soebbing, B. P., Wicker, P., & **Watanabe, N. M.** (2023). NFL player career earnings and off-field behavior. *The Review of Black Political Economy*, 50(1), 81-96.
42. Gong, H., **Watanabe, N. M.**, Soebbing, B. P., Brown, M. T., & Nagel, M. S. (2022). Exploring tanking strategies in the NBA: an empirical analysis of resting healthy players. *Sport Management Review*, 25(3), 546-566.
41. Koba, T. H., Nagel, M. S., **Watanabe, N. M.**, Yan, G., Southall, R. M., & Kidd, V. K. (2023). An exploration of professional US-based basketball players competing in Turkey. *Journal of Global Sport Management*, 8(1), 161-182.
40. Newman, J. I., Xue, H., **Watanabe, N. M.**, Yan, G., McLeod, C. (2022). Gaming gone viral: An analysis of the emerging esports narrative economy. *Communication & Sport*.
39. Jin, D., DiPietro, R. B., & **Watanabe, N. M.** (2022). Customer online feedback with an identity versus no identity: The influence on review comments. *Journal of Hospitality & Tourism Research*.
38. **Watanabe, N. M.**, Xue, H., Newman, J. I., & Yan, G. (2021). The attention economy and esports: An econometric analysis of Twitch viewership. *Journal of Sport Management*.
37. Mao, E., Soebbing, B. P., & **Watanabe, N. M.** (2021). Chinese Super League stock prices and team performance. *Sport, Business, Management: An International Journal*.
36. Cardazzi, A., Humphreys, B. R., Ruseski, J. E., Soebbing, B., & **Watanabe, N. M.** (2021). Professional sporting events increase seasonal influenza mortality in US cities. Available at SSRN 3628649.
35. Newman, J. I., Xue, H., Chen, R., Chen, Y., & **Watanabe, N. M.** (2021). Football and cultural citizenship in China: a study in three embodiments. *Sport in Society*, 24(12), 2222-2245.
34. Gong, H., **Watanabe, N. M.**, Soebbing, B. P., Brown, M. T., & Nagel, M. S. (2021). Does consumer perceptions of tanking impact attendance at National Basketball Association games? A sentiment analysis approach. *Journal of Sport Management*, 35(3), 254-265.
33. Newman, J. I., Yan, G., Xue, H., & **Watanabe, N.** (2021). To Live, Play, and Die in Tianjin: A Research Assemblage about China's Footballing Biopolitics. *Sociology of Sport Journal*. 23(12), 2005-2030.
32. Yan, G., Pegoraro, A., & **Watanabe, N. M.**, (2021). Examining IRA bots in the NFL anthem protest: Political agendas and practices of digital gatekeeping. *Communication & Sport*. 9(1), 88-109.
31. **Watanabe, N. M.**, Kim, J., & Park, J. (2021). Social network analysis and domestic and international retailers: An investigation of social media networks of cosmetic brands. *Journal of Retailing and*

Consumer Services. 58, 102301.

30. Xue, H., **Watanabe, N. M.**, Chen, R., Newman, J. I., & Yan, G. (2020). Football (as) Guanxi: A relational analysis of actor reciprocity, state capitalism, and the Chinese football industry. *Sport in Society*, 23(12), 2005-2030.
29. 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.
28. **Watanabe, N. M.**, & Cunningham, G. B. (2020). The impact of race relations on NFL attendance: An econometric analysis. *PLOS One*. <https://doi.org/10.1371/journal.pone.0226938>.
27. **Watanabe, N. M.**, Pegoraro, A., Yan, G., & Shapiro, S. L. (2019). Does rivalry matter? An analysis of sport consumer interest on social media. *International Journal of Sport Marketing and Sponsorship*, 20(4), 646-665.
26. **Watanabe, N. M.**, Yan, G. & Soebbing, B. (2019). Market disruption as a regime for athlete activism: An economic analysis of college football player protests. *Sport Management Review*, 22(5), 600-612.
25. Yan, G., **Watanabe, N. M.**, Shapiro, S., Naraine, M., & Hull, K. (2019). Unfolding the Twitter scene of the 2017 UEFA Champions League Final: Social media networks and power dynamics. *European Sport Management Quarterly*, 19, 419-436.
24. **Watanabe, N. M.**, Yan, G., Soebbing, B. P., & Fu, W. (2019). Air pollution and attendance in the Chinese Super League: Environmental economics and the demand for sport. *Journal of Sport Management*, 33, 289-302.
23. Wanless, E. A., **Watanabe, N. M.**, Lawrence-Benedict, H., & Fodor, A. (2019). Contextualizing the financial disparity discussion: Modeling Power Five and Group of Five athletic revenues. *Journal of Issues in Intercollegiate Athletics*, 12, 22-45.
22. Gong, H., **Watanabe, N. M.**, Brown, M., & Nagel, M. (2019). The impact of the Chinese Basketball Association's Asian-born player policy on competitive balance. *Journal of Global Sport Management*, 4(2), 128-148. * **Nominated for the Journal of Global Sport Management Best Paper Award**
21. Yan, G., Steller, D., **Watanabe, N. M.**, & Popp, N. (2018). What determines user-generated content creation of college football? Analytical modeling from the lens of structuration theory. *International Journal of Sport Communication*, 11, 219-240
20. Baker, T. A., Edelman, M., & **Watanabe, N. M.** (2018). Debunking the NCAA's myth that amateurism conforms with antitrust law: A legal and statistical analysis. *Tennessee Law Review*. 85, 661-705.
19. Yan, G., Pegoraro, A., & **Watanabe, N. M.** (2018). Student-Athletes' organization of activism at the University of Missouri: Resource mobilization on Twitter. *Journal of Sport Management*, 32(1), 24-37.
18. Soebbing, B. P., **Watanabe, N. M.**, & Seifried, C. (2017). The impact of price discrimination, price dispersion, and facilities on organizational revenue: Lessons from Major League Baseball. *Managing Sport and Leisure*, 22(6), 442-457. *Paper was accepted on August 20th, 2018.
17. **Watanabe, N. M.**, Yan, G., Soebbing, B. P., & Pegoraro, A. (2017). Is there consumer-based

economic discrimination on sport social media? An analysis of Major League Baseball. *Journal of Sport Management*, 31(4), 374-386.

16. Brunette, C., Vo, N., & **Watanabe, N. M.** (2017). Donation intention in current students: An analysis of university engagement and sense of place in future athletic, academic, and split donors. *Journal of Issues in Intercollegiate Athletics*, 10, 78-100.

15. **Watanabe, N. M.**, & Soebbing, B. P. (2017). Chinese Super League: Attendance, pricing, and team performance. *Sport, Business and Management: An International Journal*, 7(2), 157-174.

14. Popp, N., McEvoy, C., & **Watanabe, N. M.** (2017). Do college athletics marketers convert social media growth into ticket sales? *International Journal of Sport Marketing and Sponsorship*, 18(2), 212-227.

13. **Watanabe, N. M.**, Wicker, P., & Yan, G. (2017). Weather conditions, travel distance, rest, and running performance: The 2014 FIFA World Cup and Implications for the Future. *Journal of Sport Management*, 31(1), 27-43.

12. **Watanabe, N. M.**, Yan, G., & Soebbing, B. P. (2016). Consumer interest in Major League Baseball: An analytical modeling of Twitter. *Journal of Sport Management*. 30(2), 207-220.

11. Soebbing, B. P., Wicker, P., & **Watanabe, N. M.** (2016). The effects of performance expectations on total compensation of Division I-FBS head coaches. *Journal of Sport Management*. 30(1), 70-81.

10. **Watanabe, N. M.**, Yan, G., & Soebbing, B. P. (2015). Major League Baseball and Twitter: The economics of social media use. *Journal of Sport Management*, 29, 619-632.

9. **Watanabe, N. M.**, Wicker, P., & Reuter, J. C. (2015). Determinants of extra time awarded to teams in the English Premier League. *International Journal of Sport Finance*, 10, 310-327.

8. Keaton, S. A., **Watanabe, N. M.**, & Gearhart, C. C. (2015). A comparison of college football and auto racing fan profiles: Identity formation and spectatorship motivation. *Sport Marketing Quarterly*, 24, 43-55.

7. **Watanabe, N. M.** (2015). Sources of direct demand: The case of the Ultimate Fighting Championship. *International Journal of Sport Finance*, 10(1), 26-41.

6. Yan, G., & **Watanabe, N. M.** (2014). The Liancourt Rocks: Politics of nationalism at the 2012 summer Olympic Games. *International Journal of Sport Communication*, 7(4), 495-515.

5. Soebbing, B. P., & **Watanabe, N. M.** (2014). The effects of price dispersion and competitive balance on Major League Baseball attendance. *Journal of Sport Management*, 28(4), 433-446.

4. **Watanabe, N. M.**, Soebbing, B. P., & Wicker, P. (2013). Examining the impact of the StubHub agreement on price dispersion in Major League Baseball. *Sport Marketing Quarterly*, 22(3), 129-137.

3. **Watanabe, N. M.**, Nie, T., & Yan, G. (2013). Evolution of sport broadcast commentary: The case of China. *International Journal of Sport Communication*, 6, 288-311.

2. **Watanabe, N. M.** (2012). Japanese professional soccer attendance and the effects of regions, competitive balance and rival franchises. *International Journal of Sport Finance*, 7(4), 309-323.

1. **Watanabe, N. M.** (2012). Demand for pay-per-view consumption of Ultimate Fighting Championship events. *International Journal of Sport Management and Marketing*. 11(3/4), 225-238.

INVITED PUBLICATIONS

Coates, D., Downward, P., **Watanabe, N. M.**, & Wicker, P. (2023). The 2022 Peter Sloane Award: Honoring the Contribution of Brad Humphreys to European Sports Economics. *International Journal of Sport Finance*, 18(4), 172-178.

Watanabe, N. M., Shapiro, S. L., & Drayer, J. (2021). Big data and analytics in sport management. *Journal of Sport Management*, 35(3), 197-202.

Lee, Y. H., & **Watanabe, N. M.** (2019). Sports Economics and Management of Asian Sports Business. *Journal of Global Sport Management*. (Introduction to Guest Edited Special Issue).

BOOK CHAPTERS

14. Richardson, T., Orr, M., & **Watanabe, N.** (2022). An overview of Sustainable Development Goal 12. *The Routledge Handbook of Sport and Sustainable Development*, 289-301.

13. Richardson, T., Orr, M., & **Watanabe, N.** (2022). Measuring Sustainable Development Goal. *The Routledge Handbook of Sport and Sustainable Development*.

12. **Watanabe, N. M.** (2022). International Sport Finance. In *Financial Management in the Sport Industry – 3rd Edition*. (Eds.) Matthew T. Brown, Daniel A. Rascher, Mark S. Nagel, and Chad D. McEvoy. Routledge.

11. Staurowsky, E., Abney, R., & **Watanabe, N. M.** (2018). Intercollegiate athletics. In *Contemporary Sport Management – 7th Edition*. (Eds.) Paul Pedersen and Lucie Thibault. Champaign, IL: Human Kinetics.

10. **Watanabe, N. M.** (2020). The Economics of Major League Soccer. In *Handbook of Sports Economics*. (Eds.) Paul Downward, Bernd Frick, Brad Humphreys, Tim Pawlowski, June Ruseski, and Brian P. Soebbing. Sage Publications.

9. Staurowsky, E., Abney, R., & **Watanabe, N. M.** (2018). Intercollegiate athletics. In *Contemporary Sport Management – 6th Edition*. (Eds.) Paul Pedersen and Lucie Thibault. Champaign, IL: Human Kinetics.

8. **Watanabe, N. M.**, Yan, G., & Wicker, P. (2016). Fantasy sport across the pond. In *Fantasy Sports and the Changing Sports Media Industry: Media, Players, and Society*. (Eds.) Nicholas D. Bowman, John Spinda, and James Sanderson. Springer.

7. Wicker, P., **Watanabe, N. M.**, & Yan, G. (2016). Fantasy sport and World Cup viewership. In *Fantasy Sports and the Changing Sports Media Industry: Media, Players, and Society*. (Eds.) Nicholas D. Bowman, John Spinda, and James Sanderson. Springer.

6. Keaton, S. A., **Watanabe, N. M.**, & Ruihley, B. (2015). What types of #SportFans use social media? The role of team identity formation and spectatorship motivation on self-disclosure during a live sport broadcast. *Television, social media, and fan culture*. Boston, MA: Lexington Press.

5. **Watanabe, N. M., & Soebbing, B. P.** (2015). Ticket price behavior and attendance demand in Chinese professional soccer. In Y. H. Lee & R. Fort (Eds.), *The sports business in the Pacific rim* (pp. 139-157). New York: Springer International Publishing.

4. Humphreys, B. R., & **Watanabe, N. M.** (2015). The history and formation of East Asian sports leagues. In Y. H. Lee & R. Fort (Eds.), *The sports business in the Pacific rim* (pp. 3-24). New York: Springer International Publishing.

3. Humphreys, B. R., & **Watanabe, N. M.** (2012). Competitive balance. In *Handbook of Sports Economics* (Eds.) Leo Kahane and Stefan Shmanske. Oxford University Press.

2. Humphreys, B. R., & **Watanabe, N. M.** (2011). Business and finance of international sport. In *International Sport Management* (Eds.) Ming Li, Eric Macintosh, and Gonzalo Bravo. Human Kinetics, Champaign, IL.

1. Humphreys, B. R., Soebbing, B. P., & **Watanabe, N. M.** (2011). Determinants of FBS Head Coaches' salaries: An economic perspective. *Sport for Dorks* (Eds.) Mike Leach and Ferhat Guven.

TECHNICAL REPORTS

Staurowsky, E. J., **Watanabe, N.**, Cooper, J., Cooky, C., Lough, N., Paule-Koba, A., Pharr, J., Williams, S., Cummings, S., Issokson-Silver, K., & Snyder, M. (2020). Chasing Equity: The Triumphs, Challenges, and Opportunities in Sports for Girls and Women. New York, NY: Women's Sports Foundation.

UNDER REVIEW

BOOK REVIEWS

Watanabe, N. M. (2012). Book review: Bamboo goalposts: One man's quest to teach the People's Republic of China to love football. *Journal of Sport Management*, 26, 92-94.

Watanabe, N. M. (2007). Book review: The economics of Association Football. *International Journal of Sport Finance*, 2(3), 171-72.

ENCYCLOPEDIA ENTRIES

Watanabe, N. M. (2011). Demand elasticity and inelasticity in sports. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). Demand for Sports. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). Economic climate for sports. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). Major League Soccer (MLS). In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). Chivas USA. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). Columbus Crew. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). D.C. United. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). Los Angeles Galaxy. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). New York Red Bulls. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

Watanabe, N. M. (2011). Seattle Sounders. In *Encyclopedia of Sport Management and Marketing*. (Eds.) Linda E. Swayne and J. Geoffrey Golson.

CONFERENCE PRESENTATIONS

83. Yan, G., Xue, H., **Watanabe, N. M.**, & Newman, J. I. (Accepted). Esports viewership demand on Twitch: An econometric analysis. World Association of Sport Management 2022 Conference. Doha, Qatar.

82. Funahashi, H., Cardazzi, A., & **Watanabe, N. M.** (Accepted). Mass gathering sport events and the spread of influenza: An econometric analysis of Japanese professional sport. World Association of Sport Management 2022 Conference. Doha, Qatar.

81. Funahashi, H., Cardazzi, A., & **Watanabe, N. M.** (2021). Mass gathering sport events and the spread of viral respiratory infection: Japanese professional baseball and influenza. The Japanese Association for Sport Management 2021 Conference.

80. Staurowsky, E., & **Watanabe, N. M.** (2020). Perceptions of progress in the equitable treatment of women leaders in the sport industry. North American Society for Sport Management 2020 Conference. San Diego, CA.

79. Gong, H., **Watanabe, N. M.**, Soebbing, B. P., & Brown, M. (2020). Resting healthy players and tanking in the NBA. North American Society for Sport Management 2020 Conference. San Diego, CA.

78. Koba, T., Nagel, M., & **Watanabe, N. M.** (2020). Comparing the stock performance of competing companies during the 2016 Rio Olympic Games. North American Society for Sport Management 2020 Conference. San Diego, CA.

77. Scroggins, C., Nagel, M., **Watanabe, N. M.**, & Gawrysiak, J. (2020). Integrating esports within the traditional sport management curriculum. North American Society for Sport Management 2020 Conference Teaching & Learning Fair. San Diego, CA.

76. **Watanabe, N. M.**, Yan, G., & McLeod, C. (2020). The effect of NFL attendance on air pollution: An economic examination of the environmental impact of sport. Eastern Economic Association 2020 Conference. Boston, MA.

75. Gong, H., **Watanabe, N. M.**, Soebbing, B. P., & Brown, M. (2020). Load management and tanking in the NBA: An empirical analysis of teams resting healthy players. Eastern Economic Association 2020 Conference. Boston, MA.
74. Yan, G., **Watanabe, N. M.**, & McLeod, C. (2019). The political economy of air pollution and NFL attendance: A reflection on corporate environmentalism. North American Society for the Sociology of Sport 2019 Conference. Virginia Beach, VA.
73. Popp, N., Simmons, J., **Watanabe, N. M.**, & Shapiro, S. L. (2019). Why didn't they show up? An examination of factors influencing no show rates at college football games. Sport Marketing Association.
72. Humphreys, B. R., Soebbing, B. P., & **Watanabe, N. M.** (2019). The impact of NFL Players' anthem protests on sponsor stock prices. 11th European Sport Economics Association Conference on Sport Economics. Gijon, Spain.
71. Jin, D., DiPietro, R. B., & **Watanabe, N. M.** (2019). Anonymous or identified online customer reviews: The influence on comment connotation. International Council on Hotel, Restaurant, and Institutional Education 2019 Conference, New Orleans, LA.
70. Shapiro, S. L., **Watanabe, N. M.**, Yan, G., & Won, M. (2019). "Needle in a Haystack": Examining networked influence on Twitter during the Pyeongchang Winter Olympic Games. North American Society for Sport Management 2019 Conference, New Orleans, LA.
69. **Watanabe, N. M.**, Shapiro, S. L., & Yan, G. (2019). Predicting influence in social media networks: A multi-level analysis of the 2018 Winter Olympic Games. American Marketing Association 2019 Winter Conference, Austin, TX.
68. **Watanabe, N. M.**, Soebbing, B. P., & Yan, G. (2018). Market disruption and athlete activism: An analysis of the impact of protests on National Football League attendance. Southern Economic Association. Washington D.C.
67. Mao, Z., **Watanabe, N. M.**, & Soebbing, B. P. (2018). Stock prices and team performance revisited: An empirical examination of the Chinese Super League. Southern Economic Association. Washington D.C.
66. Gong, H., **Watanabe, N. M.**, Soebbing, B. P., Brown, M. T., & Nagel, M. S. (2018). The impact of consumer perceptions on tanking on National Basketball Association Attendance. Southern Economic Association. Washington D.C.
65. **Watanabe, N. M.**, & Yan, G. (2018). The potential for economic sociology in sport. North American Society for the Sociology of Sport. Vancouver, Canada.
64. Yan, G., **Watanabe, N. M.**, Newman, J., & Xue, H. (2018). Digital counter-sphere or political fragmentation? Twitter networks and the NFL protests in the era of resisting America's popular white nationalism. North American Society for the Sociology of Sport. Vancouver, Canada.
63. Gong, H., **Watanabe, N. M.** (Advisor), Nagel, M. (Advisor), & Brown, M. (2018). The impact of the Chinese Basketball Association's Asian-born player policy. North American Society for Sport Management 2018 Conference. Halifax, Nova Scotia, Canada.

- 62. Watanabe, N. M., Kim, J., & Park, J. (2018).** Social network analysis for Sephora and Ulta Beauty: A use of ego-centered and whole network analyses. Global Marketing Conference 2018. Tokyo, Japan.
- 61. Wicker, P., Watanabe, N. M., & Soebbing B. P. (2018).** Pay dispersion, deviant behavior and player movement: Evidence from the NFL. Sports Economics and Sport Management Conference 2018. Vienna, Austria.
- 60. Yan, G., Watanabe, N. M., & Valliant, M. (2018).** College sport environment and athletes' perceptions of concussion injuries: An empirical analysis. North American Society for Sport Management 2018 Conference. Halifax, Nova Scotia, Canada.
- 59. Yan, G., Watanabe, N. M., Soebbing, B. P., & Naraine, M. (2018).** Big data and media platforms: Celebrity organization in the era of attention economy. Academy of Management Global Conference on Big Data. Surrey, United Kingdom.
- 58. Grady, J., Yan, G., & Watanabe, N. M. (2018).** Policing user-generated Olympic content: Periscope's use during Rio 2016. Sport and Recreation Law Association Conference 2018, San Antonio, TX.
- 57. Watanabe, N. M., Yan, G., & Fu, W. (2017).** The impact of air pollution on fan attendance: An analysis of the Chinese Super League. 17th Conference in International Association of Sports Economists. Shanghai, China.
- 56. Watanabe, N. M., Yan, G., & Soebbing, B. P. (2017).** The political economy of Kaepernick's protests: An alternative understanding of athlete activism. North American Society for the Sociology of Sport 2017 Conference. Windsor, Ontario, Canada.
- 55. Yan, G., Valliant, M., & Watanabe, N. M. (2017).** Analyzing college athletes' perceptions for concussions: From the perspectives of organizational culture. North American Society for the Sociology of Sport 2017 Conference. Windsor, Ontario, Canada.
- 54. Baker, T.A., Edelman, M., & Watanabe, N. M. (2017).** Testing the Presumption: Consumer interest in amateurism based on O'Bannon v. NCAA. Paper presented at the *Rocky Mountain Academy of Legal Studies in Business*, Vail, Colorado.
- 53. Baker, T. A., Edelman, M., Watanabe, N. M., (2017).** Preservation of Amateurism and the Commercial Regulation of NCAA Sports. European Association of Sport Management Conference 2017, Bern, Switzerland.
- 52. Watanabe, N. M., Soebbing, B. P., & Yan, G. (2017).** The impact of athlete protests on National Football League attendance. Western Economic Association International 2017 Conference. San Diego, CA.
- 51. Baker, T. A., & Watanabe, N. M., Edelman, M. (2017).** The Commercial Value of Amateurism: An Examination of the Procompetitive Presumption by Measuring Consumer Interest in NCAA Football. North American Society for Sport Management 2017 Conference, Denver, CO.
- 50. Wanless, E. A., Watanabe, N. M., & Lawrence, H. J. (2017).** Considering proposed solutions to Power Five and Group of Five financial disparity within the context of revenue growth patterns and predictors. College Sport Research Institute 2017 Conference.
- 49. Watanabe, N. M., Soebbing, B. P., Yan, G., & Pegoraro, A. (2016).** The impact of protests on

consumer interest in the University of Missouri. Southern Economic Association 2016 Conference, Washington D.C.

48. Watanabe, N. M., Kuhn, R., & Lopez, M. (2016). How cage fighters get paid: Salary determination in the Ultimate Fighting Championship. Southern Economic Association 2016 Conference, Washington D.C.

47. Watanabe, N. M., Soebbing, B. P., Yan, G., & Pegoraro, A. (2016). The economics of protests – Analyzing the impact of social activism on consumer demand for sport. Missouri Valley Economic Association 2016 Conference, St. Louis, MO.

46. Watanabe, N. M., Kuhn, R., & Lopez, M. (2016). Fighting for less: Salary discrimination in the Ultimate Fighting Championship. Missouri Valley Economic Association 2016 Conference, St. Louis, MO.

45. Watanabe, N. M., Yan, G., & Kwamin, W. (2016). Exploring the political economy of concussions. North American Society for the Sociology of Sport 2016 Conference, Tampa, FL.

44. Yan, G., Watanabe, N. M., Pegoraro, A., & Frisby, C. (2016). Analyzing student athletes' activism in emerging events at University of Missouri. North American Society for the Sociology of Sport 2016 Conference, Tampa, FL.

43. Watanabe, N. M., Soebbing, B. P., & Aarhus, A. V. (2016). Wage dispersion and team performance: The case of Major League Soccer. Western Economic Association International 2016 Conference, Portland, OR.

42. Soebbing, B. P., Watanabe, N. M., & Wicker, P. (2016). Pay dispersion and player movement in the National Football League. Western Economic Association International 2016 Conference, Portland, OR.

41. Watanabe, N. M., Soebbing, B. P., & Aarhus, A. V. (2016). Salary structures and team performance: The case of wage inequality in Major League Soccer. North American Society for Sport Management Annual Conference 2016.

40. Watanabe, N. M., Pegoraro, A., Yan, G., Naraine, M., & Achen, R. (2016). Advancing social media research. North American Society for Sport Management Annual Conference 2016.

39. Bergman, P., & Watanabe, N.M. (Advisor) (2016). Athletics or academics: The effects of university conference switches. North American Society for Sport Management Annual Conference 2016.

38. Yan, G., Watanabe, N. M., Pegoraro, A., & Frisby, C. (2016). Analyzing student athletes' activism in emerging events at University of Missouri. College Athlete's Rights & Empowerment: Visioning a New Paradigm of College Sport Conference 2016, Philadelphia, PA.

37. Yan, G., Watanabe, N. M., & Rion, J. (2015). Constructing 'social cohesion' in sport: Politics of representations in South Africa. The North American Society for the Sociology of Sport 2015 Conference, Santa Fe, New Mexico.

36. Toppel, J., Yan, G., Watanabe, N. M., & Seifried, C. (2015). Contested Sporting Space: The Boundary Making of Wrigley Field. The North American Society for the Sociology of Sport 2015 Conference, Santa Fe, New Mexico.

- 35. Watanabe, N. M., Yan, G., Popp, N., & Steller, D. (2015).** Sport consumer interest and Web 2.0: An analysis of determinants of online traffic for collegiate sport teams. Sport Marketing Association 2015 Conference, Atlanta, GA. Sport Marketing Association 2015 Conference, Atlanta, GA.
- 34. Watanabe, N. M., Wicker, P., & Yan, G. (2015).** Fantasy sport as a complement to FIFA World Cup Viewership. Sport Marketing Association 2015 Conference, Atlanta, GA. Sport Marketing Association 2015 Conference, Atlanta, GA.
- 33. Watanabe, N. M., & Aarhus, A. V. (2015).** Salary structure and team performance: The case of Major League Soccer. Missouri Valley Economic Association 2015 Conference, Kansas City, MO.
- 32. Copeland, B., & Watanabe, N. M. (2015).** Instant replay and game outcomes: An analysis of Major League Baseball. Missouri Valley Economic Association 2015 Conference, Kansas City, MO.
- 31. Watanabe, N. M., Newell, E., & Hart, A. (2015).** The Future of diversity research: A symposium for researchers sponsored by the NASSM Diversity Committee. North American Society for Sport Management Annual Conference 2015.
- 30. Watanabe, N. M., & Aarhus, A. V. (2014).** Referee bias and league policy: The case of Major League Soccer. Missouri Valley Economic Association 2014 Conference, St. Louis, MO.
- 29. Watanabe, N. M., Soebbing, B. P., & Yan, G. (2014).** Demand for sport: Considering consumer preferences of athletes and teams through social media use. Missouri Valley Economic Association 2014 Conference, St. Louis, MO.
- 28. Watanabe, N. M., Wicker, P., & Reuter, J. C. (2014).** The effects of fouls and injuries on extra time and referee bias in the English Premier League. Western Economic Association International 2014 Conference, Denver, CO.
- 27. Soebbing, B. P., Watanabe, N. M., & Wicker, P. (2014).** Salary determinants of NCAA Division Football Bowl Subdivision head coaches. Western Economic Association International 2014 Conference, Denver, CO.
- 26. Soebbing, B. P., Watanabe, N. M., & Seifried, C. S. (2014).** The impact of ticket price dispersion and facility characteristics on Major League Baseball total team's revenue. Western Economic Association International 2014 Conference, Denver, CO.
- 25. Watanabe, N. M., & Yan, G. (2014).** The relationship between attendance at Major League Baseball games, and social media use. North American Society for Sport Management Annual Conference 2014. Pittsburgh, PA.
- 24. Carter-Francique, A., Love, A., Walker, N., & Watanabe, N. M. (2014).** Writing manuscripts for publication: A professional development workshop for Diversity Researchers sponsored by the NASSM Diversity Committee. North American Society for Sport Management Annual Conference 2014. Pittsburgh, PA.
- 23. Vo, N. T., Brunette, C., & Watanabe, N. M. (Advisor). (2014).** Propensity to give: An analysis of the giving potential of current students to athletic departments. North American Society for Sport Management Annual Conference 2014. Pittsburgh, PA.
- 22. Watanabe, N. M., Keaton, S. A., & Tomiyama, K. (2014).** A cross-cultural examination of sport

fandom: Japanese and US team identity formation, spectatorship motives, and psychological effects. 2014 International Association of Communication and Sport: Summit on Sport and Communication, New York, NY.

21. Watanabe, N. M., & Yan, G. (2014). Estimating social media use by sport fans: A demand for sport approach. 2014 International Association of Communication and Sport: Summit on Sport and Communication, New York, NY.

20. Yan, G., & Watanabe, N. M. (2014). Sport politics in speech: Analysis of South African political speeches. 2014 International Association of Communication and Sport: Summit on Sport and Communication, New York, NY.

19. Plothe, T., Watanabe, N. M., & Yan, G. (2014). 'Samoan Drop'ped: tangling with Samoan identity in professional wrestling. 2014 International Association of Communication and Sport: Summit on Sport and Communication, New York, NY.

18. Keaton, S. A., Watanabe, N. M., & Gearhart, C. C. (2014). Comparison of college football and auto racing fan profiles: Identity formation and spectatorship motivation. 2014 International Association of Communication and Sport: Summit on Sport and Communication, New York, NY.

17. Soebbing, B. P., Watanabe, N. M., & Seifried, C. S. (2013). The impact of ticket price dispersion on Major League Baseball team's revenue. Southern Economic Association 2013 Annual Conference, Tampa, FL.

16. Watanabe, N. M. (2013). The dynamic competitive balance ratio as a new metric of competitive balance and fan attendance. Western Economic Association International 2013 Conference, Seattle, WA.

15. Watanabe, N. M. (2013). Sources of direct demand, The case of the Ultimate Fighting Championship. Western Economic Association International 2013 Conference, Seattle, WA.

14. Harper, C., Watanabe, N. M. (Advisor), & Hack, T. (Advisor). (2013). Consumer motivations for female rugby players. North American Society for Sport Management Annual Conference 2013. Austin, TX.

13. Watanabe, N. M., & Harper, C. (2013). Employing NCAA data in economics and finance. Teaching and Learning Fair. North American Society for Sport Management Annual Conference 2013. Austin, TX.

12. Watanabe, N. M., Yan, G., & Nie, T. (2013). Framing China: Employing sport media to frame a nation. The Sixth Summit on Communication and Sport, 2013. Austin, TX.

11. Watanabe, N. M., & Yan, G.. (2013). The Asian divide: International conflict, politics, and nationalism in sport media at the 2012 Summer Olympic Games. The Sixth Summit on Communication and Sport, 2013. Austin, TX. ***Distinguished Paper**

10. Nie, T., & Watanabe, N. M. (2013). National identity representation in sport media: The case of China and the United States. The Sixth Summit on Communication and Sport, 2013. Austin, TX.

9. Nie, T., & Watanabe, N. M. (Advisor) (2012). Chinese broadcast commentary: Themes and evolution. North American Society for Sport Management Annual Conference 2012.

8. Watanabe, N. M. (2012). Employing Economic Impact Analysis in the Classroom. Teaching and

Learning Fair. North American Society for Sport Management Annual Conference 2012.

7. **Watanabe, N. M.**, & Nie, T. (2012). Evolution of television broadcast commentary: The case of China. Fifth Summit on Communication & Sport, March 2012. Bradley University, East Peoria, IL
6. **Watanabe, N. M.**, & Vaught, D. R. (2012). What is sport management? Connecting disciplines for future collaboration. Missouri Parks and Recreation Association Annual Conference, 2012 Sport Sessions.
5. Soebbing, B. P., & **Watanabe, N. M.** (2012). The effects of competitive balance and price dispersion on demand for professional baseball. Western Economic Association International Conference, June-July, 2011, San Diego, CA.
4. **Watanabe, N. M.** (2011). Opening the books, examination of actual income statements of professional sport franchises in North America. Teaching and Learning Fair. North American Society for Sport Management Annual Conference, June, 2011, London, Ontario, Canada.
3. Soebbing, B. P., & **Watanabe, N. M.**, & Humphreys, B. R. (2011). The effects of competitive balance and price dispersion on Major League Baseball attendance. North American Society for Sport Management Annual Conference, June, 2011, London, Ontario, Canada.
2. **Watanabe, N. M.**, & Upah, J. (2011). Price dispersion in recreation and sport: Theory and evidence. Missouri Intramural Recreation Sport Association, Annual State Workshop, October 2011, Columbia, MO.
1. **Watanabe, N. M.** (2007). Competitive balance and other variable effects on Major League Soccer attendance. Illinois Economic Association Annual Conference, October, 2007, Chicago, IL.

POSTER SESSIONS

6. **Watanabe, N. M.**, Yan, G., & Fu, W. (2017). The Impact of Air Pollution on Fan Attendance: An Analysis of the Chinese Super League. North American Society for Sport Management 2017 Conference, Denver, CO. – Poster Session
5. Aarhus A. V., & **Watanabe, N. M.** (Advisor). (2015). Referee bias and league policy: The case of Major League Soccer. University of Missouri Undergraduate Research Symposium, May 2015.
4. Bergman, P., & **Watanabe, N. M.** (Advisor). (2015). Athletics or academics: The effects of university conference switches. University of Missouri Undergraduate Research Symposium, May 2015.
3. Copeland, B., & **Watanabe, N. M.** (Advisor). (2015). Stadium sizes and defensive capability: An analysis of Major League fielding performance. University of Missouri Undergraduate Research Symposium, May 2015.
2. **Watanabe, N. M.**, Soebbing, B. P., & Wicker, P. (2013). Salary determinants of FBS head football coaches. NCAA Scholarly Colloquium Grapevine, TX 2013. – Poster Session
1. Harper, C., & **Watanabe, N. M.** (2013). Revenue imbalance and NCAA policy, Is there a “perfect” answer? NCAA Scholarly Colloquium Grapevine, TX 2013. – Poster Session

EXTERNAL FUNDING AND GRANTS

- 2018- 19** Koesters, T., Brown, M., Shapiro, S. L., & Watanabe, N. M. (Co-PI). Charlotte Hornets 2018 Sponsorship Rate Card Study. Funded by the Charlotte Hornets for \$38,266.
- 2018-19** Kim, J., Park, J., Shapiro, S. L., & Watanabe, N. M. Examining the role of celebrity endorsers in social media brand engagement. College of Hospitality, Retail, and Sport Management internal interdisciplinary research grant – Funded for \$4,440.
- 2015-16** Yan, G., & Watanabe, N. M. – The social production of sporting space in South Africa. – University of Missouri – University of Western Cape Academic Exchange Program for \$8,800. – Withdrew from funding due to leaving the University of Missouri.
- 2012** Watanabe, N. M. University of Missouri – The Impacts of Mega-sporting Events, the Case of the 2010 South Africa World Cup. – Funded by the University of Missouri - University of Western Cape Academic Exchange Program for 2012-2013 for \$4,280.

INVITED LECTURES, PRESENTATIONS, PANELS, AND DISCUSSANT

Panelist. This is Not a Drill: How Climate Change is Impacting Sport. Green Sports Alliance and The Sport Ecology Group. April 15th, 2020. Online Panel.

Session Organizer. Economic Sociology and Sport. North American Society for the Sociology of Sport 2018 Conference. Vancouver, Canada.

Invited Lecture. Contemporary Issues in Sport Consumer Demand. Presented to the Denver Association of Business Economists on June 1, 2017. Denver, CO.

Discussant. Economics of the NCAA II. Western Economic Association International Conference. 89th Annual July 1, 2014. Session in conjunction with the North American Association of Sports Economists (NAASE).

Discussant. Economics of the NCAA II. Western Economic Association International Conference. 89th Annual June 29, 2014. Session in conjunction with the North American Association of Sports Economists (NAASE).

Discussant. The Economics of Individual Sports. Western Economic Association International Conference. 88th Annual June 30, 2013. Session in conjunction with the North American Association of Sports Economists (NAASE).

Panelist. University of Missouri Black Studies Conference 2013: NCAA Panel

Session Chair. The Sixth Summit on Communication and Sport, 2013. Austin, TX.

Session Chair. Research Panel V. Fifth Summit on Communication & Sport, March 2012. Bradley University, East Peoria, IL

Discussant. The Economics of Football I: Labor. Western Economic Association International 86th Annual Conference. San Diego, California, June, 30, 2011. Session in conjunction with the North American Association of Sports Economists (NAASE).

Discussant. The NCAA: Earnings and Incentives. Western Economic Association International 86th Annual Conference. San Diego, California, July, 1, 2011. Session in conjunction with the North American

Association of Sports Economists (NAASE).

MEMBERSHIP

- 2008-Present** North American Society of Sports Management (NASSM)
2011-Present North American Association of Sports Economists (NAASE)
2016-Present North American Society for the Sociology of Sport (NASSS)
2015-2016 Sport Marketing Association (SMA)
2013-2015 International Association for Communication and Sport (IACS)
2011-2013 Western Economic Association International (WEAI)
2012 Missouri Parks and Recreation Association

PROFESSIONAL SERVICES

Professional Organizations

- 2016-Present** Co-editor of the North American Association of Sports Economists Working Paper Series
2016-Present Missouri Valley Economic Association Sports Economics Session Committee
2013-2015 North American Society for Sport Management Diversity Committee
2013-2014 International Association of Communication and Sport Awards Committee

Journals

- 2023-Present** Associate Editor for *European Sport Management Quarterly*
2020-Present Editorial Review Board for *Sport Management Review*
2020-Present Editorial Review Board for *European Sport Management Quarterly*
2019-Present Editorial Review Board for *Journal of Global Sport Management*
2019-Present Editorial Review Board for *International Journal of Sports Marketing and Sponsorship*
2019-Present Editorial Review Board for *Sport Marketing Quarterly*
2018-Present Editorial Review Board for *Sport Business and Management: An International Journal*
2017-2023 Associate Editor for *Journal of Leisure Research*
2017-Present Editorial Review Board for *Journal of Sport Management*
2017-2018 Guest Editor for Special Issue in *Journal of Global Sport Management*

- 2016-2023** Editorial Review Board for *Journal of Issues in Intercollegiate Athletics*
- 2016-2023** Editorial Board for *Managing Sport and Leisure*
- 2017-Present** Reviewer for *European Sport Management Quarterly*
- 2017-Present** Reviewer for *International Journal of Hospitality Management*
- 2016-Present** Reviewer for *International Journal of Sport Marketing and Sponsorship*
- 2016-Present** Reviewer for *Managing Sport and Leisure*
- 2012-Present** Reviewer for *Journal of Sport Management*
- 2014-Present** Reviewer for *Sport Management Review*
- 2010-Present** Reviewer for *International Journal of Sport Finance*
- 2015-Present** Review for *Sport Marketing Quarterly*
- 2013-Present** Reviewer for *Soccer and Society*
- 2014-Present** Reviewer for *European Journal of Public Health*
- 2014-Present** Review for *Journal of Issues in Intercollegiate Athletics*
- 2013-Present** Reviewer for *International Journal of Financial Studies*
- 2014-Present** Reviewer for *Eurasian Business Review*
- 2015-Present** Reviewer for *Sport Management Educational Journal*
- 2015-Present** Reviewer for *International Journal of Sport Management and Marketing*
- 2015-Present** Reviewer for *International Journal of Sport Communication*
- 2015-Present** Reviewer for *World Leisure Journal*
- 2015-Present** Reviewer for *Sport, Business and Management: An International Journal*
- 2015-Present** Reviewer for *Managing Sport and Leisure*
- 2016-Present** Reviewer for *Labor Studies Journal*
- Conference**
- 2016-2017** Section Head for Economics/Finance for the 2017 North American Society for Sport Management Annual Conference
- 2011-Present** Reviewer for the North American Society for Sport Management Annual Conference,

Finance, Economics, and Communication Sections

2013-Present Reviewer for the International Association of Communication and Sport Annual Sport Summit

2017 Reviewer for the Social Media & Society Conference

Departmental

2019-Present Journal Ranking Committee. University of South Carolina

2018-2020 Ph.D. Review Committee. University of South Carolina

2016-2017 Sports and Recreation Administration Advisory Board. University of Mississippi.

2016-2017 Sports and Recreation Administration Curriculum Committee. University of Mississippi.

2016-2017 Health, Exercise Science and Recreation Management Policy Committee. University of Mississippi.

2013-2016 Rho Phi Lambda Honors Society Faculty Advisor. University of Missouri

2011-2016 Department of Parks, Recreation and Tourism Undergraduate Curriculum Committee
University of Missouri.

2011-2016 Department of Parks, Recreation and Tourism Graduate Curriculum Committee
University of Missouri.

2011-2016 Department of Parks, Recreation and Tourism, Department Scholarship Committee
University of Missouri

2011-2016 Department of Parks, Recreation and Tourism Faculty Search Committee

2011-2013 Department of Parks, Recreation and Tourism Advisor Search Committee

2008 Graduate Assistant, Tokai University (Japan) Sport and Leisure Management
Communication Program at the University of Illinois at Urbana-Champaign.

2007 Graduate Assistant, Tokai University (Japan) Sport and Leisure Management
Communication Program at the University of Illinois at Urbana-Champaign.

School/College

2020 College of Hospitality, Retail and Sport Management, Merit Raise Taskforce Committee
University of South Carolina

2020 College of Hospitality, Retail and Sport Management, Retail Instructor Hiring Committee
University of South Carolina

2018-2020 College of Hospitality, Retail and Sport Management, Scholarship Committee
University of South Carolina

- 2015-2016** School of Natural Resources, Strategic Planning Committee
University of Missouri
- 2015-2016** College of Agriculture, Food and Natural Resources Advising, Learning, & Teaching
Enhancement Committee
University of Missouri
- 2012-2013** College of Agriculture, Food and Natural Resources Diversity Committee
University of Missouri
- 2012-2015** School of Natural Resources, Undergraduate Curriculum Committee
University of Missouri
- 2012-2014** School of Natural Resources, Space Allocation Committee
University of Missouri

University

- 2020-Present** University of South Carolina – Space Needs and Planning Committee (Budget Committee
Representative)
- 2020-Present** University of South Carolina – Budget Committee
- 2020-Present** University of South Carolina – Faculty Senator for Department of Sport and
Entertainment Management
- 2020-Present** University of South Carolina – Future Planning Group (Budget Committee
Representative)
- 2013-2016** University of Missouri Campus Recreation Committee
- 2013-2015** Noel P. Gist International Seminar – Committee Member
- 2012-2013** University of Missouri Faculty Scholars
- 2012** University of Missouri NASCAR Case Study Competition Team – Faculty Advisor
- 2012-2014** Minorities in the Sport Industry student organization – Faculty Advisor
- 2012-2016** MuaiThai student organization – Faculty Advisor
- 2012-2014** Mizzou Scholars Award Interviewer (Interview students for the top scholarship award at
the University of Missouri)
- 2011** University of Missouri Athletics International Day Events, Development and Committee.
- 2012** University of Missouri Athletic Department New Student-Athlete Academic Orientation
- 2011** University of Missouri Athletic Department New Football Student-Athlete Academic
Orientation

- 2008-2009** Instructor, University of Illinois at Urbana-Champaign Kendo and Naginata Club. Registered Student Organization (Club Sports).
- 2003-2007** President, University of Illinois at Urbana-Champaign Kendo and Naginata Club. Registered Student Organization (Clubs Sports).
- 2008-2009** Officer, University of Illinois at Urbana-Champaign Kendo and Naginata Club. Registered Student Organization (Clubs Sports).
- 2005-2009** Member of University of Illinois at Urbana-Champaign Martial Arts Advisory Council. Registered Student Organization.

Community

- 2010-2012** Susan G. Komen Race for the Cure, Mid Missouri Affiliate, Sponsorship Co-Chair. Raised over a quarter of a million dollars in sponsorships for the 2011 Race.

AWARDS AND SCHOLARSHIPS.

North American Society for Sport Management Research Fellow (2018)

Sport Management Review Ad hoc Reviewer Award (2020)

International Journal of Sport Marketing and Sponsorship Reviewer of the Year (2019)

College of Agriculture, Food and Natural Resources Golden Apple Award for Excellence in Teaching and Advising (Spring 2014).

List of Teachers Rated as Excellent – University of Illinois (Spring, 2010)

Outstanding Faculty Nominee – University of Illinois Greek Week 2009

Phi Kappa Phi Honor's Society (GPA in Top 10% of Graduate Students)

GRADUATE STUDENT SUPERVISION

Doctoral:

Zeqing Mao. Department of Sport and Entertainment Management & Presidential Fellow (Advisor)

Hua Gong. Department of Sport and Entertainment Management (Co-Advisor)

Ph.D. Awarded (August 2020).

Placement: Assistant Professor – Rice University

Misun Won. Department of Sport and Entertainment Management (Committee Member)

Tim Koba. Department of Sport and Entertainment Management (Committee Member)

Charlie Brunette, Ph.D. Student in Education and Counseling Psychology – Health Promotions at the University of Missouri. (Dissertation Committee Member). Ph.D. Awarded (May, 2016).

Dissertation Title: The Contribution of School-Site Health and Wellness Opportunities, Personal Interest in Health and Perceived Health Competence to Health-Related Role Perceptions in Teachers.

Placement: University of Iowa Post-Doctoral Position

Masters:

Mary Sarah Ryan, MS student in Sport and Entertainment Management. University of South Carolina. (Committee Member).

Tatiana Allgeyer, MS student in the School of Hospitality, Restaurant, and Tourism Management. University of South Carolina (Committee Member).

Olivia Raxter, MS student in Health, Exercise Science and Recreation Management at the University of Mississippi. (Advisor).

Wantong Fu, MS student in Health, Exercise Science and Recreation Management at the University of Mississippi. (Advisor).

Marcus Jackson, MS student in Parks, Recreation and Tourism at the University of Missouri, Sport Management focus (Project Committee Member). MS Defended (January 2017).

Placement: University of Missouri Recreation Center

Dustin Steller, MS student in Parks, Recreation and Tourism at the University of Missouri, Sport Management focus (Advisor) MS Awarded (July, 2016).

Placement: University of Missouri Recreation Center

Jacob Toppel, MS student in Parks, Recreation and Tourism at the University of Missouri, Sport Management focus (Thesis Committee Member). MS Awarded (May, 2016).

Placement: University of Missouri Athletics

Jerett Rion, MS student in Parks, Recreation and Tourism at the University of Missouri, Sport Management focus (Thesis Committee Member). MS Awarded (May, 2016).

Placement: Instructor – University of Missouri School of Natural Resources

Zak Anderson, MS student in Parks, Recreation and Tourism. (Thesis Committee Member). MS Awarded (May, 2016).

Andrea Weed, MS student in Journalism at the University of Missouri. (Thesis Committee Member). MS Awarded (May, 2015).

Tie Nie, MS student in Parks, Recreation and Tourism at the University of Missouri, Sport Management focus (Advisor). MS Awarded (May, 2013).

Thesis Title: National Identity in Chinese Sport Media.

Placement: University of Alabama, Doctoral Program in Communication

Charlie Brunette, MS student in Parks, Recreation and Tourism at the University of Missouri. (Thesis Committee Member). MS Awarded (December, 2011).

Thesis Title: The Functional Approach to Volunteerism in Organizational Volunteers.

Placement: University of Iowa Post-Doctoral Position

Will Bartlett, MS in Parks, Recreation and Tourism at the University of Missouri. (Thesis Committee

Member). MS Awarded (May, 2011).

Thesis Title: Qualitative Analysis of Two Collegiate Basketball Players' Motivations.

Placement: University of Arkansas, Director of Basketball Operations

INDUSTRY RELATIONS

Have established relations with the following organizations through business meetings to discuss internships, job placement, guest speaking and other partnerships.

Chicago Blackhawks	Kansas City Speedway
Chicago Cubs	Kansas City Sports Commission
Chicago Fire	Kansas City T-Bones
Chicago Park District	Los Angeles Rams
Chicago Sky	Major League Baseball
Chicago Wolves	Major League Soccer
Chicagoland Speedway	Maryland Heights Parks and Recreation
City of Columbia Convention and Visitors Bureau	Mid Missouri Susan G. Komen Race for the Cure
City of Columbia Parks and Recreation	Missouri Western University Athletics
Colorado Rockies	Northwestern University Athletics
DECA (National High School Business Organization)	Oakland Athletics
Denver Nuggets	PGA Tour
Erie Sea Wolves	Red Frog Events
ESPN	Roc Nation Agency
F.C. Kansas City	Seattle Mariners
Gateway Grizzlies	Show Me State Games
Houston Astros	Sporting Kansas City
Houston Dash	St. Charles Parks and Recreation
Houston Dynamo	St. Louis Cardinals
Indiana Pacers	St. Louis Sports Commission
Infegy (Social Media Corporation)	Stephens College Athletics
Joliet Slammers	Taylor (Public Relations firm in New York)
JumpForward (Recruiting and Compliance Platform for Athletic Departments)	UCLA Athletics
Kansas City Chiefs	University of Arkansas Athletics
Kansas City Comets	University of Illinois Athletics
Kansas City Royals	University of Mississippi Athletics
	University of Missouri Athletics
	West Point Academy Athletics

MEDIA APPEARANCES

South Carolina Public Radio (2020, April 30) – Who Decides if College Football Returns in the Fall?
<https://www.southcarolinapublicradio.org/post/who-decides-if-college-football-returns-fall>

WIS News – (2020, March 25) – Discussing the impact of COVID-19 on the Olympics and other sporting events.

WLTX News – (2020, March 24) – Discussing the impact of COVID-19 on the sport and entertainment industries.

UofSC News – (2020, March 20) – COVID-19 impact: Sports and entertainment.

https://sc.edu/uofsc/posts/2020/03/covid_19_impact_regan_watanabe.php#.XqMswyhKiUm

South Carolina Public Radio (2020, March 17) – Afternoon News (discussing impact of COVID-19 on sport and entertainment events. <https://www.southcarolinapublicradio.org/post/031720-south-carolina-public-radio-afternoon-headlines>

Washington Post (2020, March 12) – A typically noisy sports month is silenced by coronavirus cancellations. <https://www.washingtonpost.com/sports/2020/03/12/typically-noisy-sports-month-is-silenced-by-coronavirus-cancellations/>

Washington Post (2020, March 12) – For sports fans, coronavirus cancellations are unprecedented and deflating. <https://www.washingtonpost.com/sports/2020/03/12/sports-fans-coronavirus-cancellations-are-unprecedented-deflating/>

KBTX-TV (2020, February 05) – How racial demonstrations affected NFL attendance. <https://www.kbtv.com/content/news/How-racial-demonstrations-affected-NFL-attendance-567599281.html>

Nikkei Asian Review Op-Ed (2020, January 29). Hard work and strength of character made Kobe Bryant a star in Asia. <https://asia.nikkei.com/Opinion/Hard-work-and-strength-of-character-made-Kobe-Bryant-a-star-in-Asia>

WalletHub (2020, January 27) – Best & Worst Cities for Football Fans. <https://wallethub.com/edu/best-worst-cities-for-football-fans/9691/#expert=nicholas-masafumi-watanabe>

Nikkei Asian Review Op-Ed (2019, October 12) – NBA’s row with China pitches freedom of speech against finance. https://asia.nikkei.com/Opinion/NBA-s-row-with-China-pitches-freedom-of-speech-against-finance?fbclid=IwAR1y23d8YQVN6g069e9bZ-I5uLKvfejNPKigPtwBlg_OgrhjOwu0Bp0LKuY

The Advocate (2019, January 3). Will Topgolf be a boon for Baton Rouge tourism? Local officials have high hopes. https://www.theadvocate.com/baton_rouge/news/business/article_6885b45a-0f9a-11e9-8c93-0b487f791d2b.html

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FOREIGN LANGUAGES (Spoken, Read and Written):

Japanese