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Advancing the Mission: Highlights from the 2025 ASMA Conference

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Abstract

The Journal of Applied Sport Management (JASM) is the official publication of the Applied Sport Management Association (ASMA), which is a scholarly organization that builds research partnerships between faculty and students. ASMA also facilitates connections between sport management faculty and students studying sport and practitioners working in the sport industry. In 2025, the annual conference was hosted by the University of Cincinnati under the direction of Dr. Matt Huml. Highlights from the annual conference include Dr. Chad Seifried from Louisiana State University receiving the ASMA Distinguished Service and Mentorship Award and Dr. Lawrence Judge of Ball State University becoming an ASMA Research Fellow.

Keywords: economic impact, contingent employees, mentor, service, students, research

In 2024, the ASMA annual conference was hosted by the University of Tennessee. The 2025 conference saw the association head north to the University of Cincinnati. Dr. Matt Huml spearheaded the Cincinnati conference efforts. Several distinguished faculty members were recognized at the conference. Dr. Chad Seifried of the Louisiana State University (LSU) was the recipient of the ASMA Distinguished Service and Mentorship Award. He is the second faculty member from LSU to receive the award. Chad's award speech can be found in this issue (Volume 17, Issue 1). Also receiving an award was Dr. Lawrence Judge of Ball State University. He was awarded the title of ASMA Research Fellow for his scholarly contributions to ASMA and the *Journal of Applied Sport Management*. Including Dr. Judge, only five scholars have earned this prestigious award since 2022.

The most recent conference also saw considerable participation in case study and research competitions for students. The undergraduate and graduate case study competitions are named in honor of the late Dr. Samantha Roberts. If you're new to ASMA, please refer to Dr. Clay Bolton's remembrance letter that was published in Volume 14, Issue 1. At the graduate level, the case study winners were Grace Dawes, Nicole Donnelly, and Sydney Sparks from Ball State University. Their advisor was Dr. Zachary Evans. The runner-up team was from Northern Illinois University and included Taylor Dunaway, Tyler Grimm, and Natalie Shaffer. Their advisor was Dr. Farah Ishaq.

The undergraduate competition was so large it required three divisions. Cee Rivers, Cheik Diallo, Joshua, Rivera, and Trent Phillips represented Temple University and were the winners of the "Bearcat" division. They were advised by Dr. Jonathan Howe. The runner-up team was from High Point University and included Owen Williamson, Whit Rhodes, Jack Robinson, and Sophie Pekarek. They were advised by Dr. Amy Rundio.

A team from the University of North Alabama won the "Musketeer" division. This team was advised by Kyle Conkle and included Elijah Hartnett, Savannah Mims, DJ Prance, and Ja'Larris Williams. The runner-up team was from Schreiner University and included Austin Westfahl, Julia Bray, Kameryn Roehrig, and Cole Hansen. They were advised by Dr. Matthew Robinson.

The final team of winners came from Indiana University - Indianapolis. Ryan Fletchall, Lindsay Modjeski, William Weng, and Nate Ryan won the "Norse" division of the undergraduate case study competition. They were advised by Dr. Geoffre Sherman. The runner-up team was from Ball State University and included Ben Carr, Adam Navarro, Lily Stogdill, and Jenna Wade. They were advised by Dr. Zachary Evans.

Along with the case study competitions, ASMA also holds undergraduate and graduate research competitions. The winner of the graduate research competition was Mandy Barefoot from LSU. Her research project was titled, "Leading and Retaining Contingent Employees in Sport Organizations," and she was advised by Dr. Michael Martinez. Drawing from the hospitality and tourism literature on the experiences of seasonal and contingent employees in hotels, Barefoot sought to engage with contingent sport employees to provide actionable leadership insights to executives and middle managers. She used the Seasonal Employee Leadership (SEL) scale to collect data about employee motivation for seeking out contingent employment and their intent to return to future contingent employment based on supervisor actions.

The winner of the undergraduate research competition was Sarah Dawkins from Elon University.

Her research project was titled, “Beyond the Arena: Economic Impact and Alternative Benefits to Sport Event and Venue Development,” and she was advised by Dr. Khirey Walker. Dawkins focused her project on the economic impact and spillover benefits of the Atlantic Coast Conference (ACC) Baseball Tournament. Specifically, she looked at the spending and impact of individual conference tournaments from 2017 to 2024 to determine if those events had a significant economic impact on their host communities in Charlotte and Durham, North Carolina.