Dr. David Pierce

REFEREED PUBLICATIONS

- Judge, L., Pierce, D., Petersen, J. & Bellar, D., Wanless, E., Gilreath, E., & Simon, L. (2011).
 Engaging experiential learning through a co-curricular club: The Chase Charlie Races. *Journal of Research in Health, Physical Education, Recreation, Sport & Dance, 6*(2), 30-38.
- 2. Pierce, D., Popp, N., & Meadows, B. (2011). Qualitative analysis of international student-athlete perspectives on recruitment and transitioning into American college sport. *The Sport Journal*. Available online at http://thesportjournal.org/article/qualitative-analysis-international-student-athlete-perspectives-recruitment-and-transitionin
- 3. Kaubrakis, A., Sharp, L., & Pierce, D. (2011). Integrating fields in Sport Law: Using the *O'Brien v Ohio State University* case to teach principles of Contract Law, NCAA Compliance, and International Arbitration. *Sport Management Education Journal*, *5*(1), 79-110.
- 4. Lee, D., Pierce, D., Kim, M., Lee S-J., & Judge, L.W. (2011). Ethnic identification, attitude toward PGA golfers, and intention to consumer golf. *The Korea Journal of Sports Science*, 20(4), 697-711.
- 5. Pierce, D., Lawrence, H., & Kaburakis, A. (2011). Creating synergy between athletics compliance and academic programs: Students in the compliance office. *Journal of Contemporary Athletics*, 5(3), 183-201
- 6. Pierce, D., & Petersen J. (2011). Corporate sponsorship activation analysis in interscholastic athletics. *Journal of Sponsorship*, 4(3), 272-286.
- 7. Pierce, D., Petersen, J., & Meadows, B. (2011). Authentic assessment of experiential learning in sport sales. *Sport Marketing Quarterly*, 20(2), 75-83.
- 8. Pierce, D., & Bussell, L.A. (2011). National survey of corporate sponsorship in interscholastic athletics. *Choregia*, 7(1), 42-62.
- 9. Bussell, L.A., & Pierce, D. (2011). Interscholastic sports sponsorship: Funding high school sports in Indiana. *Applied Research in Coaching and Athletics Annual*, *26*, 208-228.
- 10. Pierce, D., & Clavio, G. (2011). Examination of NCAA rules violations at Indiana University. *Indiana Magazine of History, 107*(2), 123-152.
- 11. Popp, N., Pierce, D., & Hums, M. (2011). A comparison of the college selection process for international and domestic student-athletes at NCAA Division I universities. *Sport Management Review*, *14*, 176-187.
- 12. Cooper, C., & Pierce, D. (2011). The role of divisional affiliation in athletic department website coverage. *International Journal of Sport Communication*, *4*(1), 70-81.

- 13. Johnson, J., Wessel, R., & Pierce, D. (2010). Reexamining student-athlete GPA: Traditional vs. athletic variables. *Journal of Intercollegiate Sport, 3,* 234-255.
- 14. Yordy, B., Pierce, D., Blom, L., & Bussell, L.A. (2010). Alternative revenue generating strategies in interscholastic athletics. *Indiana AHPERD Journal*, 39(4), 7-11.
- 15. Pierce, D., & Petersen, J. (2010). Experiential learning in sport sales: Student perceptions of sport sales expectations, skills, and preparation. *Sport Management Education Journal*, *4*(1), 49-59.
- 16. Hautbois, C., Desbordes, M., & Pierce, D. (2010). Improving territorial image through sport-based communication by local government bodies: A case study of the French Seine-Saint-Denis department. *International Journal of Sport Communication*, *3*, 336-354.
- 17. Pierce, D., Kaburakis, A., & Fielding, L. (2010). The new amateurs: The National Collegiate Athletic Association's application of amateurism in a global sports arena. *International Journal of Sport Management*, 11(2), 304-327.
- 18. Kaburakis, A., Pierce, D., Fleming, O., Clavio, G., Lawrence, H., Dziuba, D. (2009). It's in the likeness: NCAA student-athletes' rights of publicity, EA Sports, and the video-game industry. *Entertainment and Sports Lawyer, 27*(2), 14-51.
- 19. Petersen, J. & Pierce, D. (2009). Professional sport league assessment of sport management curriculum. *Sport Management Education Journal*, *3*(1), 107-121.
- 20. Anderson, K. & Pierce, D. (2009). Officiating bias: The effect of foul differential on the subsequent fouls in NCAA basketball. *Journal of Sport Sciences*, *27*(7), 687-694.
- 21. Pierce, D. & Clavio, G. (2009). Examining the use of corporate sponsorship in Indiana high school football. *Indiana AHPERD Journal*, *38*(1), 4-9.
- 22. Pierce, D., Kaburakis, A., & Fielding, L. (2008). Compliance officer's guide to navigating student-athlete reinstatement cases involving amateurism violations. *Journal of Issues in Intercollegiate Athletics*, 1(1), 87-106.
- 23. Pierce, D. & Middendorf, J. (2008). Evaluating the effectiveness of role playing in the sport management curriculum. *International Journal of Sport Management and Marketing, 4*(2/3), 277-294.
- 24. Pierce, D. & Miloch, K. (2006). Subsidizing a new stadium: Gauging public sentiment through Letters to the Editor. In Pitts, B. (Ed.), *Sport Marketing in the new Millennium: Selected Papers from the Third Annual Conference of the Sport Marketing Association* (p. 133-147). Morgantown, WV: Fitness Information Technology.

REFEREED PRESENTATIONS

- 1. Lee, D., Pierce, D., & Judge, L. (2011, November). *Ethnic identity, attitude toward PGA golfers and intention to consume recreational golf*. Presented at the 2011 Sports Management Association of Australia and New Zealand Conference. Melbourne, Australia.
- 2. Judge, L., Petersen, J., & Pierce, D. (2011, November). *NCAA Division I strength facilities: A design and operational analysis*. Presented at the 2011 Sport Entertainment and Venues Tomorrow conference. Columbia, SC.
- 3. Pierce, D., Judge, L., & Petersen, J. (2011). *Teaching sport event management via experiential learning: Chase Charlie Races*. Presented at the 2011 Sport Entertainment and Venues Tomorrow conference. Columbia, SC.
- 4. Cramer, A., Gallgagher, K., Pierce, D., & Nagelkirk, P. (2011, November). *East Central Indiana health and Wellness Camp*. Presented at the 2011 Indiana AHPERD Sport Management Council. Indianapolis, IN.
- 5. Shirk, J., & Pierce, D. (2011, November). *Planning the Super Bowl: Indianapolis 2012*. Presented at the 2011 Indiana AHPERD Sport Management Council. Indianapolis, IN.
- 6. Petersen, J., Judge, L., & Pierce, D. (2011, October). *Consumer awareness and brand identification of the Youth Olympic Games*. Presented at the 2011 Sport Marketing Association conference. Houston, TX.
- 7. Petersen, J., Pierce, D., & Judge, L. (2011, October). *Major and minor league sales: A job postings content analysis*. Presented at the 2011 Sport Marketing Association conference. Houston, TX.
- 8. Pierce, D., Petersen, J., & Clavio, C. (2011, June). *Content analysis of entry-level sport ticket sales and service job announcements*. Presented at the 2011 North American Society for Sport Management Conference. London, Ontario, Canada.
- 9. Lee, D., Judge, L., Soon-Ho, K, Pierce, D. (2011, June). *Motives impacting eSports consumption: A cross-cultural comparison*. Presented at the 2011 North American Society for Sport Management Conference. London, Ontario, Canada.
- 10. Diamond, K., & Pierce, D. (2011, April). *Canadian athletic administrators' perceptions of Simon Fraser University's jump to the NCAA*. Presented at the 2011 College Sports Research Institute. Chapel Hill, NC.
- 11. Pierce, D., Cianfrone, B., Paule, A., & Kaubrakis, A. (2011, April). *NCAA student-athletes'* perceptions of commercial activity and sports video games. Presented at the 2011 College Sports Research Institute. Chapel Hill, NC.

- 12. Petersen, J., & Pierce, D. (2010, December). Assessing fitness center accessibility: A reliability analysis for the AIMFREE survey instrument. Presented at the 2010 Texas AHPERD conference. Galveston, TX.
- 13. Pierce, D. (2010, November). *Fair or foul: Bias in referee decision making*. Presented at the 2010 Indiana AAHPERD Conference, Indianapolis, IN.
- 14. Pierce, D. (2010, November). *Leadership in interscholastic athletics*. Presented at the 2010 Indiana AAHPERD Conference, Indianapolis, IN.
- 15. Kaburakis, A., Grady, J., Clavio, G., & Pierce, D. (2010, October). *Delineating the boundaries of marketing innovation versus 21st century intellectual property theory in the sport and entertainment industry*. Presented at the 7th annual conference of the Sport Marketing Association. New Orleans, LA.
- 16. Pierce, D., Petersen, J., & Meadows, B. (2010, October). Sport sales course student assessment: A three-prong approach. Presented at the 7th annual conference of the Sport Marketing Association. New Orleans, LA.
- 17. Judge, L., Bellar, D., Pierce, D., & Craig, B. (2010, April). Super sized linemen in college football: A ticking time bomb? Presented at the 2010 Scholarly Conference on College Sport. Chapel Hill, NC.
- 18. Pierce, D., Meadows, B., & Popp, N. (2010, April). Qualitative analysis of international student-athlete perspectives on recruitment and transitioning into American college sport. Presented at the 2010 Scholarly Conference on College Sport. Chapel Hill, NC.
- 19. Meadows, B., & Pierce, D. (2010, April). *Top rated-recruiting class: A reliable factor in determining BCS ranking?* Presented at the 2010 Scholarly Conference on College Sport. Chapel Hill, NC.
- 20. Pierce, D., & Petersen, J. (2010, March). *Corporate sponsorship activation analysis in interscholastic athletics*. Presented at the 2010 American Alliance for Health, Physical Education, Recreation and Dance conference. Indianapolis, IN.
- 21. Pierce, D., & Bussell, L.A. (2010, March). *National survey of corporate sponsorship in interscholastic athletics*. Presented at the 2010 American Alliance for Health, Physical Education, Recreation and Dance conference. Indianapolis, IN.
- 22. Pierce, D., & Petersen, J. (2009, October). Experiential learning in sport sales: Student perceptions of sport sales expectations, skills, and preparation. Presented at the 2009 Sport Marketing Association conference. Cleveland, OH.
- 23. Pierce, D., & Cooper, C. (2009, October). *Value innovation in the golf course industry*. Presented at the 2009 Sport Marketing Association conference. Cleveland, OH.

- 24. Pierce, D., Lawrence, H., Brinegar, J., Clayton, M., Wolf, K. (2009, June). *Help wanted: Interns, externs, and volunteers*. Presented at the 2009 National Association for Athletics Compliance conference. Orlando, FL.
- 25. Popp, N., Pierce, D., & Hums, M. (2009, May). *Is there a difference between Miami of Ohio and Miami of Florida when you are a student-athlete from Slovakia?* Presented at the 2009 North American Society for Sport Management conference. Columbia, SC.
- 26. Pierce, D., & Cooper, C. (2009, Apr.). *The role of divisional affiliation in athletic department website coverage*. Presented at the 2009 College Sport Research Institute Scholarly Conference on College Sport. Chapel, Hill, NC.
- 27. Kaburakis, A., Clavio, G., & Pierce, D. (2009, Mar.). *Fun, fantasy, and video games: The new intellectual property theory*. Presented at the 2009 Sports and Recreation Law Association conference. San Antonio, TX.
- 28. Kaburakis, A., Pierce, D., Lawrence, H., & Clavio, G. (2009, Mar.). *NCAA student-athlete likenesses, EA Sports, and the video game industry: Compromising amateurism?* Presented at the 2009 Sports and Recreation Law Association conference. San Antonio, TX.
- 29. Pierce, D. (2008, Nov.). *Intercollegiate athletics management symposium*. Lead presenter at IAHPERD State Conference and Exposition. Indianapolis, IN.
- 30. Pierce, D. & Middendorf, J. (2008, April). *Teaching "Issues in Intercollegiate Athletics" using role play*. Presented at the 2008 College Sport Research Institute Scholarly Conference on College Sport. Memphis, TN.
- 31. Pierce, D. & Fielding, W. (2008, April). *Applying amateurism in the global sports arena: Analysis of NCAA student-athlete reinstatement cases involving amateurism violations*. Presented at the 2008 College Sport Research Institute Scholarly Conference on College Sport. Memphis, TN.
- 32. Kaburakis, A. & Pierce, D. (2007, June). *The need for content analysis methodology in examining student-athlete reinstatement cases*. Presented at the North American Society for Sport Management annual conference, Miami, FL.
- 33. Pierce, D. & Miloch, K. (2006, Nov). *Stadium finance and the Colts' new home*. Presented at the Indiana Association for Health, Physical Education, Recreation, and Dance annual conference, Indianapolis, IN.
- 34. Pierce, D. (2006, June). *Implementing role-playing in the sport management curriculum*. Presented at the North American Society for Sport Management annual conference, Kansas City, MO.
- 35. Pierce, D. & Anderson, K. (2006, April). *Officiating bias: The effect of foul differential on referee decision making in men's intercollegiate basketball*. Presented at the Southern Sport Management Conference, Troy, AL.

- 36. Pierce, D. & Miloch, K. (2005, November). Subsidizing a new stadium: Gauging public sentiment through letters to the editor. Paper presented at the meeting of the Sport Marketing Association annual conference, Tempe, AZ.
- 37. Miloch, K., Pedersen, P., Pierce, D., Clavio, G. (2005, November). *Publicity as news in the field of sport communication: An analysis of media relations managers and the media at the major league level*. Presented at the meeting of the Sport Marketing Association annual conference, Tempe, AZ.

FUNDED COMPETITIVE EXTERNAL GRANTS

Title: Soccer for Peace and Understanding in Jordan

Agency: Department of State

Amount: \$217,401

Principal Investigator: Lindsey Blom

Co-Principal Investigator: Lawrence Gerstein, David Pierce, and Lawrence Judge

Title: 2011 Jay County Youth Sport, Health, and Wellness Camp

Agency: Blackford County Community Foundation

Amount: \$4,750

Principal Investigator: David Pierce

Co-Principal Investigator: Paul Nagelkirk, Lindsey Blom

Title: 2011 Blackford County Youth Sport, Health, and Wellness Camp

Agency: Blackford County Community Foundation

Amount: \$3,000

Principal Investigator: David Pierce

Co-Principal Investigator: Paul Nagelkirk, Lindsey Blom

Title: Chase Charlie into Shape Agency: Ball Brothers Foundation

Amount: \$2,500

Principal Investigator: Larry Judge

Co-Principal Investigator: David Pierce, Don Lee

Title: Chase Charlie Operation Get Fit Agency: Indiana Campus Compact

Amount: \$2,250

Principal Investigator: Larry Judge Co-Principal Investigator: David Pierce

Title: Chase Charlie at Cowan Elementary

Agency: United Healthcare

Amount: \$1,000

Principal Investigator: David Pierce

Co-Principal Investigators: Kelly Diamond; Larry Judge

Title: 2010 Blackford County Youth Sport, Health, and Wellness Camp

Agency: Blackford County Community Foundation

Amount: \$3,000

Principal Investigator: David Pierce Co-Principal Investigator: None

Title: Chase Charlie Races

Agency: Ball Brothers Foundation

Amounts: \$2,000 (2008); \$3,000 (2009), \$1,000 (2010)

Principal Investigator: Larry Judge Co-Principal Investigators: David Pierce

Title: Chase Charlie Running Program for Burris Lab School

Agency: ING/NASPE

Amounts: \$2,000 (2009); \$2,000 (2010) Principal Investigator: Larry Judge Co-Principal Investigators: David Pierce

EXTERNAL CONTRACTS

Project: SPTAD 290 Call Center for Ball State Athletics

Semesters: Fall 2009-present Agency: Ball State Athletics

Project: SPTAD 290 Call Center for Fort Wayne Tin Caps

Semesters: Spring 2008-present Agency: Fort Wayne Tin Caps

Project: Economic impact analysis of East/West All-Star Classic

Semester: Summer 2009

Agency: Blackford County Economic Development Commission

Amount: \$300

Project: SPTAD 290 Call Center for Indiana Ice

Semester: Fall 2008 Agency: Indiana Ice

FUNDED INTERNAL GRANTS

Battling Obesity: The Charlie Cardinal Get Fit Program Campus Entity: Provost's Immersive Learning Grant

Amount: \$17,500

Project Date: Spring 2011

Principal Investigator: Larry Judge Co-Principal Investigator: David Pierce

Title: 2010 Blackford County Youth Sport, Health, and Wellness Camp

Campus Entity: Provost's Immersive Learning Grant

Amount: \$16,865

Project Date: Summer 2010

Principal Investigator: David Pierce Co-Principal Investigator: Tammy Burt

Title: TOPS Program Research

Campus Entity: Provost's Office (Lilly V Funding)

Amount: \$11,987

Project Date: Spring 2009

Principal Investigator: David Pierce

Co-Principal Investigator: Jeffrey Petersen

Title: Examining Corporate Sponsorship in High School Athletics Campus Entity: Sponsored Programs Office (New Faculty Grant)

Amount: \$1,500 Project Date: 2009

Principal Investigator: David Pierce

Title: Ticketing Operations and Promotions in Sport (TOPS) Program

Campus Entity: Provost's Immersive Learning Grant

Amount: \$4,724 Project Date: 2008

Principal Investigator: Jeff Petersen Co-Principal Investigators: David Pierce