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The Momentum Continues: 2026 ASMA Conference Highlights

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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 2026, the annual conference was hosted by Temple University. Highlights from the annual conference include Dr. Robin Hardin from the University of Tennessee receiving the ASMA Distinguished Service and Mentorship Award and Drs. Corr, Petersen, and Stokowski becoming ASMA Research Fellows.

Keywords: management, mentor, service, servant leadership, sport

In 2026, the Applied Sport Management Association (ASMA) annual conference was hosted by Temple University. Numerous distinguished faculty members were recognized at the conference. Dr. Robin Hardin of the University of Tennessee (UT) was the recipient of the ASMA Distinguished Service and Mentorship Award. He is the second faculty member from UT to receive the award. It was previously awarded to Dr. Adam Love in 2024. Dr. Hardin's award speech can be found in this issue (Volume 18, Issue 1). Also receiving awards were Dr. Jeffrey Petersen of Baylor University and Drs. Chris Corr and Sarah Stokowski of Clemson University. They were awarded the title of ASMA Research Fellow for their scholarly contributions to ASMA and the *Journal of Applied Sport Management* (JASM). Only eight scholars have earned this prestigious award since 2022.

The undergraduate and graduate case study competitions are always a highlight of the ASMA conference. These are named in honor of the late Dr. Samantha Roberts (please refer to Dr. Clay Bolton's remembrance letter that was published in Volume 14, Issue 1 of JASM). At the graduate level, the competition was split between two divisions: "Broad Street" and "Boathouse Row". The "Broad Street" division winners were from the University of South Carolina and advised by Dr. Stephen Shapiro. The winners included: Kylie Dobbins, Molly Rados, Hayden Rayfield, and Matt Swanson. The "Boathouse Row" division winners were from Temple University and advised by Drs. Jonathan Howe and Liz Taylor. The winners included: Ashlyn Casey, Megan Hunt, Julia Oakes, and Sophie Trad.

The undergraduate competition included three divisions: "Rocky Balboa," "Liberty Bell," and "Ben Franklin". Winning the "Rocky Balboa" division were students from Samford University. They were advised by Dr. Patrick Marsh. The winners included: Meg Coleman, Grayson Dykes, Violet Mackinson, and Grace Schultz. Students from Temple University won the "Liberty Bell" division. Advised by Drs. Howe and Taylor, the winners included: Giovanni Fornia, Cee Rivers, Taff Smith, and Leah Stein. Finally, students from East Stroudsburg University won the "Ben Franklin" division. They were advised by Dr. Kyle Brannigan. The winners included: Tyler Demikoff, Brandon Evans, and Quinn Murphy.

In addition to the case study competitions, ASMA also holds undergraduate and graduate research competitions. Winning the graduate research competition was Joelle Ferguson from Louisiana State University (LSU). Her research project was titled, "Beyond the Grant: An Examination of Funder-Driven Capacity Building in Sport for Development," and she was advised by Dr. Per Svensson. The winner of the undergraduate research competition was Meghan Logue from Elon University. Her research project was titled, "Does Conference Realignment Pay? Evidence from NCAA Division I Institutions," and she was advised by Dr. Alex Traugott.

In closing, just as ASMA has continued to grow, so has JASM. In the fall of 2025, the journal was indexed in Scopus, which is one of the world's most respected academic databases. This accomplishment marks a crowning achievement of the editors, Drs. Mar Magnusen of Baylor University, Lawrence Judge of Florida Gulf Coast University (FGCU), and Jun Kim of Arcadia University. With Magnusen and Kim's terms ending and Judge moving into a new role as Assistant Dean at FGCU, the journal will build upon the strong foundation that has been left under the direction of the current Senior Associate Editor (and future Editor), Dr. Brent Oja of LSU. Under his leadership and research acumen, JASM will continue to strengthen its position as the premier journal for the study and application of sport management.

