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Forging Ahead: Highlights from the 2023 ASMA Conference

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Forging Ahead: Highlights from the 2023 ASMA Conference

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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. ASMA has roots in the south, as the association was once known as the Southern Sport Management Association (SSMA). The first conference was held at Troy University. While the 2022 conference was hosted by Ball State University, the 2023 conference saw ASMA return to the south. The 2023 conference took place in Birmingham, Alabama and saw 200 attendees converge on the city to enjoy sport venues, research, and fellowship. It was hosted by Samford University under the direction of Dr. Patrick Marsh and his incredible students. Several highlights from the most recent conference are noted below.

Dr. Jeffrey Petersen of Baylor University was the recipient of the ASMA Distinguished Service and Mentorship Award. ASMA prides itself on involving students in the research process. Since 2017, Jeff has had over 70 students present their research at the ASMA annual conference. These presentations were done in addition to his own academic presentations at ASMA. Such contributions to ASMA align with his track record of mentoring students with their research activities. He has been involved with 20 thesis and dissertation committees. Jeff has also co-authored over 10 peer-reviewed manuscripts with graduate students and co-authored two book chapters with graduate students.

The ASMA conference also has case study and research competitions for students. The Dr. Samantha Roberts Undergraduate Case Study winners were from the University of Arkansas. The Razorback team included Rylee Ambroson, Lucy Parson, and Amy Springer. The case study winners at the graduate level were from Northern Illinois University. Representing the Huskies were Funmilayo Adeyemo, Nathaniel Margerum, Jack Mizgalski, and Patrick Tkachuk.

The ASMA Research Competition had undergraduate and graduate winners as well. Shannon Smith from the University of St. Francis won the undergraduate competition. Advising Shannon was Dr. Jessica Monu. She is an Assistant Professor of Recreation and Sport Management at St. Francis. Winning at the graduate level was Ronnie Watson from Ball State University. Advising Ronnie was Dr. Khirey Walker from Elon University. Congrats to all the winners! Continue to forge ahead.

Finally, ASMA welcomed Dr. Marcella Otto as the newest member of the executive committee. Dr. Otto is an assistant professor at Northern Illinois University. Her research interests center on organizational behavior, particularly as it pertains to engagement of sport personnel and volunteers. She joins current members-at-large, Drs. Michael Diacin and Matt Robinson, who hail from the University of Indianapolis and Schreiner University respectively.