

Brody James Rauhley, Ph.D.
Curriculum Vita
(April 2024)

EDUCATION

Ph.D., Sport Management, University of Tennessee, May 2010

- Ph.D. earned in Exercise and Sport Studies with a concentration in Sport Studies and a specialization in Sport Management. Cognate: Public Relations
- Adviser: Robin Hardin, Ph.D.
- Dissertation title: The Fantasy Sport Experience: Motivations, Satisfaction, and Future Intentions.

M.S., Sport Administration, University of Louisville, May 2006

- Master's thesis title: Take your coat off and bowl awhile.
- Adviser: Anita Moorman, J.D.

B.A., Communication, University of Kentucky, May 2005

PROFESSIONAL ACADEMIC EXPERIENCE

Assistant Department Chair, Miami University, Oxford, OH

- Spring 2020 – Current (Department of Sport Leadership & Management)
- Fall 2019 – Spring 2020 (Department of Kinesiology & Health)

Associate Professor, Miami University, Oxford, OH

- Fall 2019 – Current
- Taught course sections including: Business of Fantasy Sport, Sport Communication & Media, Sport Marketing, Strategic Management of Sport (graduate), & Sport Management

Executive Director, Miami University Institute for Responsible Gaming, Lottery, and Sport

- Summer 2023 – Spring 2024

Assistant Professor, Miami University, Oxford, OH

- Summer 2016 – Summer 2019
- Taught twenty-two (22) course sections including: Business of Fantasy Sport, Sport Management, Sport Marketing, Strategic Management of Sport (graduate), & Independent Study.

Assistant Professor, University of Cincinnati, Cincinnati, OH

- Fall 2011 – Spring 2016
- Taught twenty (25) undergraduate course sections including: Sport Public Relations, Ethical Issues in Sport, Sport Law, & Sport Marketing, International Sport Management, Business of Fantasy Sport, and Study Abroad.

Assistant Professor, University of Southern Indiana, Evansville, IN

- Fall 2010 – Summer 2011
- Taught ten (10) undergraduate course sections including: Principles & Foundations of Sport Management, Governance & Ethics in Sport, Sport Marketing, Sport Finance, Managing Organizations for Sport & Physical Activity, Current Issues in Sport.

Summer Adjunct Instructor, Mississippi State University, Mississippi State, MS

- Summer 2010, 2011, 2012, & 2013
- Taught four (4) undergraduate course sections. One course per summer. (Communication Management in Sport: SS 3303)

RELEVANT APPLIED EXPERIENCE

Co-Owner, Educating Beyond, LLC., Oxford, OH

August 2015 – Current

- Organize/facilitate inbound and outbound study tours for educational travel company

House Manager, Collins Bowling Centers, Inc., Lexington, KY

May 2006-July 2007

- Managed 40 lane, multi-million-dollar facility
- Director/Coordinator/Organizer of parents' group responsible for bringing the first conference of High School Bowling to Fayette County
- Involved with event planning and fundraising for numerous organizations including: Big Brothers and Big Sisters, Special Olympics, City Tournaments, and Junior Achievement
- Hired, trained, supervised, evaluated, interviewed, and disciplined all employees

President and Co-Founder, Horse Capital Conference, Lexington, KY

November 2006-August 2007

- Created High School Bowling League for high schools in Lexington, Kentucky and surrounding areas
- Developed league schedule, rules, logo, and purpose
- Oversaw coaches, participants, finances, and all league play
- Participated in State Bowling Tournament

Manager, Collins Bowling Centers, Inc., Lexington, KY

Nov. 2001-May 2006 - During Academic Year

- Managed two days per week
- Marketed bowling programs (create programs, brochures, advertisements, etc.)
- Involved with event planning and fundraising for numerous organizations including: Big Brothers and Big Sisters, Special Olympics, City Tournaments, and Junior Achievement
- Supervised, evaluated, and disciplined employees

Intern, Fort Wayne Wizards Baseball Club, Fort Wayne, IN

May 2004-Aug 2004 and May 2003-Aug 2003

- Organized and managed Wizard's largest promotion of the summer – With CHEVROLET (chance of giving away five Chevy SUVs)
- Broadcasted play-by-play for 10 games on radio for local ESPN affiliate
- Organized group outings for two communities (110+ people for each)
- Other intern responsibilities

RESEARCH, SCHOLARSHIP AND CREATIVE ACHIEVEMENT

SCHOLARLY CONTRIBUTIONS - BOOKS

1. **Ruihley, B.J., & Li, B.** (Eds). (2021). Administration & governance in global sport business. Kendall Hunt.
2. Pedersen, P.M., **Ruihley, B.J., & Li, B** (Eds.). (2020). *Sport and the pandemic: Perspectives on Covid-19's impact on the sport industry*. Routledge.
3. Billings, A.C., & **Ruihley, B.J.** (2014). *The fantasy sport industry: Games within games*. Routledge.

SCHOLARLY CONTRIBUTIONS - JOURNAL GUEST EDITOR

- Ploeg, A., & **Ruihley, B.J.** (2021) (Guest Editors). Special issue: History of Fantasy Sport. *International Journal of the History of Sport*, 38(1).
- **Ruihley, B.J., & Li, B.** (2020) (Guest Editors). Special issue: Sport and the Coronavirus Crisis. *International Journal of Sport Communication*, 13(3). Double-Issue. 34 articles.

SCHOLARLY CONTRIBUTIONS - BOOK CHAPTERS (EDITORIAL & PEER REVIEWED)

1. Duncan, S., **Ruihley, B.J.**, & Yüce, A. (**In Press, 2024**). Communicating the odds: How sports betting became part of sports broadcasting. In P. Pedersen (Ed) *Routledge Handbook of Sport Communication (2nd edition)*.
2. **Ruihley, B.J.**, & Hardin, R.. (**In Press, 2024**). Fantasy sport and media consumption. In P. Pedersen (Ed) *Routledge Handbook of Sport Communication (2nd edition)*.
3. Ross, M., Ruihley, B., & Pedersen, Z.P. (**In Press, 2024**). Communication in the sport industry. In P. Pedersen & L. Thibault (Eds) *Contemporary Sport Management (8th edition)*.
4. Li, B., & **Ruihley, B.J.** (2023). Social media marketing in China. In *Routledge Handbook of Sport in China: Social Media Marketing: Sport Fans, Athletes and Organizations* (pp. 316-321). London: Routledge.
5. **Ruihley, B.J.** (2023). The role of fantasy sport in the digital realm. In M. Naraine, T.M. Hayduk III, & Doyle, J.P. (Eds.) *Routledge Handbook of Digital Sport Management*.
6. **Ruihley, B.J.**, & Hardin, R. (2022). Fandom in the realm of fantasy sports. In D.S. Coombs & A. Osborne (Eds.). *Routledge handbook of sports fans and fandom*. London: Routledge.
7. **Ruihley, B.J.**, & Beissel, A. (2022). EconFantasy simulation and practice: Implications of research-led teaching. In M. Rayner & T. Webb (Eds) *Sport Management Education: Global Perspectives and Implications for Practice* (pp. 58-72).
8. Cork, C., Lewis, J.B., & **Ruihley, B.J.** (2021). Governance and issues of intercollegiate and interscholastic sport. In B.J. Ruihley & B. Li (Eds.), *Administration & governance in global sport business* (pp. 185-206). Kendall Hunt.
9. **Ruihley, B.J.**, & Li, B. (2021). Introduction to sport organizations. In B.J. Ruihley & B. Li (Eds.), *Administration & governance in global sport business* (pp. 3-12). Kendall Hunt.
10. **Ruihley, B.J.** (2021). Communicating fantasy sport. In M. Butterworth (Ed.) *Handbook of Communication and Sport* (pp. 597-614). Berlin: De Gruyter Mouton.
11. **Ruihley, B.J.**, & Billings, A.C., & Buzzelli, N. (2021). The ultimate value-added proposition. How fantasy sport evolved to accommodate the changing social needs of sports fans. In J. Carvalho's (Ed.) *Sports Media History: Culture, Technology, Identity* (pp. 251-261). Routledge.
12. Pedersen, P.M., **Ruihley, B.J.**, & Li, B. (2020). Overview of perspectives on a global pandemic's impact on the sport industry (editor reviewed). In P. M. Pedersen, B. J. Ruihley, & B. Li (Eds.), *Sport and the pandemic: Perspectives on Covid-19's impact on the sport industry* (pp. 1-4). London: Routledge.
13. Zhang, J., Li, B., & **Ruihley, B.J.** (2020). Covid-19 and the Chinese Super League: Managing the world's most popular sport in a time of global crisis. In P. M. Pedersen, B. J. Ruihley, & B. Li (Eds.), *Sport and the pandemic: Perspectives on Covid-19's impact on the sport industry* (pp. 119-126). London: Routledge.
14. **Ruihley, B.**, Hebbel-Seeger, A., & Horkey, T. (2019). VR, AR, Drohnen und 360-Grad-Kameras – die Zukunft von Sportmanagement und Sportkommunikation mit einem Blick auf die Situation in den USA. [VR, AR, drones and 360-degree-video - the future of sports management and sports communication with a special view on the situation in the US.] In R. Wadsack (Ed.), *Digitale Transformation und Sportmanagement [Digital transformation and sports management. working title.]* Bern/Schweiz: Peter Lang.
15. **Ruihley, B.J.**, & Billings, A.C. (2019). Ascending as the fantasy giant: ESPN fantasy, mainstreaming fantasy gaming, and the role of Goliath. In G. Armfield, J. McGuire, & A. Earnhardt (Eds.) *ESPN and the changing sports media landscape*. Peter Lang.
16. *Yang, Y.Y., Billings, A.C., & **Ruihley, B.J.** (2017). Team identification in traditional and fantasy football fandom: Contradictory or complementary concepts. In A.C. Billings & K. Brown (Eds.) *Evolution of the modern sports fan* (pp. 115-130). New York: Lexington Books.
17. **Ruihley, B.J.**, Billings, A.C., & *Rae, C. (2017). Not sport, yet defining sport: The mainstreaming of fantasy sport participation. In S.E. Klein's (Ed.), *Defining sport: Conceptions and borderlines* (pp. 193-206). Lanham, MD: Lexington Books.

18. **Ruihley, B. J.**, & Grappendorf, H. (2016). Attracting female participants to fantasy sport: Is it possible? In Pitts, B., (Ed) *Sports marketing case studies*. Morgantown, West Virginia: FIT publishing.
19. **Ruihley, B.J.**, & Billings, A.C. (2016). Exploring the Braintrust: The evolution and impact of the Fantasy Sport Trade Association. In N.D. Bowman, J.S.W. Spinda, & J. Sanderson (Eds.) *Fantasy sports and the changing sport media industry: Media, players, and society*. New York: Lexington Books.
20. Gearhart, C., Keaton, S., & **Ruihley, B.J.** (2016). The role of self-disclosure in fantasy sport league satisfaction. In N.D. Bowman, J.S.W. Spinda, & J. Sanderson (Eds.) *Fantasy sports and the changing sport media industry: Media, players, and society*. New York: Lexington Books.
21. **Ruihley, B.J.**, Hardin, R., & Billings, A.C. (2015). ESPN and the fantasy sport experience. In J. McGuire, Armfield, & Earnhardt (Eds.) *The ESPN Effect: Academic studies of the worldwide leader in sports*. New York: Peter Lang.
22. 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. In A.F. Slade, A.J. Narro, & D. Givens-Carroll (Eds.) *Television, social media, and fan culture*. New York: Lexington.
23. **Ruihley, B.J.**, & Hardin, R. (2014). Fantasy sport: More than a game. In A.C. Billings, & M. Hardin (Eds.). *Routledge handbook of sport and new media*. (pp. 237-246). New York: Routledge.
24. **Ruihley, B.** & Hardin, R. (2013). Focus on fantasy: An overview of fantasy sport consumption. In P. Pedersen (ed.). *Routledge handbook of sport communication* (pp. 269-278). New York: Routledge.

*Student Author

SCHOLARLY CONTRIBUTIONS - PUBLISHED MANUSCRIPTS - REFEREED

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25. **Ruihley, B.J.**, Buzzelli, N.R., & Billings, A.C. (2022). The fantasy sport context: Altering the uses and gratifications of sport fandom. *Journal of Sports Media*, 17(1), 1-23.
 26. Li, B., Scott, O.K.M., Naraine, M.L., & **Ruihley, B.J.** (2021). Tell me a story: Exploring elite female athletes' self-presentation via an analysis of Instagram Stories. *Journal of Interactive Advertising* 21(2), 108-120.
 27. **Ruihley, B.J.**, & Grappendorf, H. (2021). Recruiting women to a male-dominated activity: A case study of women's non-participation in fantasy sport. *Case Studies in Sport Management*, 10, 20-24 (teaching notes pp. 1-6).
 28. **Ruihley, B.J.**, Billings, A.C., & Buzzelli, N*. (2021). A swiftly changing tide: Fantasy sport, gambling, and alternative forms of participation. *Games & Culture*, 16 (6), 681-701.
 29. **Ruihley, B.J.**, & Chamberlin, J. (2021). The history and evolution of the fantasy sport voice: An oral account of the major aspects forming the Fantasy Sports and Gaming Association. *The International Journal of the History of Sport*, 38(1), 135-151.
 30. Ploeg, A., & **Ruihley, B.J.** (2021). Genealogies of fantasy sport. *The International Journal of the History of Sport*, 38(1): 1-6.
 31. **Ruihley, B.J.**, & Li, B. (2020). Sport and the coronavirus crisis special issue: An introduction (editor reviewed). *International Journal of Sport Communication*, 13(3), 289-293.
 32. **Ruihley, B.J.**, & Chamberlin, J. (2020). Just a fantasy? Examining fantasy sport in a time without sport. *International Journal of Sport Communication*, 13(3), 361-369.
 33. **Ruihley, B.J.**, & Grappendorf, H. (2019). Women sports fans' opinion of fantasy sport activity. *Journal of Contemporary Athletics*, 13(4), 245-464.
 34. **Ruihley, B.J.**, *Mamo, Y., Greenwell, T.C., & Andrew, D. (2019). Increase customer retention: An examination of quality and its effects on the retention of sport participants. *Journal of Sport Behavior*, 42(3), 365-388.

35. **Ruihley, B.J.**, Simmons, J., Billings, A.C., & Calabrese, R. (2018). Fantasy breakdown: A case study on organizational crisis communication and stakeholder reaction during mass product failure. *International Journal of Sport Communication*, 11(4), 552-572 .
36. Billings, A.C., **Ruihley, B.J.**, *Yang, Y. (2017). Fantasy gaming on steroids?: Contrasting perceptions of traditional and daily fantasy sport participants. *Communication & Sport*, 5(6), 732-750.
37. **Ruihley, B.J.**, Yu, K., & Hardin, R. (2017). Korean sport consumers' perceptions of sports in the United States. *Global Sport Business Journal*, 5(1), 23-41.
38. **Ruihley, B.J.**, & Pate, J.R. (2017). For the love of sport: Examining sport emotion through a Lovemarks lens. *Communication & Sport*, 5(2), 135-159.
39. Veraldo, C.M., & **Ruihley, B.J.** (2017). Theory of planned behavior and women in senior-level athletic administration. *Sport, Business and Management: An International Journal*, 7(1), 21-37.
40. **Ruihley, B.J.**, Pratt, A.N., & Carpenter, T. (2016). The role of public relations in college athletics: Identifying roles, tasks, and importance of public relations. *Journal of Applied Sport Management*, 8(1), 55-82.
41. **Ruihley, B.J.**, & Hardin, R. (2015). Gameday food and beverage: The perspective of college football fans. *Journal of Applied Marketing Theory*, 6(1), 27-43.
42. Grappendorf, H., & **Ruihley, B.J.** (2015). Different activity, same story: Women's perceptions of why fantasy sport is male dominated. *Global Sport Business Journal*, 3(2), 1-15.
43. Pate, J.R., Hardin, R., & **Ruihley, B.J.** (2014). Speak for yourself: Analysing how U.S. athletes used self-presentation on Twitter during the 2012 London Paralympic Games. *International Journal of Sport Management & Marketing*, 15(3/4), 141-162.
44. **Ruihley, B.J.**, Billings, A.C., & *Rae, C. (2014). As time goes by: Deciphering the fantasy sport playing teenager. *Sport Marketing Quarterly*, 23(4), 187-197.
45. **Ruihley, B.J.**, & Hardin, R. (2014). Sport fans and online data collection: Challenges and ethics. *Journal of Applied Sport Management*, 6(3), 1-15.
46. Pate, J. R., **Ruihley, B.J.**, & Mirabito, T. (2014). Displaying disability: A content analysis of person-first language on NCAA Bowl Championship Series college athletic department websites. *Journal of Applied Sport Management*, 6(1), 1-24.
47. Hardin, R., **Ruihley, B.**, & *Veraldo, C. (2013). Game day experience through the lens of critical incidents technique. *Journal of Applied Sport Management*, 5(4), 1-26.
48. Hardin, R., **Ruihley, B.**, & *Veraldo, C. (2013). Collegiate athletic directors' perception of academic research: A qualitative analysis. *Journal of Contemporary Athletics*, 8(1), 37-52.
49. **Ruihley, B.J.**, & Hardin, R. (2013). Meeting the informational needs of the fantasy sport user. *Journal of Sports Media*, 8(2), 53-80.
50. **Ruihley, B.J.**, & Billings, A.C. (2013). Infiltrating the boys' club: Motivations for women's fantasy sport participation. *International Review for the Sociology of Sport*, 48(4), 435-452.
51. *Lee, J., **Ruihley, B.J.**, *Brown, N., & Billings, A.C. (2013). The effects of fantasy football participation on team identification, team loyalty and NFL fandom. *Journal of Sports Media*, 8(1), 207-227.
52. Love, A., Morse, A., & **Ruihley, B.** (2013). Understanding volunteers' experiences: A critical incident approach. *Journal of Contemporary Athletics*, 7(2), 69-85.
53. Billings, A.C., & **Ruihley, B.J.** (2013). Why we watch, why we play: The relationship between fantasy sport and fanship motivations. *Mass Communication & Society*, 16(1), 5-25.
54. **Ruihley, B.J.**, Pate, J.R., & Hardin, R.L. (2012). Athletics online: A content analysis of athletic department websites. *Journal of Contemporary Athletics*, 6(4), 185-202.
55. *Brown, N., Billings, A.C., & **Ruihley, B.J.** (2012). Exploring the change in motivations for fantasy sport participation during the life cycle of a sports fan. *Communication Research Reports*, 29(4), 333-342.
56. Hardin, R., Koo, G., **Ruihley, B.J.**, Dittmore, S., & *McGreevey, M. (2012). Motivation for consumption of collegiate athletics subscription web sites. *International Journal of Sport Communication*, 5(3), 368-383.

57. Koo, G.Y., **Ruihley, B.J.**, & Dittmore, S. (2012). Impact of perceived on-field performance on sport celebrity source credibility. *Sport Marketing Quarterly*, 21(3), 147-158.
58. **Ruihley, B.J.**, & Greenwell, T.C. (2012). Understanding the league sport participation experience utilizing the critical incident technique. *Sport Marketing Quarterly*, 21(1), 32-42.
59. **Ruihley, B.J.**, & Hardin, R. L. (2011). Beyond touchdowns, homeruns, and 3-pointers: An examination of fantasy sport participation motivation. *International Journal of Sport Management and Marketing*, 10(3/4), 232-256.
60. **Ruihley, B.J.**, & Hardin, R. (2011). Message board use and the fantasy sport experience. *International Journal of Sport Communication*, 4(2), 233-252.
61. **Ruihley, B.J.**, Runyan, R.C., & Lear, K.E. (2010). The use of sport celebrities in advertising: A replication and extension. *Sport Marketing Quarterly*, 19(3), 132-142.
62. **Ruihley, B.J.**, & Fall, L.T. (2009). Assessment on and off the field: Examining athletic directors' perceptions of public relations among the college athletics industry. *International Journal of Sport Communication*, 2(4), 398-410.

*Student Author

SCHOLARLY CONTRIBUTIONS - INTERNATIONAL INVITED PRESENTATIONS

1. **Ruihley, B.J.** (2023, September). Panelist. Connecting athletes, coaches, and communities: The power of effective communication in sports and PE. Sports Authority of India, Lakshmi Bai National College of Physical Education and International Society for Comparative Physical Education and Sport. *The International Society for Comparative Physical Education and Sport (ISCPEs) Global Teaching Excellence Series*. Virtual Panel.
2. **Ruihley, B.J.** (2018, September). Games around the games: The value of fantasy sport and e-sport activities in a constantly changing digital climate. *International Hamburg Congress on Sport, Economy and Media 2018*. Hamburg, Germany.
3. **Ruihley, B.J.** (2015, May). "Intercultural Communication," Graduate Seminar. Dr. Kwangil Yu. Chonbuk National University, Jeonju, South Korea.
4. **Ruihley, B.J.** (2014, February). "Global Sport Ethics," Undergraduate and Graduate Seminar. Drs. Kang & Jeoung. Chonbuk National University, Jeonju, South Korea.
5. **Ruihley, B.J.** (2013, April). "American Sport Culture," Undergraduate and Graduate Seminar. Dr. Kwangil Yu. Chonbuk National University, Jeonju, South Korea.
6. **Ruihley, B.J.** (2012, August). "American Sport Culture," Graduate Seminar. Dr. Kwangil Yu. Chonbuk National University, Jeonju, South Korea.

SCHOLARLY CONTRIBUTIONS - CONFERENCE PRESENTATIONS

7. Li, B., **Ruihley, B.J.**, & Oruna, J. (2024, March). Challenges, credentials, and change in digital sport journalism. *International Association for Communication & Sport*. Los Angeles, CA.
8. **Ruihley, B.J.** & Beissel, A. (2024, February). Sport, gambling, and promotional culture: The rise of integrative media, user-generated content, and the sports-media-gambling industrial complex. *Applied Sport Management Association (ASMA) Conference*.
9. Zdroik, J., Armentrout, S, Veraldo, C., **Ruihley, B.**, & Yost, D. (2024, February). Expanding the traditional sport management classroom: Short term study abroad. *Applied Sport Management Association (ASMA) Conference*.
10. **Ruihley, B.J.** (2023, October). Shooting fish in a barrel: Sports betting and the college market. *International Center for Responsible Gaming (ICRG) Conference on Gambling and Addiction*.
11. **Ruihley, B.J.**, & Li, B. (2023, March). Are the Olympics Games experiencing an "East Rising and West Falling"? Untangling motivational differences between American audiences and Chinese audiences of Olympic media consumption. *International Association for Communication & Sport*. Barcelona, Spain.

12. **Ruihley, B.J.**, & Hardin, R. (2023, March). Sports Betting and the College Student. *International Association for Communication & Sport*. Barcelona, Spain.
13. Veraldo, C., **Ruihley, B.J.**, Yost, D., & Grappendorf, H. (2023, February). Sport and service learning in Greece: Integrating an experiential learning experience into an International Sport Management course. *Applied Sport Management Association Conference*. Birmingham, AL.
14. **Ruihley, B.J.** (2023, February). An applied & academic view into sports betting. *Applied Sport Management Association Conference*. Birmingham, AL.
15. **Ruihley, B.J.**, Ratts, T., & Pedersen, P.M. (2022). Expectations, pressure, and backlash: A view into the world of providing expert analysis to fantasy sport participants and sport gamblers. *Applied Sport Management Association*.
16. **Ruihley, B.J.** (2022). The life of the FSTA: Exploring the history and evolution of a sport communication-based industry through documentary-style research. *International Association for Communication & Sport*.
17. Li, B., **Ruihley, B.J.**, & Redett, S. (2022). Watching TV or online? Exploring how American audiences followed the 2020 Tokyo Olympic Games. *International Association for Communication & Sport*.
18. **Ruihley, B.J.** (2021, June). Panel Participation: An oral account of the history and evolution of the fantasy sport voice. Pop Culture Association 2021 National Conference.
19. **Ruihley, B.J.**, & Chamberlin, J. (2021, February) It is just Fantasy. Examining Fantasy Sport in a Time with No Sport. *Applied Sport Management Association Annual Conference*.
20. Zhang, J. C.*, Li, B., **Ruihley, B. J.** & Pedersen, P. M. (2021, February). Covid-19 and the Chinese Super League: Managing the world's most popular sport in a time of global crisis. *Applied Sport Management Association Annual Conference*.
21. **Ruihley, B.**, Hebbel-Seeger, A., Brunswick, L., Schölzel, L, & Stechmesser, J.M. (2021, March). How does fantasy sport impact soccer fandom? Recipient behavior and user experience examined through German-based fantasy sport. *International Association for Communication and Sport*.
22. **Ruihley, B.**, Billings, A., Buzzelli, N. (2021, March). A swiftly changing tide: Fantasy sport, gambling, and alternative forms of participation. *International Association for Communication and Sport*.
23. **Ruihley, B.J.** (2020, February). Intersection of gaming and giving. *Applied Sport Management Association Annual Conference*. Waco, TX.
24. **Ruihley, B.J.** (2020, February). The history and evolution of the fantasy sport voice: An examination of the Fantasy Sports Trade and Gaming Association. *Applied Sport Management Association Annual Conference*. Waco, TX.
25. Mamo, Y. Z., **Ruihley, B. J.**, Andrew, D., & Greenwell, T.C. (Nov, 2019). The effects of quality on satisfaction and customer retention: An examination of participant sport. *Sport Marketing Association*,. Chicago, IL.
26. Bell, T., & **Ruihley, B.J.** (2019, August). Mobile media and fantasy sport: A quantitative analysis of media dependency on fantasy draft information. *2019 AEJMC Annual Conference*.
27. **Ruihley, B.J.** (2019, March). Panelist: ESPN and the evolving sports media landscape. *International Association for Communication and Sport*. Boise, ID.
28. Bell, T., & **Ruihley, B.J.** (2019, March). Media dependency and the fantasy sport draft. *International Association for Communication and Sport*. Boise, ID.
29. **Ruihley, B.J.** (2019, February). Communicating fantasy sport. *Applied Sport Management Conference 2019*. Nashville, TN.
30. **Ruihley, B.J.**, & Hardin, R. (2019, February). Fandom in the fantasy sport realm. *Applied Sport Management Conference 2019*. Nashville, TN.
31. **Ruihley, B.J.** (2018, September). Games around the games: The value of fantasy sport and esports activities in a constantly changing digital climate. *International Hamburg Congress on Sport, Economy and Media 2018*. Hamburg, Germany.
32. **Ruihley, B.J.** (2018, April). Fantasy sport motivation, consumption, and satisfaction: updating an ever-changing consumer profile. *International Association for Communication and Sport*. Bloomington, Indiana.

33. **Ruihley, B.J.**, & Huber, S. (2018, April). Personalizing the fantasy sport experience. *International Association for Communication and Sport*. Bloomington, Indiana.
34. **Ruihley, B.J.** (2018, April). Panel. Diversity, Inclusion, and Fantasy Sport. *International Association for Communication and Sport*. Bloomington, Indiana.
35. **Ruihley, B.J.** (2018, February). Examining fantasy sport entry. *Applied Sport Management 2018 Conference*. Waco, TX.
36. **Ruihley, B.J.** (2018, February). Fantasy sport voices heard: Examining feedback to fantasy sport providers. *Applied Sport Management 2018 Conference*. Waco, TX.
37. **Ruihley, B.J.** (2017, April). Panel. Broadcasting Fantasy Sport. *Broadcast Educator's Association*. Las Vegas, N.V.
38. **Ruihley, B.J.**, Simmons, J., Billings, A.C., & Calabrese, R. (2017, April). Fantasy breakdown: Examining organizational crisis communication and stakeholder reaction during product failure on the most anticipated day in fantasy football. *International Association for Communication and Sport*. Phoenix, Arizona.
39. **Ruihley, B.J.**, & Grappendorf, H. (2017, April). Fantasy Sport & the Non-Participant: Perception from Women Sport Fans. *International Association for Communication and Sport*. Phoenix, Arizona.
40. Veraldo, C. & **Ruihley, B.** (April, 2017). Theory of planned behavior and intention to pursue senior level administration. College Sport Research Institute Conference. Columbia, S.C.
41. **Ruihley, B.J.**, & Moorman, A.M. (2017, February). Exploring the legal landscape of fantasy sport in the United States. *Applied Sport Management Association 2017 Conference*. Baton Rouge, L.A.
42. **Ruihley, B.J.**, Yu, K., Hardin, R., & Koo, G.Y. (2017, February). Korean baseball fandom: An examination of satisfaction and future intent. *Applied Sport Management Association 2017 Conference*. Baton Rouge, L.A.
43. Yang, Y.Y., Billings, A.C., & **Ruihley, B.J.** (2016, August). Team identification in traditional and fantasy football fandom: Contradictory or complementary concepts? *AEJMC 2016 Annual Conference*. Minneapolis, M.N.
44. Billings, A.C., **Ruihley, B.J.**, Yang, Y. (2016, April). Fantasy gaming on steroids?: Contrasting perceptions of traditional and daily fantasy sport participants. *Broadcast Educator's Association*. Las Vegas, N.V.
45. **Ruihley, B.J.**, (Moderator & Panelist). (2016, March). The reality of fantasy sports: Examining identity, vicarious management, and current issues in fantasy sports. *International Association for Communication and Sport*. Grand Rapids, M.I.
46. **Ruihley, B.J.**, & Grappendorf, H. (2016, March). Sport communication collaboration. *International Association for Communication and Sport*. Grand Rapids, M.I.
47. **Ruihley, B.J.**, Yu, K., & Hardin, R. (2016, February). Understanding global sport consumers: Korean view of sport in the United States. *ASMA Applied Sport Management Conference*. Baton Rouge, L.A.
48. **Ruihley, B.J.**, & Hardin, R. (2016, February). Fantasy sport: More than a game. *ASMA Applied Sport Management Conference*. Baton Rouge, L.A.
49. **Ruihley, B.J.**, & Pate, J.R. (2015, April). Loving college athletics: examining the role of emotion and love in college athletic branding. *8th Annual CSRI Conference on College Sport*. Columbia, SC.
50. **Ruihley, B.J.** (2015, April). Panelist. ESPN and the fantasy sport experience. *Broadcast Educator's Association 2015*. Las Vegas, N.V.
51. **Ruihley, B.J.**, & Pate, J.R. (2015, March). For the love of sport: Examining sport emotion through a Lovemarks lens. *International Association for Communication and Sport*. Charlotte, N.C.
52. **Ruihley, B.J.**, & Hardin, R. (2015, March). Sport fans and online data collection: Challenges and ethics. *International Association for Communication and Sport*. Charlotte, N.C.
53. Grappendorf, H., Aicher, T. & **Ruihley, B. J.** (2015, February). How do we increase diversity in sport management? A program to increase female students. *Global Sport Business Association Conference, (GSBA)*; Nassau, Bahamas.

54. Hardin, R., & **Ruihley, B.J.** (2014, November). Gameday food and beverage: The perspective of college football fans. *Sport Entertainment & Venues Tomorrow Conference (SEVT)*; Columbia, SC.
55. Yu, K., & **Ruihley, B.J.** (2014, November). The effective decision making method for Korea's Muju Taekwondo Theme Park event programs. *SEVT, Sport Entertainment & Venues Tomorrow Conference (SEVT)*; Columbia, SC.
56. Grappendorf, H., & **Ruihley, B.J.** (2014, October). Different activity, same story: Women's perceptions of why fantasy sport is male dominated. *World Association for Sport Management*, Madrid, Spain.
57. **Ruihley, B.J.** (2014, April). Panelist: Researching the fantasy sport user. *Broadcast Educator's Association*. Las Vegas, NV.
58. **Ruihley, B.J.**, & Pratt, A. (2014, March). Examining athletic directors' perceptions of public relations in college athletics: A replication. *International Association for Communication and Sport*. New York, N.Y.
59. **Ruihley, B.J.**, Billings, A.C., & Marshall, C. (2014, March). Understanding year one: youth sport fandom and fantasy sport participation. *International Association for Communication and Sport*. New York, N.Y.
60. Gearhart, C., **Ruihley, B.J.**, Keaton, S.A. (2014, March). Self-disclosure on fantasy sport league message boards: motivations, perceived appropriateness, and satisfaction. *International Association for Communication and Sport*. New York, N.Y.
61. Pate, J. R., Hardin, R., & **Ruihley, B. J.** (2013, May). The social media games: An analysis of Paralympic athletes' tweets. *2013 North American Society for Sport Management Conference*. Austin, T.X.
62. **Ruihley, B.J.**, & Veraldo, C. (2013, April). Game day experience through the lens of critical incident technique. *College Sport Research Institute 2013*. Chapel Hill, N.C.
63. **Ruihley, B.J.** (2013, February). Panelist: Fantasy to learn: Making fun educational. *Fifth Summit on Communication and Sport (IACS)*. Austin, T.X.
64. Hardin, R.L., **Ruihley, B.J.**, Koo, G., & Dittmore, S. (2013, February). An examination of motivations to use subscription-based message boards. *Fifth Summit on Communication and Sport (IACS)*. Austin, T.X.
65. Billings, A.C., **Ruihley, B.J.**, & Kim, Y. (2013, February). Figuring in the financials: Free vs. small stakes vs. high stakes fantasy sport players. *Fifth Summit on Communication and Sport (IACS)*. Austin, T.X.
66. Veraldo, C., & **Ruihley, B.** (2012, November). Investigating the educational legitimacy and placement of intercollegiate athletics in institutions of higher education. North American Society for the Sociology of Sport (NASSS) 33rd Annual Conference. New Orleans, Louisiana.
67. Lee, J., **Ruihley, B.J.**, Brown, N., & Billings, A.C. (2012, August). The effects of fantasy football participation on team identification, team loyalty, and NFL fandom. Association for Education in Journalism and Mass Communication National Conference. Chicago, IL.
68. Healy, J.P., Skinner, J., & **Ruihley, B.J.** (2012, June). National Association of Academic Advisors for Athletics National Conference). Examining the student-athlete experience in online classes. National Association of Academic Advisors for Athletics National Conference. Buffalo, NY.
69. **Ruihley, B.J.** (2012, April). Serve on panel focusing on new sport course development. *Broadcast Education Association 2012*. Las Vegas, NV.
70. Hardin, R., **Ruihley, B.J.**, & Veraldo, C. (2012, April). NCAA athletic directors' perception of academic research. *2012 CSRI Conference on College Sport*. Chapel Hill, N.C.
71. Pate, J.R., **Ruihley, B.J.**, & Mirabito, T. (2012, April). Accessible language on NCAA BCS college athletic department websites. *2012 CSRI Conference on College Sport*. Chapel Hill, N.C.
72. **Ruihley, B.J.** (2012, April). Serve on four-person panel focusing on fantasy sport. *Broadcast Education Association 2012*. Las Vegas, NV.

73. **Ruihley, B.J.** & Hardin, R. (2012, April). Understanding the fantasy sport experience. *Popular Culture Association*. Boston, M.S.
74. Billings, A.C., & **Ruihley, B.J.** (2012, March). The fantasy sport trade association: An inside look into a billion-dollar industry. *Fifth Summit on Communication & Sport*. Peoria, I.L.
75. **Ruihley, B.J.**, Pate, J.R., & Hardin, R.L. (2012, March). Athletics online: A content analysis of athletic department websites. *Fifth Summit on Communication & Sport*. Peoria, IL.
76. **Ruihley, B.J.** & Billings, A.C. (2011, November). Infiltrating the “Boys Club”: Motivations for women’s fantasy sport participation. *North American Society for the Sociology of Sport*. Minneapolis, M.N.
77. **Ruihley, B.J.**, & Hardin, R. (2011, August). Message Board Use and the Fantasy Sport Experience. Association for Education in Journalism and Mass Communication National Conference (AEJMC). St. Louis, M.O.
78. Love, A., Morse, A., & **Ruihley, B.** (2011, April). Understanding volunteers’ experiences: A critical incident approach. *Southern Sport Management Conference*. Troy, A.L.
79. Billings, A.C., & **Ruihley, B.J.** (2011, March). Why We Watch, Why We Play: Fantasy sports, fanship motivations, and the sport fan 2.0. *Association for Education in Journalism and Mass Communication Southeast (AEJMC)*. Columbia, S.C.
80. **Ruihley, B.J.**, & Runyan, R.C. (2010, April). Schwabism: An investigation of the sport fan who knows it all. *Southern Sport Management Conference*. Troy, A.L.
81. **Ruihley, B.J.**, & Hardin, R. (2010, March). Media Use in the Fantasy Sport Experience. *Fourth Summit on Communication and Sport*. Cleveland, O.H.
82. **Ruihley, B.J.** (2009, November). Marketing fantasy sport motivations. *Sport Entertainment & Venues Tomorrow*, Columbia, S.C.
83. **Ruihley, B.J.**, & Runyan, R.C. (2009, October). The use of sport celebrities in advertising: A replication and extension. *The Popular Culture/American Culture Association in the South 2009*. Wilmington, N.C.
84. **Ruihley, B.J.**, & Greenwell, T.C. (2009, May). Developing an understanding of the league sport participation experience as a customer and a participant utilizing the critical incident technique. *North American Society for Sport Management (NASSM)*. Columbia, S.C.
85. Pratt, A., **Ruihley, B.J.**, & Haley, E. (2009, May). Case of Pearl: Assessing the impact of Bruce Pearl on one college campus and athletic program. *North American Society for Sport Management (NASSM)*. Columbia, S.C.
86. **Ruihley, B.J.**, & Fall, L. (2009, April). Public relations in collegiate athletics: An examination of athletic directors’ perceptions of the role of public relations in a college athletic department. *College Sport Research Institute Scholarly Conference*. Chapel Hill, N.C.
87. **Ruihley, B.J.** (2008, October). Fantasy sport’s impact on traditional media use. *The Popular Culture/American Culture Association in the South 2008*. Louisville, K.Y.
88. Koo, G., **Ruihley, B.J.**, Pratt, A., & Hardin, R. (2008, February). Communication with donors: Donor motivations and athletic development web sites. *Third Summit on Communication & Sport*.

SCHOLARLY CONTRIBUTIONS - INVITED INDUSTRY/ACADEMIC PRESENTATIONS

89. **Ruihley, B.J.** (2024, March). Twins, Siblings, or Separate Entities: Defining the Relationship Between Fantasy Sports and Sports Betting. University of Alabama Beyond Sport Initiative Summit. Tuscaloosa, AL. *Panelist*.
90. Custer, S., & **Ruihley, B.J.** (2023, May). Sports betting and the college student. Virtual presentation. *Prevention First!* Cincinnati, OH.
91. **Ruihley, B.J.** (2023, February). Sports betting insight 2023. Poster presentation. *Fantasy Sports & Gaming Association Winter Conference*. Las Vegas, N.V.
92. **Ruihley, B.J.** (2022, February). Full-season, DFS, & sports betting profile update 2022. Poster presentation. *Fantasy Sports & Gaming Association Winter Conference*. Las Vegas, N.V.

93. **Ruihley, B.J.** (2021, March). Covid-19 and the sport industry: Consideration, concern, and currency. *University of Georgia 2021 Virtual Global Educational Forum*.
94. Billings, A.C., & **Ruihley, B.J.** (2020, January). Why some fantasy players don't gamble on sports...and how to get them to try it. *Fantasy Sports & Gaming Association Winter Conference*. Las Vegas, N.V.
95. **Ruihley, B.J.** (2017, January). Ways to migrate non-players into the industry. *Fantasy Sport Trade Association*. Nashville, T.N.
96. Billings, A.C., & **Ruihley, B.J.** (2016, January). Comparing the profiles of the season-long player vs. the daily player. *Fantasy Sports Trade Association*. Dallas, T.X.
97. **Ruihley, B.J.** (2015, January). Beyond white guys: Demographic trends among non-fantasy participants. *Fantasy Sports Trade Association*. Las Vegas, N.V.
98. Billings, A.C., & **Ruihley, B.J.** (2014, January). The wonder years: Youth sport fandom and fantasy sport participation. *Fantasy Sports Trade Association*. Las Vegas, N.V.
99. Billings, A.C. & **Ruihley, B.J.** (2013, January). Motivation and consumption differences. *Fantasy Sports Trade Association*. Las Vegas, NV.
100. Billings, A.C. & **Ruihley, B.J.** (2012, January). Research update: Motivation and consumption differences between men and women. *Fantasy Sports Trade Association*. Las Vegas, NV.
101. Billings, A.C., & **Ruihley, B.J.** (2011, January). Comparison of traditional sport and fantasy sport consumers. *Fantasy Sports Trade Association*. Las Vegas, N.V.

SCHOLARLY CONTRIBUTIONS - OTHER PUBLICATIONS/REPORTS/MEDIA

- **Ruihley, B.J. (In Press, 2024).** "Public Relations," in P.M. Pedersen (Ed.). *Encyclopedia of Sport Management*. Edward Elgar Publishing.
- **Ruihley, B.J. (In Press, 2024).** "Community Relations," in P.M. Pedersen (Ed.). *Encyclopedia of Sport Management*. Edward Elgar Publishing.
- **Ruihley, B.J. (2024, Jan 8).** Fantasy sports and sports betting: Changing the game. Presentation for the Oxford Men's Club, Oxford, Ohio.
- **Ruihley, B.J. (2023, Oct. 17).** Sport Leadership and Management overview. Presentation for the Oxford Ohio Kiwanis Club.
- **The Athletic Article Mention.** Stern, J. (2022, Sept 11). There's nothing quite like the wrath of losing your fantasy league. <https://www.theatlantic.com/technology/archive/2022/09/fantasy-football-league-punishments-sports/671404/>.
- **Ruihley, B.J. (2021).** "Public Relations," in P.M. Pedersen (Ed.). *Encyclopedia of Sport Management*. Edward Elgar Publishing.
- **Ruihley, B.J. (2021).** "Community Relations," in P.M. Pedersen (Ed.). *Encyclopedia of Sport Management*. Edward Elgar Publishing.
- **Marketplace Radio.** Uhler, A., & Conlon, R. (2021, Sept 6). How fantasy football became a billion-dollar industry. <https://www.marketplace.org/2021/09/06/how-fantasy-football-became-a-billion-dollar-industry/> (Aired on NPR).
- **Slate Magazine Article Mention.** Engber, D. (Aug 24, 2017). Does fantasy football ruin football fandom? What happens when we stop caring whether our favorite teams win or lose. http://www.slate.com/articles/sports/sports_nut/2017/08/does_fantasyfootball_ruin_football_fandom.html.
- **ESPN Article Mention.** Purdum, D. (Aug 24, 2016). Public's biggest issues with DFS industry. Retrieved from http://www.espn.com/chalk/story/_/id/14791813/daily-fantasy-origin-hatred-daily-fantasy-sports.
- **ABC News Article Mention.** Purdum, D. (Feb. 11, 2016). Mark Cuban leads optimism flowing at FSTA, despite industry turmoil. Retrieved from <http://abcnews.go.com/Sports/mark-cuban-leads-optimism-flowing-fsta-industry-turmoil/story?id=36864590>
- **USA Today Mention.** Schrottenboer, B. (January 23, 2015). Fantasy sports games see more women in their future. *USA Today*. Retrieved from <http://www.usatoday.com/story/sports/nfl/2015/01/22/fantasy-sports-daily-games-women-customers/22198493/>.

- **Bloomberg BusinessWeek Interview.** (January 15, 2015). How fake sports are turning man cave dwellers into millionaires. *Bloomberg BusinessWeek*. Retrieved from <http://www.businessweek.com/articles/2015-01-15/the-growing-world-of-moneymaking-fantasy-sports>.
- **Viewpoints Radio Interview.** (August, 2014). Fantasy Sports: What's the allure? Retrieved from <http://www.stitcher.com/podcast/mediatracks/viewpoints/e/fantasy-sports-whats-the-allure-monster-fish-hunting-the-35011179?autoplay=true>.
- Billings, A.C., & **Ruihley, B.J.**, Rae, C. (2014). The wonder years: Youth sport fandom and fantasy sport participation. *Alabama Program in Sport Communication*. University of Alabama, Tuscaloosa, AL.
- **Ruihley, B.J.** (2011). "Official Sponsor," in L. Swayne & M. Dodds (Eds.) *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage Publications.
- **Ruihley, B.J.**, Greenwell, T.C., & Andrew, D.P.S. (2006). Take your coat off and bowl a while: An examination of retention in league bowling. Prepared and reported for Collins Bowling Centers, Lexington, Kentucky.

SPONSORED RESEARCH AND SCHOLARLY ACTIVITIES

- **FUNDED** [Internal] **Ruihley, B.J.** (2022). Emerging adults and gambling grant seed money request. Miami University Office of Research and Innovation. Grant amount of \$4,986.
- **FUNDED** [External] **Ruihley, B.J.** (2022). Sport betting exploration 2022. Client-driven research for Playmaker HQ. **Funded** by Playmaker HQ in the amount of \$2,500.
- **FUNDED** [Internal] **Ruihley, B.J.** (2019). MU Boldly Creative Grant Member. The Miami University Data Analytics Initiative. Grant amount of \$1,392,511. (2018-2019).
- **FUNDED** [External] **Ruihley, B.J.** (2019). Golis Expendable Fund in Support of Gaming and Giving Research. Donation in the amount of \$10,000. Development Director Marie Ramagil. (Spring 2019)
- **FUNDED** [External] **Ruihley, B.J.** (2018). Fantasy Sport client profile for GM Genius/How I Decide Foundation. **Funded** by GM Genius/How I Decide Foundation in the amount of \$1,600.00.
- **FUNDED** [Internal] **Ruihley, B.J.** (2018). Miami University John E. and Winifred E. Dolibois Faculty Development Grant. Request made to Miami University Farmer School of Business in the amount of \$1,020.
- **FUNDED** [Internal] Grappendorf, H., Aicher, T.J., & **Ruihley, B.J.** (2014). Kick it. Throw it. Jump it. Major in it. Manage it: Increasing female representation in sport administration. Funded by the University of Cincinnati College of Education, Criminal Justice, and Human Services' Diversity Grant in the amount of \$9,828.11.
- **FUNDED** [External] **Ruihley, B.J.** (2010). Summer changes everything professional development grant. Funded from the Indiana Youth Institute, Indianapolis, Indiana, in the amount of \$578.60.
- **FUNDED** [External] **Ruihley, B.J.**, Greenwell, T.C., & Andrew, D.P.S. (2006). The impact of service quality and sport commitment on repatronage intentions of bowling customers. Funded by Collins Bowling Centers, Lexington, Kentucky, in the amount of \$100.
- **DECLINED FUNDING** [External] Pacewicz, C.E., & **Ruihley, B.J.** (2024). Betting on you: Addressing the mental health concerns of sport wagering. Request made for the 2024 NCAA Innovations in Research and Practice Grant for \$20,500. Submitted January 8, 2024.
- **DECLINED FUNDING** [Internal] Li, B., & **Ruihley, B.J.** (2023). Exploring the impacts of sport wagering behaviors among college students on their well-being. Research and artistry grant. Submitted March 1, 2023.
- **DECLINED FUNDING** [External] **Ruihley, B.J.** Custer, S., & McMurray, M. (2022). Sports betting and the college student. International Center for Responsible Gaming 2022 Large Grant Program. Grant amount of \$145,548.
- **DECLINED FUNDING** [External] Li B., Scott O, **Ruihley B.**, & Modia I. Too old to fail? Examining internal and external rebranding of the Davis Cup Finals. Sport Marketing Association Research Grant \$3,000. (Fall 2020).

- **DECLINED FUNDING** [Internal] **Ruihley, B.J.** (Submitted Aug. 29, 2017). Miami University John E. and Winifred E. Dolibois Faculty Development Grant. Request made to Miami University Farmer School of Business in the amount of \$1,960.
- **DECLINED FUNDING** [Internal] **Ruihley, B.J.,** Woeste, M.J., & Olausen, K. (2012). UC Forward: An Innovative Collaboration. Request made to University of Cincinnati UC Forward Committee in the amount of \$30,000.
- **DECLINED FUNDING** [External] **Ruihley, B.J.,** & Bower, G.G. (Prepared & Decision in 2010). Expansion of the SMART program: A grant proposal for SIA Foundation, Inc. **Declined Funding** from SIA Foundation, Inc., Lafayette, Indiana, in the amount of \$9,877.98.

SERVICE TO THE PROFESSION

Editorial Service

Editorial Board Member. *Communication and Sport.* Sage. Editor: Marie Hardin & Andrew Billings. Nov 2022 - Current.

Editorial Board Member. *International Journal of Communication and Sport.* Human Kinetics. Editor: Paul Pedersen. July 2019 - Current.

Special Issue Co-Editor. Ploeg, A., & **Ruihley, B.J.** (2021) (Guest Editors). Special issue: History of Fantasy Sport. *International Journal of the History of Sport*, 38(1).

Special Issue Co-Editor. **Ruihley, B.J.,** & Li, B. (2020) (Guest Editors). Special issue: Sport and the Coronavirus Crisis. *International Journal of Sport Communication*, 13(3). Double-Issue. 34 articles.

Service to Professional Organizations

- **International Association for Communication and Sport. Board of Directors.** Serve as communication director on the board of directors for this academic organization (2010-Current).
- **Fantasy Sport Writers Association (FSWA) Judge.** Serve as a judge for annual writing awards for FSWA. To date, I have reviewed and scored 6,563 fantasy sport articles/entries (2012-Current).
- **Fantasy Sports & Gaming Association Judge.** Serve as a judge for annual fantasy sport-related awards for this organization. (2016-2022).

AWARDS AND FORMAL RECOGNITION FOR SCHOLARSHIP OR TEACHING

- **Applied Sport Management Association Research Fellow. (2021).** Awarded and a part of the inaugural class of Research Fellows for the *Applied Sport Management Association (ASMA).*
- **Outstanding Keynote Speaker Award. (2021).** For presentation of keynote address: Covid-19 and the sport industry: Consideration, concern, and currency at the *University of Georgia 2021 Virtual Global Educational Forum.*
- **Best Faculty Paper Second Place Award. (2019, August).** *Association for Education in Journalism and Mass Communication*, Toronto, Canada. Research Presented: Mobile media and fantasy sport: A quantitative analysis of media dependency on fantasy draft information.
- **Emerald Publishing/Literati 2018 Outstanding Paper. (2018).** 2018 Outstanding Paper for Veraldo, C.M., & Ruihley, B.J. (2017). Theory of planned behavior and women in senior-level athletic administration. *Sport, Business and Management: An International Journal*, 7(1), 21-37.
- **University of Tennessee. Kinesiology, Recreation, and Sport Studies Alumni Scholar of the Year (2018).** First recipient of this honor. Includes visit to campus and presentations.
- **Miami University. Academic Advising Level A Status (2017).** Earned designation through completion of academic-advising-related modules.

- **BEA Sports Division – Top Paper Presentation Award. (2016).** One of four papers to present in top paper session for Broadcast Educator’s Association 2016 Conference. Paper entitled: Fantasy gaming on steroids?: Contrasting perceptions of traditional and daily fantasy sport participants.
- **Golden Apple Award. (2014-15).** This student-voted award recognizes excellent in teaching and student-faculty relations. College of Education, Criminal Justice, and Human Services at the University of Cincinnati.
- **A. W. Hobt Memorial Teaching Award Winner. (May, 2010).** This award recognizes a Graduate Teaching Associate, for excellence in teaching in the Physical Education Activity Program (PEAP) at the University of Tennessee. Award: \$800.00.
- **Student Presentation Second Place Award. (2010, April).** *Southern Sport Management Conference. Troy, AL.* Student Presentation Award. Research presented: Schwabism: An investigation of the sport fan who knows it all.