

Norm O'Reilly, B.Sc., MA, MBA, PhD, CPA/CGA
Dean, Graduate School of Business, University of Maine
Professor of Sport Management & Marketing, Maine Business School
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EXECUTIVE SUMMARY (1 Page)

Leadership Profile: High performing applied scholar with deep industry connections in business and in sport. Management experience in academic, industry and not-for-profit settings. Advocate for inclusion and access, with a passion for the Paralympic movement and physical activity. Sought after bilingual (English/French) keynote speaker, media contributor, consultant and expert witness who is recognized as one of the leading scholars in the business of sports. Award-winning researcher, with 18 books and more than 160 peer-reviewed publications in aligned research streams: marketing analytics, sponsorship, social media, professional sport finance, social marketing, tourism marketing, and management education. Lead investigator on industry studies. University teacher with exceptional student evaluations and awards. Agency owner and consultant with long list of blue-chip clients. Expert witness on high level cases in the United States and Canada. Regular contributor (more than 175 articles) to sport business' leading trade publication, Sport Business Journal, since 2009.

Select Awards and Recognitions:

- 2023: Qualified for the Ironman World Championships and Boston Marathon
- 2019: Winner, Vladimir Potanin Fellowship
- 2017: Ohio University Career Research Impact Award Recipient
- 2016: Deputy Chef de Mission, Rio 2016 Paralympic Games, Team Canada
- 2015: Distinguished Career Contributions to the Scientific Understanding of Sport Business Award, American Marketing Association: Sport Marketing SIG
- 2013: Under 40 Award – “Five to Watch” in Canadian Sport Business.
- 2011: University of Ottawa's Media Excellence Award
- 2004, 2008, 2010 – Team Member (administration), Canada's Olympic Team
- 1997-1999: 2-time Academic All-Canadian (Swimming, University of Ottawa)
- 1996 – OUA Champion (Team, Nordic Skiing, University of Waterloo)

Academic Leadership Positions Held

- Dean, Graduate School of Business
- Assistant Dean, Executive Programs; Vice-Dean, AACSB Accreditation (acting)
- School Director / Department Chair (two occasions)
- Founding Director of a Research Institute; Director of a Research Centre

Degrees and Certifications:

- CPA/CGA – Chartered Professional Accountant
- PhD (Management: Marketing Major) - Sprott School of Business at Carleton University
- MBA (Marketing) - Telfer School of Management at the University of Ottawa
- MA (Sports Administration) – School of Human Kinetics at the University of Ottawa
- B.Sc. (Kinesiology) – Faculty of Health Sciences at the University of Waterloo

Research Output:

- Books authored or co-authored: 18
- Book chapters (or chapter contributions) authored: 14
- Papers in refereed journals: 160
- Published Harvard/Stanford Case Studies: 15
- Best Paper Awards (articles of the year or conference): 14
- Conference presentations (refereed, keynote, industry talks): 450+

CURRICULUM VITAE

Norman O'Reilly, B.Sc., MA, MBA, PhD, CPA/CGA
Dean, Graduate School of Business, University of Maine
Professor of Marketing & Sport Management, Maine Business School

EDUCATION

PhD (Management: Marketing Major)

Eric Sprott School of Business (AACSB Accredited), Carleton University, Canada, 2007

- Ireland-Canada Research Scholarship Recipient
- Multi-disciplinary program emphasizing problem solving and strategy implementation
- Dissertation: Sponsorship Evaluation Comprehensive Exam: Social Marketing

MBA (Marketing), Telfer School of Management, University of Ottawa, Canada, 2000

- Major in marketing; specialization in high technology management
- Thesis: Econometrics of Olympic sport

Master of Arts (MA) in Sports Administration, University of Ottawa, Canada, 1998

- Coursework included organizational behaviour, sport marketing, sport history and leadership
- Major Research Project: Development of the Sport of Triathlon

Bachelor of Science (Kinesiology), University of Waterloo, Canada, 1997

- Course concentrations in Physiology, Sociology, Computer Science and Math
- Two undergraduate theses (socio-economic impact of sport and work physiology in elite athletes)

PROFESSIONAL CERTIFICATION

CPA/CGA (Chartered Professional Accountant/Certified General Accountant), 2009

- Widely recognized professional designation in North America
- Member in Good Standing (Ontario CPA)

CURRENT POSITIONS: ACADEMIC

DEAN, GRADUATE SCHOOL OF BUSINESS, University of Maine, Portland, ME, 2021-

- Dean of the newly formed (2019) Graduate School of Business, drawing on faculty from both the University of Maine and the University of Southern Maine, with the mandate to offer all graduate business program for public universities in the state
- Home of the MaineMBA, with 13 concentrations and dual degrees with number partners including Maine Law, Engineering, Muskie School of Public Policy, and many more
- Leadership position on the Deans Council at the University of Maine, PI on major university wide grants, active role in fundraising, and lead role on new building project in downtown Portland

FULL PROFESSOR, MARKETING AND SPORT MANAGEMENT, MAINE BUSINESS SCHOOL, University of Maine, Portland, ME, 2021-

- Teaching in MBA Program
- Researcher, Book Author, Keynote Speaker, Media Personality

CURRENT POSITIONS: PROFESSIONAL

PARTNER CONSULTANT, The T1 Agency, 2005-present

- Minority owner and Advisor/Consultant for Toronto-based agency
- Agency has grown to nearly 100 full-time staff with global focus
- Management Lead on Consulting Group from 2010 to 2013
- Consulting work for more than 100 clients, including blue chip brands/sponsors, events, facilities, national charities and not-for-profit organizations, national sport organizations, provincial sport organizations, national Olympic committees, university/college sport organizations, and cities
- Examples of clients include Nike, UFC, Nissan, Imperial Oil/Exxon, PepsiCo, Hockey Canada, Canadian Hockey League, Institute of Internal Auditors, YMCA, Canadian Olympic Committee, Canadian Red Cross, Canadian Cancer Society, NPG Group, Canadian Paralympic Committee, Canadian Interuniversity Sport, National Capital Commission, Nissan, BMO, WWF Canada, Speed Skating Canada, Ottawa Sports and Entertainment Group, Nestle, Pepsi, Athletics Canada, WE, etc.
- Work includes business planning, sponsorship audits, program development, impact studies, sponsorship evaluation, sport organization membership models, and historical analyses.
- Major proprietary research projects
 - Canadian Sponsorship Landscape Study (2006 to 2020; 14th annual now complete), in partnership with IMI (research firm) and the Sponsorship Marketing Council of Canada
 - COVID-19 Sponsorship Impact Studies (2020, 4 iterations), with SponsorshipX
 - Global Sponsorship Landscape Study (2017)
 - Most Valuable Property Study (2012, 2014 & 2015), in partnership with Ipsos (research firm)
 - Brands with a Heart Study (2019), in partnership with Ipsos (market research firm)

EXPERT WITNESS, Independent, 2009-present

- Work as non-testifying expert witness on legal cases in several areas in the United States and Canada
- Vetted by law firms as an expert on topic areas as follows:
 - Sponsorship
 - Sport Finance
 - Professional Sport Ownership
- Examples of topic areas include:
 - Profitability of Major Junior Hockey League Clubs, Canada & USA
 - Taxation of Sponsorship in Professional Sport, USA
 - Contracts in Regional Sport Networks/Professional Sport, USA
 - Competition in Media Industry and Professional Sport Club Ownership, Canada
 - Salary Issues in Professional Sport, Canada
 - Sponsorship Contracts, Canada

MAJOR AWARDS

- 2017 – Ohio University Research Impact Award: Recognition of Impact of Research on Industry and External Parties over past 5 years
- 2015 – American Marketing Association’s Sports and Special Events Marketing Special Interest Group, Distinguished Career Contribution Award
- 2015 - Inducted into the Lindsay Sports Hall of Fame, October 2015, Lindsay, Ontario, Canada
- 2013 - Named one of the “Five to Watch” (under 40 award) in Sport Business by the Globe & Mail, TSN and others
- 2012 – North American Society for Sport Management Research Fellow (lifetime)
- 2011 – University of Ottawa – Media Excellence Award – recognized as the professor with the most influential media impact in 2010-2011

CURRENT EXTERNAL APPOINTMENTS

ASSOCIATED FACULTY/FELLOW, Stockholm School of Economics, Center for Sports and Business, Stockholm, Sweden, 2018-present

- Guest lectures, student support, research collaborations

ADJUNCT PROFESSOR, University of New Brunswick, Fredericton, New Brunswick, 2023-present

- Collaborations on the Business of Hockey Institute and research in the hockey business

FELLOW, Institute for Innovation and Entrepreneurship, Mount Royal University, Calgary, Alberta, 2018-present

- Researcher with Team of Faculty in Bissett School of Business and Externally

PAST ACADEMIC POSITIONS (FULL-TIME)

FULL PROFESSOR, Lang School of Business & Economics, University of Guelph, 2018-2021
School of Hospitality and Tourism Management (home) and Department of Management (joint)

- Teaching in Graduate and Executive Programs
- Active Researcher, Book Author, Keynote Speaker, and Conference Attendee

RICHARD P. & JOAN S. FOX PROFESSOR OF BUSINESS, Ohio University, 2014-2018
Department of Sports Administration, College of Business

- Full Professor in the College of Business
- Active researcher with a program in sport business, marketing, physical activity and sport finance
- Teaching at graduate and undergraduate levels, including capstone classes with industry projects

ASSOCIATE PROFESSOR, University of Ottawa, 2010-2014
School of Human Kinetics (Sport Management)

- Specialization in Sport Business: Research intensive position (Tenured 2011)
- Teaching (Sport Management, Sport Marketing, Sport Finance, Research Methods)
- Teaching in both official languages: English and French
- Member: Faculty of Graduate and Postdoctoral Studies

ASSOCIATE PROFESSOR, Syracuse University, New York, 2009-2010
David B. Falk College of Sport and Human Dynamics

- Teaching (Sport Marketing, Sport Finance, Sport Management) & Active Research Agenda

ASSOCIATE PROFESSOR, Laurentian University, Sudbury, 2006-2009
School of Sports Administration, Faculty of Management

- Teaching (Sport Marketing)
- Active Research Portfolio
- Merit Increment for Research Performance, 2006, 2009
- Adjunct Professor in PhD (Human Studies) Program/Department

ASSISTANT PROFESSOR, Toronto Metropolitan University, Toronto, 2003-2006

Ted Rogers School of Business Management (Marketing Group)

- Large class teaching (Introduction to Marketing)
- Teaching (Chang School of Continuing Education (MKT100 and MKT200))
- Coordinator, Research Lecture Series & Research Committee Member
- Research in Event/Sport Management, Marketing Education, Management of Technology, Knowledge Management, and Social Marketing

School of Hospitality and Tourism Management, Faculty of Business

- Teaching (Event Marketing) in Event Management Certification Program

ASSISTANT PROFESSOR, Laurentian University, Sudbury, 2002-2003

School of Sports Administration

- Teaching (Sport Marketing, Marketing Research, Event Management) & Research

PAST ACADEMIC POSITIONS (ADJUNCT/PART-TIME/EXTERNAL)

VISITING PROFESSOR, Bayreuth University, Faculty of Law, Business and Economics, Bayreuth, Germany, 2018-2021

- Visiting Professor, Strategy and Decision Making in Sport Business MBA Class

VISITING PROFESSOR, Russian International Olympic University, Sochi, Russia, 2015-2022

- Visiting Professor and Thesis Evaluator, Masters of Sport Administration Program
- Four-Time Recipient (2016-2020): Vladimir Potanin Foundation Grant (Teaching)

FACULTY MEMBER, Graduate School, University of South Carolina, 2016-2019

- Advising PhD Students in the College of Hospitality, Retail and Sport Management

VISITING PROFESSOR, School of Business, University of New South Wales, 2012-2018

- Senior research position working with a group of professors on a multi-project sport management research program, including two visits to Australia
- Two date the collaboration has led to journal publications, a small grant, and opportunities for graduate student researchers to learn and network

ADJUNCT PROFESSOR, University of Ottawa, 2007-2010, 2014-2017

- Advising PhD and Masters-level students in School of Human Kinetics (Sport Management)
- Member, School of Graduate Studies, University of Ottawa, 2009-2017

VISITING SCHOLAR, Stanford University, California, 2014 (Spring Semester)

Graduate School of Business (Accounting Group)

- Research Position working with Dr. George Foster: book, articles, and case studies
- Co-teaching, MBA class in Sport Management

ADJUNCT PROFESSOR, Laurentian University, Sudbury, 2012-2016

Department of PhD in Human Studies

- Faculty Advisor to PhD Students

VISITING SCHOLAR & LECTURER, Stanford University, California, 2009-2010

Graduate School of Business (Accounting Group)

- Research position working with Dr. George Foster: book, article, and case writing
- Co-teaching (MBA Level): Sport Management, Sport Finance, Sport Marketing

VISITING PROFESSOR, AUT University, Auckland, New Zealand, 2007
School of Sport and Recreation

- Research position with Dr. Geoff Dickson

VISITING RESEARCHER, University of Limerick, Ireland, 2005
Kemmy School of Business

- Research position working with Dr. John Fahy

PART-TIME PROFESSOR, University of Ottawa, Ottawa, 2002-2003
Telfer School of Management

- Lecturer, MBA, The Business of Biotechnology, Spring 2002 and 2003
- Contributor, MBA Program Renewal Committee, Graduate Student Advisor (MBA)

PART-TIME PROFESSOR, University of Ottawa, Ottawa, 2000-2002
Faculty of Human Kinetics, M.A. Program, Sports Administration Specialization

- Course: Organization and Administration in Sport and Physical Education
- Taught course on 4 occasions

PREVIOUS ACADEMIC MANAGEMENT EXPERIENCE

FOUNDING DIRECTOR, INSTITUTE FOR SPORT BUSINESS & LEADERSHIP, LANG School of Business/Department of Athletics, University of Guelph, 2018-2021

- Director of the globally focused research centre, think-tank and home to graduate students
- Executive Advisor Board of 40+ industry leaders, chaired by Mr. Richard Pound, IOC Member
- Currently advising 7 graduate students on their thesis/major research project work

ASSISTANT DEAN OF EXECUTIVE PROGRAMS, LANG SCHOOL OF BUSINESS & ECONOMICS, University of Guelph, 2018-2020

- Member of College Executive Leadership Team
- Responsible for MBA and Master of Leadership Programs
- Led the development of a business plan for growth of the unit
- Revised and taught leadoff course in MBA program, with significant improvements and positive student evaluations

DEPARTMENT CHAIR, DEPARTMENT OF SPORTS ADMINISTRATION, Ohio University, 2014-2018

- Member of College Executive Team
- Active as Department Chair on university, college, department committees
- Co-Chair, College of Business Strategic Planning Process
- Program Director, Bachelor of Sport Management degree – 2017 to 2018
- Program Director (acting), Masters of Sports Administration degree – 2017 to 2018
- Various presentations to key donors, executive advisory boards, and alumni associations
- Lead, international committee, growth committee, and on multiple initiatives
- Executive Education instructor

DIRECTOR, School of Sports Administration, Laurentian University, 2006-2009

- Leadership position in Canada's oldest and most established sport business program
- Development, management and implementation of strategy plan, operations and budget
- Track record of success: growth in professors, students, budget, research funding, largest alumni event in Laurentian history (as of 2007) being the program's 35th Anniversary

DIRECTOR, Institute of Sport Marketing (ISM), Laurentian University, 2006-2009

ASSOCIATE DIRECTOR, ISM, Laurentian University, 2009-2010

- Leadership position of successful research institute founded in 2001
- Funded by external and internal sources – over \$300,000 while Director

VICE-DEAN AACSB ACCREDITATION, Faculty of Management, Laurentian University, 2009

- Acting position for 6 months to manage accreditation process for the Faculty of Management
- Attendance at AACSB Conference, Organized workshop on Assurance of Learning

PAST PROFESSIONAL POSITIONS

RISK MANAGEMENT COURSE CONDUCTOR (French), Imagine Canada, 2010-2011

- Led workshops for French-speaking not-for-profit organizations in Ontario
- Managed content for development of French version of website
- Undertook research to provide support to the not-for-profit francophone sector

MANAGING PARTNER, OTM Knowledge Services, Inc., Ottawa/Montreal, 1999-2004

- Co-founder and management consultant (full-time 1999-2000, part-time 2000-2004)
- Business planning, web design, marketing, financial planning, market research (OT Solutions)
- Spun off biotechnology market research business unit in 2000 (MD Biotech)
- Over 50 clients including Health Canada, Biotech Canada, Ottawa Life Sciences Council
- Managed various aspects of growth: financial planning, accounting, business development, human resources, strategy, partnerships, and competitive intelligence

SPORT CANADA, Senior Policy Officer, Hull, 2000-2002

- Participated in the development of the Canadian Sport Policy
- Policy lead: Aboriginal Sport development
- Client Consultant for the Hockey Canada and Canadian Wheelchair Sport Association

DEPARTMENT OF CANADIAN HERITAGE (Sport Canada Branch), Management Trainee, Hull, 2000

- Intensive management development program for future leadership position

EVENT MANAGER, Toronto 2008 Olympic Bid, Toronto, April-July 2000 (Contract)

- Planned and organized a Triathlon World Cup on behalf of the Toronto 2008 Olympic Bid
- Managed operations, volunteer coordination, office admin, sponsorship and budget

WEBMASTER, University of Ottawa Sport Services, Ottawa, 1998-1999

- Developed an internet site for the varsity teams: www.geegees.uottawa.ca

TEAM MANAGER & NATIONAL OFFICE ADMINISTRATOR, Triathlon Canada, Toronto, 1996-1998

- Responsible for team management, office administration and funding applications
- Managed Athlete Assistance Program and Level 1 NCCP Coaching Program
- Presentation on behalf of Triathlon Canada to the House of Commons Subcommittee for Sport (part of the Mills Report)

EXTERNAL RESEARCH GROUP MEMBERSHIPS

- Founding Member, Impact Research Committee, Canadian Women & Sport (formerly Canadian Association for the Advancement of Women in Sport), 2019 to present.

- Founding Member, Sport Management Academic Research Team (SMART), Department of Marketing, Mount Royal University, Calgary, Alberta, Canada, 2018-present.
- Research Advisory Group (RAG), Member, ParticipACTION, Toronto, Ontario, 2014-present.
- Founding Member, Business School Research Network (BSRN), Department of Marketing, Mount Royal University, Calgary, Alberta, Canada, 2012-present.
- Member, Sprott Centre for Social Enterprises (SCSE), Carleton University, Ottawa, Canada, 2009-2013.

ACADEMIC HONOURS

- 2019 – Winner, Vladimir Potanin Fellowship, Visiting Professor of the Masters of Sport Administration Program of the Russian International Olympic University, Sochi, Russia
- 2018 – Ohio University, College of Business Outstanding Scholar Award
- 2018 – Winner, Vladimir Potanin Fellowship, Visiting Professor of the Masters of Sport Administration Program of the Russian International Olympic University, Sochi, Russia
- 2017 – Nominated and selected to final round: Ohio University Presidential Research Scholar Award
- 2017 – Ohio University Research Impact Award: Recognition of Impact of Research on Industry and External Parties over past 5 years
- 2017 – Ohio University College of Business Outstanding Scholar Award
- 2017 – Winner, Vladimir Potanin Fellowship, Visiting Professor of the Masters of Sport Administration Program of the Russian International Olympic University, Sochi, Russia
- 2016 – Ohio University College of Business Outstanding Scholar Award
- 2015 – American Marketing Association’s Sports and Special Events Marketing Special Interest Group – Distinguished Career Contributions to the Scientific Understanding of Sport Business Award
- 2014 – Journal of Marketing Education (JME) – Article of the Year (2013)
- 2012 – North American Society for Sport Management Research Fellow (lifetime)
- 2012 – Nominated by students – 2012 Capital Educator’s Award (Ottawa, Ontario, Canada)
- 2011 – University of Ottawa – Media Excellence Award – recognized as the professor with the most influential media impact in 2010-2011
- 2009 to present - Regular Columnist (monthly), Sport Business Journal, Top Industry Publication in Sport Business (published out of New York, USA)
- TOP PAPER awards – 2 Journal Articles of the Year (IJHPE, JME) and 12 Academic Conferences, ASAC 2019, ASAC, 2016, ASAC 2015, ASAC 2013, ASAC 2011, ASAC 2010, International Conference on Branding 2009, ASAC 2009, ASAC 2006, SMART 2005, SMART 2004
- 2010 - Research Expert, CBC Hockey Night in Canada, research profiled
- 2010 – Research Expert, TSN/Globe & Mail Special “Why Not Canada”, 6 Part Series TV & Newspaper based on research
- 2008 - Award of Merit - Research Performance - Laurentian University
- 2006 - Award of Merit - Research Performance - Laurentian University
- 2003 – 2005 - Ireland-Canada Scholarship Recipient, Scholarship for PhD Studies
- 1998-1999 - Academic All-Canadian, Ottawa Gee-Gees Swim Team
- 1997-1998 - Academic All-Canadian, Ottawa Gee-Gees Swim Team
- 1997 - Outstanding Graduating Senior (academic and athletic award), University of Waterloo Athletics, Nordic Skiing

MAJOR FUNDED RESEARCH PROJECTS

- 2020: Stakeholder Engagement
 - Industry Partner: Swim Ontario
 - Budget: \$5,000

- 2019-2020: NHL, NBA, NFL, MLB Player Lifetime Value Assessment
 - Industry Partner: RBC Wealth Management
 - Budget: \$80,500
- 2018-2020: U.S. Department of Agricultural Forest Service (CI)
 - Project: Economic Impact Analysis of Recreation and Career Training Surveys for the Athens Ranger District (Ohio), Wayne National Forrest
 - Researchers: Danny Twilley, Heather Lawrence, George Jolley, Norm O'Reilly
 - Budget: \$30,025
- 2016-2021: Calgary Flames Research Project – Club Analytics
 - Joint Project: Sport Marketing Analytics Research Team (SMART) @ Mont Royal
 - Budget: Round 1: \$15,000 / Round #2: \$56,000
- 2015: Ohio University – College of Business Research Grant
 - Television Marketing and the Sport Business
 - Budget: \$3,000
- 2015: AmpThink
 - Wi-Fi in Stadiums Research Grant
 - Budget: \$8,000, plus support of purchase of a 'super-computer'
- 2014-20015: Canadian Tire & Scotiabank – The Impact of Ice Hockey
 - Major Economic, Sport, and Social Impact Study of the sport in Canada
 - Budget: \$25,000
- 2013: Rogers Media – Television Business
 - Multi-project, student engagement focused research partnership
 - Budget: \$20,000
- 2012-2014: PepsiCo – Sponsorship and Women in Marketing Research
 - Multi-project, student engagement focused research partnership
 - Budget: \$61,000
- 2012: London Olympic Games – Sponsorship and Cityscape
 - Research project on site at Games – photo analysis of public sites
 - Budget: \$8,000
- 2011-2012: Golf Association of Ontario Research Project
 - Two project research partnership on a business case for golf development centres and long-term player development global research
 - Budget: \$18,000 (employing 6 students: 4 graduate and 2 undergraduate)
- 2010-2011: Garnier FindingLife Africa 2011 Expedition
 - Co-lead on expedition to bring 6 Canadian youth to Kenya to collaborate with 6 Kenyan youth on a safari, charity (build school classroom) and mountain climb
 - Budget: \$90,000
- 2009-2010: Private Sector-Not for Profit Partnerships in Sport and Physical Activity
 - Secretariat and Work Group Member on ParticipACTION-led industry initiative
 - Budget: \$45,000
- 2009: Assessment of Impacts of Cheering on Performance in Ice Hockey

- Empirical analysis of impacts on elite hockey players
- Lead investigator
- Budget: \$5,000
- 2008-2011: Gatorade Marketing/Brand Research Study
 - PepsiQTG Funded, 4-project research study on Gatorade marketing
 - Lead Investigator * Collaborators: Ann Pegoraro, Denyse Homing, Bob Wanzel
 - Budget: \$75,000
- 2008-2011: Interaction of Country Images with Mega-event Images and their Sponsors
 - SSHRC funded (3-year) grant – July 1, 2008 to July 1, 2011
 - Co-Investigator * Collaborators: John Nadeau (PI), Louise Heslop
 - Budget: \$117,000
- 2008-2009: Ethnography on Aconcagua Research Expedition
 - Internally-funded (Laurentian, Faculty of Management-CGA Funds) research expedition to the highest point in the Americas
 - Lead Investigator * Collaborator: Elia Saikaly
 - Budget: \$13,000
- 2008-2009: Ottawa Senators Communications Research
 - Small Projects: Marketing Communications
 - Budget: \$3,000
- 2007-2010: Urban Youth Engagement in Sport: Process, Access, and Participation
 - SSHRC funded (3-year) grant – January 1, 2007 to January 1, 2010
 - Principal Investigator (2008-2010) * Collaborators: Ida Berger, Tony Hernandez, Benoit Seguin, and Milena Parent
 - Budget: \$135,000
- 2006-2008: Canadian Cancer Society – Donor Behaviour Study
 - Partnership project to explore antecedents of donor behaviour
 - Budget: \$5,000
- 2006-2008: Elliot Lake Residential Development Commission
 - Multi-study, multi-project research supporting decisions and understanding market
 - Budget: \$4,000
- 2006: SSHRC/SIG – Toronto Metropolitan University Grant
 - Focused Study: Urban Youth Sport Participation
 - Co-Investigator * PI: Ida Berger
 - Budget: \$7,200
- 2005: Kanatek Mount Everest Research Expedition, 2001-2005
 - Business Manager & Core Team Member
 - Collaborative Expedition (University of Ottawa and Toronto Metropolitan University)
 - Title Sponsor: Kanatek * Expedition theme: Hypoxia
 - Researcher involved in 5 major projects
 - Developed Business Plan, Sponsorship Committee Member
 - Budget (Total Expedition): \$250,000

ACADEMIC JOURNAL EDITORIAL DUTIES

- International Journal of Sport Marketing and Sponsorship
 - Member of Editorial Board, 2020 to present
- Journal of Sponsorship
 - North American Editor, 2008-2012
 - Member of Editorial Board, 2007-2012
- Journal of Sport Management
 - Editorial Board Member, 2015 to present
- Sport, Business and Management: an International Journal
 - Regional Editor, 2010 to present
 - Editorial Board Member, 2010 to present
- German Journal of Exercise and Sport Research
 - Editorial Board Member, 2018 to present
- International Olympic Committee
 - Peer-Reviewer of the IOC Advanced Olympic Research Grant Programme, 2015
- International Journal of Sport Finance
 - Member of Editorial Board, 2004 to present
- Journal of Brand Strategy
 - Member of Editorial Board, 2012 to present
- Case Studies in Sport Management Journal
 - Member of Editorial Board, 2011 to 2020
 - Guest Editor, Special Issue, 2014/2015
- Journal of Social Marketing
 - Member of Editorial Board, 2010 to present
- International Journal of Sport Communication
 - Member of Editorial Board, 2009 to 2014
- International Journal of Sport Management and Marketing
 - Invited Guest Editor for 2008 issue
 - Periodic edits of article submissions
- International Olympic Committee (IOC) -
 - 2015: Reviewer of Advanced Olympic Research Program Applications
- MITACS Assessor
 - 2019-2020: Assessment of MITACS Grant Application
- SSHRC Assessor
 - 2011-2012: Assessment of SSHRC Insight Grant Applications
 - 2013-2014: Assessment of SSHRC Insight Grant Applications
 - 2018-2019: Assessment of SSHRC Insight Grant Applications
 - 2019-2020: Assessment of SSHRC Insight Grant Applications
- Administrative Sciences Association of Canada: Tourism & Sport Management Division
 - 2004-2020: Member of Division
 - 2005, 2011, 2018: Division Editor (Managed Review Process)
 - 2006, 2007, 2008, 2013, 2014, 2015, 2019, 2020: Division Chair
- Reviewer
 - Applied Economics
 - Cogent Social Sciences
 - Preventative Medicine
 - Humanities and Social Sciences Communications
 - Journal of Advertising
 - Journal of Nonprofit & Public Sector Marketing
 - Tourism Management
 - Nutrition Reviews

- Applied Economics
- European Journal of Marketing
- International Journal of Sport Communication
- European Sport Management Quarterly
- Journal of Product and Brand Management
- International Journal of Sports Marketing and Sponsorship
- International Journal of Sports Management and Marketing
- International Journal of Financial Studies
- International Journal Sport Policy & Politics
- Canadian Journal of Administrative Sciences
- Sustainability
- International Small Business Journal
- Sports Management Review
- Preventative Medicine
- International Journal of the History of Sport
- Journal of Hospitality & Tourism Insights
- Sport Marketing Quarterly
- International Journal of Tourism Research
- Journal of Global Sport Management
- European Academy of Management
- Review of Industrial Organization
- European Journal of Tourism Research
- Journal of Intercollegiate Sport
- Museum Management & Curatorship
- Journal of Marketing Theory & Practice
- Reviewer and Session Chair on many occasions for conferences

BOOK SERIES: EDITORIAL DUTIES

- “Emerging Issues and Trends in Sport Business” by World Scientific Publishing Company
 - Editor, 2020-present
- “The Ohio University Sport Management Book Series” by Ohio University Press
 - Co-Editor, 2015-Present

ORGANIZATION INVOLVEMENT: BOARDS OF DIRECTORS

- Sponsorship Marketing Council of Canada (SMCC)
 - Board of Directors – 2023 to Present
 - Education Committee Member- 2007 to Present
- Business of Hockey Institute (BHI), Athabasca University, Alberta, Canada, 2014-2020
 - Board Member
 - Course Designer, HCKY 642, Marketing Hockey Strategically for MBA Program with Athabasca University (course offered 5 times)
- Canadian Paralympic Committee
 - Assistant Chef de Mission, Canadian Team, 2016 Paralympic Games in Rio, Brazil
 - Leadership role working with Chef de Mission Chantal Petitclerc
 - Member, Revenue, Government Relations and Marketing Advisory Council – 2013 to 2019
- ParticipACTION
 - Member, Research Advisory Group – 2014 to present
- Canadian Women & Sport
 - Member, Impact Research Committee – 2019 to present
- Association for Sport Business (ASB)
 - Conference Chair – 2015 Conference at Ohio University
- 2015 FIFA Women’s World Cup

- Member, Ottawa Advisory Group
- 2013 ITU World Duathlon Championships, Ottawa, Ontario
 - Race Chair
- Canadian Olympic Committee
 - Mission Staff Member, 2010 Olympic Games, Vancouver, Canada
 - Mission Staff Member, 2008 Olympic Games, Beijing, China
 - Mission Staff Member, 2004 Olympic Games, Athens, Greece
 - Director – 2002-2004; Member – 1998-2000, 2002-2004
- Diving Canada
 - Treasurer, 2007-2008 & Director, 2006-2008
- International Triathlon Union
 - Marketing Commission – 2004-2008
 - Audit Committee Chair – 2003-2004
- Triathlon Canada
 - Events Committee – 2011 to 2012
 - Executive Board and Director, High Performance – 2002-2004
 - Director, Government Relations – 1999-2000
 - Director, Coaching – 1997-1999 & Coaching Committee – 1997-1999, 2003-2004
 - Race Selection Committee – 2003-2004 & Research Committee – 2004-2006
 - Team Management Committee – 1996-2000, 2002-2009
 - National Team Manager – 1996, 1997, 1999, 2000, 2002, 2004, 2005, 2006
- Campbell's Ignite Caledon Continental Triathlon Cup/Canadian Championships
 - Race Chairman, 2004-2005
- Pacific Sport National Training Centre, Triathlon, Victoria, BC
 - Management Board – 2004
- Wilderness Triathlon – 2002 Canadian Long Distance Triathlon Championships
 - Co-founder and Board Member – 2001-2002
- Sledge Hockey of Canada
 - High Performance Advisory Committee – 2002-2004

RESEARCH ACTIVITIES

Summary of Publications (specific descriptions follow)

- Books authored: 18
- Book chapters (or chapter contributions) authored: 14
- Papers in refereed journals: 160
- Published Case Studies (edited): 15
- Sport Business Journal Articles: 150+
- Other Industry/Trade Journal Articles: 16
- Papers in refereed conference proceedings: 37
- Conference presentations (refereed): 175
- Other invited presentations: 85+

Thesis & Comprehensive Exam

- PhD dissertation (2006) – “Sponsorship Evaluation”
- PhD comprehensive exam (2003): “A Critique of Social Marketing”
- MBA Thesis (1999) – “Embarking on a model to measure the economic impact of amateur sport”
- MA Thesis (1997) – “The development of triathlon: A social framework by which to view the development of a modern sport”

Books

1. Foster, G., O'Reilly N., & Davila, A. (2024). “Sports Business Management: Decision-Making Around the Globe”, 3rd Edition, Routledge (Taylor & Francis), USA.

2. O'Reilly, N. & Burton, R. (2023). "Business the NHL Way: Lessons from the Fastest Game on Ice", Updated Edition, University of Toronto Press, Canada.
3. O'Reilly, N. & Burton, R. (2022). "Business the NHL Way: Lessons from the Fastest Game on Ice", University of Toronto Press, Canada.
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Impact Factors of Select Publications

- Academy of Management: Learning & Education: **5.7** (2023)
- International Journal of Health Promotion and Education: **0.25** (2023)
- Journal of University Industry Collaboration: **1.0** (2023)
- BMC Public Health: **4.5** (2023)
- Applied Psychology, Health & Well-Being: **7.521** (2023)
- International Journal of Behavioral Nutrition and Physical Activity: **8.925** (2021)
- Leisure Studies: **2.888** (2021)
- Health Psychology: **3.53** (2018)
- Communication & Sport: **3.178** (2020)
- Academy of Management Learning & Education: **4.373** (2020)
- Journal of Sport Management: **3.13** (2021)
- European Sport Management Quarterly: **3.71** (2021)
- Journal of Business Research: **7.55** (2021)
- Journal of Marketing Education: **3.122** (2021)
- Marketing Intelligence & Planning: **3.491** (2022)
- International Marketing Review: **3.25** (2016)
- Annals of Tourism Research: **9.011** (2020)
- Sport Management Review: **5.55** (2021)
- American Behavioural Scientist: **2.531** (2021)
- Canadian Journal of Administration Sciences: **1.689** (2020)
- Sport Marketing Quarterly: **2.722** (2022)
- International Journal of Sport Finance: **0.94** (2021)
- International Journal of Entrepreneurship & Innovation: **2.019** (2022)
- International Journal of Sport Marketing and Sponsorship: **2.938** (2021)
- Annals of Behavioral Medicine: **4.908** (2020)
- Journal of Marketing Management: **4.60** (2021)
- International Journal of Sport Policy and Politics: **2.61** (2021)

A/A* Level Publications (Australian Business Deans Council List as of January 2024)

TOTAL: 25 papers

- Academy of Management: Learning & Education **A***: 1 paper
- Annals of Tourism Research **A***: 2 papers
- European Sport Management Quarterly **A**: 3 papers
- International Marketing Review **A**: 1 paper
- Journal of Business Research **A**: 1 paper
- Journal of Marketing Management **A**: 1 paper
- Journal of Product & Brand Management **A**: 1 paper
- Journal of Services Marketing **A**: 1 paper
- Journal of Sport Management **A**: 9 papers
- Leisure Studies **A**: 1 paper
- Marketing Intelligence & Planning **A**: 1 paper
- Sport Management Review **A**: 3 papers

Publications (Peer-Reviewed Conference Proceedings (full papers))

1. O'Reilly, N., Finch, D., Legg, D., Fody, E., & Hasani, T. (2021). "Sport Business Employability" (Virtual: Administrative Sciences Association of Canada, June 13, 2021).
2. Trail, G. T., Aicher, T. J., Sweeney, K., Naylor, M., Johnston, M., Alfaro-Barrantes, P., Lanzillo, J., Triantafyllidis, S., O'Reilly, N., Jamaat, K., Choi, W., Braunstein-Minkove, J. R., Kim, A., Dees, W., & Bang, H. (2020). *Engaging Partners and Managing a Large-Scale Research Project*. North American Society of Sport Management Conference. San Diego, CA.
3. Abeza, G., Braunstein-Minkove, J., & O'Reilly, N. (2020). *Nation-Branding through Sport: The Soft Power Strategy of Nations Sponsoring Football Clubs*. North American Society of Sport Management Conference. San Diego, CA.
4. Norm O'Reilly, David Finch, Gashaw Abeza, David Legg, John Nadeau, Nadege Levallet & Bill Foster (2019), "The Segmentation of Professional Sport Club Season Ticket Holders: Engagement, Purchase Drivers and Renewal" (St. Catharines, Ontario: Administrative Sciences Association of Canada, May 24- 27). **BEST PAPER AWARD**
5. Lawrence, H. J., O'Reilly, N. O., Ullrich, C., Speck, A. (2018). The drivers of advocacy in season ticket holders in NCAA Division I football. Administrative Sciences Association of Canada (ASAC). Toronto, Canada. **BEST PAPER AWARD**
6. John Nadeau, Anahit Armenakyan, Norm O'Reilly & Louise Heslop (2017), "Making Sense of Attribution Attempts: Emotional Evanescence in Sponsorship Outcomes" (Montreal, Quebec: Administrative Sciences Association of Canada, May 29-June 1).
7. Armenakyan, A., Heslop, L.A., Nadeau, J., & O'Reilly, N. (2017). The role of involvement and expectations in Olympic Games attitudes: A cross-national study. In Campbell C.L. (ed.) *The customer is NOT always right? Marketing orientations in a dynamic business world. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham.
8. David Finch, Rose Safai Assadzadeh, John Nadeau, & Norm O'Reilly (2015), "Marketing Education in Canada: An Empirical Analysis of Structure and Content"(Halifax, Nova Scotia: Administrative Sciences Association of Canada, June 13-16).
9. David Finch, Kimberley Bates, Binod Sundararajan, John Nadeau, Norm O'Reilly, Paul Varella, & David Deephouse (2015), "Made in Canada: a multi-stakeholder view of business school performance" (Halifax, Nova Scotia: Administrative Sciences Association of Canada, June 13-16).
10. David Finch, Norm O'Reilly, David Deephouse, Carola Hillenbrand, John Nadeau, Paul Varella, Loren Falkenberg & Tyler Massie (2014), "Return on Credentials: Building the Case for the Systematic Analysis of the Relationship between Faculty Qualifications and Canadian Business School Outcomes" (Muskoka, Ontario: Administrative Sciences Association of Canada, May 10-13).
11. Finch, D. J., O'Reilly, N., Hillenbrand, C., Deephouse, D. L., & Massie, T. (2014, January). Hiring Criteria for Business School Faculty: An Empirical Analysis. In *Academy of Management Proceedings* (Vol. 2014, No. 1, p. 11166). Academy of Management.
12. Armenakyan, A., Heslop, L., Nadeau, J., Irene, R.R., & O'Reilly, N. "The role of expectations, confirmation, and perceived performance in Olympic Games attitudes: A cross-national longitudinal", Proceedings of the World Marketing Congress, Melbourne, Australia, July 2013.
13. Legg, D., O'Reilly, N. et al. (8 authors). "Ambush Marketing and the 2010 Vancouver Olympic Games", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013. – **BEST PAPER AWARD RECIPIENT**
14. Murray, R., and O'Reilly, N. "An Exploratory Study on the Effects of Competition Time on Franchise Value", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.
15. Finch, D., Hillenbrand, C., O'Reilly, N, and Varella, P. "Firm Sales and the High-Performing Independent Sales Agent: Applications for Marketing Management", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013 – **WINNER, JEAN PERRIEN AWARD FOR BEST PAPER IN FINANCIAL SERVICES (CONFERENCE-WIDE) AND HONOURABLE MENTION AWARD RECIPIENT, MARKETING DIVISION**

16. Nadeau, J., Heslop, L., and O'Reilly, N. "Jamaica's Country Image Influence on the Travel Decision", International Conference on Business Hospitality and Tourism Management, Runaway Bay, Jamaica, October 2011.
17. Davila, A., Foster, G., & O'Reilly, N. "Professional Sport Leagues: Contrasting Views on How to Structure the Business of Sports", in Football Economics: Proceedings of the Armand Carabén Workshop on Football Economics, IESE Business School, 51-96, September 2011.
18. Stuart, S., Romeo-Velilla, M., & O'Reilly, N., "Capacity in the Canadian Sport System: Why LTAD and NCCP yet no Certification of CPD for Administrators", Administrative Sciences Association of Canada, Montreal, QC, July 2011 – **HONOURABLE MENTION AWARD RECIPIENT**
19. O'Reilly, N., Seguin, B., and Nadeau, J. "Research and the Vancouver 2010 Olympic Games", The International Centre for Olympic Studies Conference, University of Western Ontario, London, October 2010.
20. O'Reilly, N., Helsop, L., and Nadeau, J., "The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010 – **HONOURABLE MENTION AWARD RECIPIENT**
21. Xing, X., Yang, P., and O'Reilly, N. "Participant Motivations to Attend and Aerobics Event in China", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010.
22. Nadeau, J., O'Reilly, N., and Heslop, L., "China's Olympic Destination: Beijing Tourist Evaluations of China and the 2008 Games", The 3rd International Conference on Destination Branding and Marketing, Macau, China, December 2009. – **TOP PAPER AWARD RECIPIENT**
23. Davila, T., O'Reilly, N., and Foster, G. "Professional Sport Leagues: Contrasting Views on How to Structure the Business Side", Armand Carabén Workshop on Football Economics", IESE Business School, Barcelona, Spain, November 2009.
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25. Helsop, L., Nadeau, N., and O'Reilly, N., "China's Image Before and After the 2008 Olympic Games: Not Everything Went As Planned", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009. – **TOP PAPER AWARD RECIPIENT**
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Conference Presentations (Peer-Reviewed Articles/Abstracts)

1. Fagan, M.J., Vanderloo, L.M., Banerjee, A., Ferguson, L.J., Lee, E-Y., O'Reilly, N., Rhodes, R.E., Spence, J.C., Tremblay, M.S., & Faulkner, G. (2023, October 11-14). Re-assessing the social climate of physical (in)activity in Canada [Conference abstract]. Canadian Society for Exercise Physiology: Calgary, Alberta, Canada. <https://doi.org/10.1139/apnm-2023-0378>
2. O'Reilly, N., Paras, C., Lithopoulos, A., Gier, G., & Faulkner, G. (2023). Nostalgia, Marketing, and Sport Participation, Administrative Sciences Association of Canada Conference, Toronto, Canada, May 2023.
3. O'Reilly, N., Burton, R., Blake, C., & Erick, T. (2023). NIL Marketing and Level of School: A Comparative Analysis of Power 5 vs Mid-Major NCAA Athletes, North American Society for Sport Management, Montreal, June.
4. Burton, R. & O'Reilly, N., (2022) – NIL Marketing of Division I NCAA Athletics, Sport Marketing Association Annual Conference, Charlotte, USA, October.
5. O'Reilly, N., Finch, D., Abeza, A., Nadeau, J., Levallet, N., Legg, D., Hasani, T., & Foster, W. (2021). "Market Segmentation in Minor Sport Properties" (Virtual: Administrative Sciences Association of Canada, June 13, 2021).
6. Finch, D., Legg, D., O'Reilly, N., Ribeiro, J., & Tombe, T. (2021). "The Active Economy: A Pathway for Future Research" (Virtual: Administrative Sciences Association of Canada, June 13, 2021).

7. O'Reilly, N., Finch, D., Legg, D., Fody, E., & Hasani, T. (2021). "Sport Business Employability" (Virtual: Administrative Sciences Association of Canada, June 13, 2021).
8. Abeza, G., Braunstein-Minkove, J. R., O'Reilly, N. (2020, May 27 - 30). *Nation-Branding through Sport: The Soft Power Strategy of Nations Sponsoring Football Clubs*, North American Society for Sport Management Conference, San Diego, CA. http://www.nassm.org/NASSM2020/ProgramSchedule/nassm2020_schedule_session_draft.pdf
9. Norm O'Reilly, David Finch, Gashaw Abeza, David Legg, John Nadeau, Nadege Levallet & Bill Foster (2019), "The Segmentation of Professional Sport Club Season Ticket Holders: Engagement, Purchase Drivers and Renewal" (St. Catharines, Ontario: Administrative Sciences Association of Canada, May 24- 27). **BEST PAPER AWARD**
10. O'Reilly, N., Levallet, N., Wanless, E., & Naraine, M. (2019). "Logged On? Wi-Fi Usage and Behavior at NBA Games", American Marketing Association Winter Conference, Austin, USA, February.
11. Yun, L., Vanderloo, L., Berry, T., Latimer-Cheung, A. E., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., Faulkner, G. (2018). Social Climate of Physical Activity in Canada. Poster presentation at the 7th International Society for Physical Activity and Health Congress, London, England, October 15-17, 2018.
12. Lawrence, H. J., O'Reilly, N. O., Ullrich, C., Speck, A. (2018). The drivers of advocacy in season ticket holders in NCAA Division I football. Administrative Sciences Association of Canada (ASAC). Toronto, Canada. **BEST PAPER AWARD**
13. Abeza, G., O'Reilly, N. & Seguin, B. (2017). Adopt an Anthropological Approach to Examine an Online Latent Content: A Case of Major League Sport Teams' Use of Social Media", Sport Marketing Association Annual Conference, Boston, USA, November 2017.
14. Lithopoulos, A., Berry, T. R., Faulkner, G., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., Vanderloo, L. M., & Latimer-Cheung, A. E. (2017, October). Examining ParticipACTION's brand equity: A test of the brand equity pyramid. Poster presented at the Canadian Society for Psychomotor Learning and Sport Psychology Conference, St. John's, Newfoundland.
15. Priebe, C.S., Latimer-Cheung, A., Berry, T.R., O'Reilly, N., Rhodes, R., Spence, J.C., Tremblay, M.S., & Faulkner, G. (2017). An evaluation of the ParticipACTION "Make Room for Play" campaign. Abstract presented at the 20th International Play Association Triennial Conference. Calgary, AB (September, 2017).
16. O'Reilly, N., Foster, B., Nadeau, J., Abeza, G. & MacIntosh, E. (2017). Exploring New Frameworks in Sponsorship Research: Rhetorical History, Subcultures and Institutional Theory, North American Society for Sport Management (NASSM) Conference, Denver, Colorado, June 2017.
17. O'Reilly, N., Fodor, A., MacIntosh, E., Abeza, G., Nadeau, J., MacAdam, L., Pasqualicchio, G., & Dottori, M. (2017). Impact Studies in Sport: The Development of a Process for Funding Agencies, Administrative Sciences Association of Canada (ASAC), Montreal, Quebec, June 2017.
18. Nadeau, J., Armenakyan, A., O'Reilly, N., & Heslop, L. (2017). Making Sense of Attribution Attempts: Emotional Evanescence in Sponsorship Outcomes, Administrative Sciences Association of Canada (ASAC), Montreal, Quebec, June 2017.
19. Abeza, G., O'Reilly, N., & Seguin, B. (2016). The Value of Social Media for Sport Fans: A Sequential Focus Group Design Exploration, North American Society for Sport Management (NASSM) Conference, Orlando, Florida, June 2016.
20. Finch, D., Varella, P., Foster, W., Sundararajan, B., Bates, K., Nadeau, J., O'Reilly, N., & Deephouse, D. (2016). The business school scorecard: Examining the systematic sources of business school value, Administrative Sciences Association of Canada (ASAC), Edmonton, Alberta, June 2016.
21. Sundararajan, B., Finch, D., & O'Reilly, N. (2016). Homophily in Author Team Networks: A Network Analysis of Authors and Author Teams in Leading Management Journals (2016), Administrative Sciences Association of Canada (ASAC), Edmonton, Alberta, June 2016.
22. Abeza, G., O'Reilly, N. & Seguin, B. (2015). The Practice of Ambush Marketing in Social Media: The Case of Sochi 2014 Olympic Games, Sport Marketing Association (SMA), Atlanta, Georgia.
23. O'Reilly, N., Finch, D., Abeza, G., & Hillenbrand, C. (2015). ASAC, Halifax, Nova Scotia. **Awarded Paper of Merit in Marketing Division.**

24. Abeza, G., O'Reilly, N. & Seguin, B. (2015). IOC's Social Media Regulation and Its Effectiveness in Protecting Ambush Marketing: The Case of Sochi 2014 Olympic Games. October 28, 2015, 13th Annual Conference Sport Marketing Association. Atlanta, Georgia.
25. David Finch, Kimberley Bates, Binod Sundararajan, David Deephouse, Paul Varella, John Nadeau, & Norm O'Reilly (2015), "Opening the Governance of Business Schools: A Multi-Stakeholder View of Performance" (Vancouver, British Columbia: Academy of Management 2015 Annual Meeting, August 7 – 11).
26. Tim Ströbel, Norm O'Reilly, John Nadeau & Herbert Woratschek (2015), "Investigating the Importance of Place Image Dimensions on Travel Intentions in the Context of the Olympic Games" (Dublin, Ireland: European Association for Sport Management Conference, September 9-12).
27. Abeza, G., O'Reilly, N., Seguin, B., & Jones, F. (2015). Athlete Product Endorsement and Use of Twitter. The 23rd European Association for Sport Management conference. Sep, 9 -12, 2015, Dublin, Ireland.
28. Anahit Armenakyan, Louise Heslop, Irene R.R., John Nadeau & Norm O'Reilly (2015), "Olympic Games: Does the Host Location Matter?" (Bari, Italy: Academy of Marketing Science World Marketing Congress, July 14 – July 18).
29. Abeza, G., O'Reilly, N., Mazanov, J., Huybers, T., & Prior, D. (2015). Off-the-Field Scandals in Professional Sports and Impacts on Consumers Brand Engagement. NASSM 2015 Conference, Ottawa, Ontario, June 2 - 6, 2015.
30. Abeza, G., O'Reilly, N., Benoit, S., Nzindukiyimana, O., & Dottori, M. (2015). Theory Utilization in Social Media Scholarship in Sport Studies: A Review. NASSM 2015 Conference, Ottawa, Ontario, June 2 - 6, 2015.
31. Dottori, M., O'Reilly, N., Seigny, A. (2015). The Playing Field of Sport Public Relations: Current Orientation, Theoretical Underpinnings, and Prevalent Methods. NASSM 2015 Conference, Ottawa, Ontario, June 2 - 6, 2015.
32. David Finch, Rose Safai Assadzadeh, John Nadeau, & Norm O'Reilly (2015), "Marketing Education in Canada: An Empirical Analysis of Structure and Content"(Halifax, Nova Scotia: Administrative Sciences Association of Canada, June 13-16).
33. David Finch, Kimberley Bates, Binod Sundararajan, John Nadeau, Norm O'Reilly, Paul Varella, & David Deephouse (2015), "Made in Canada: a multi-stakeholder view of business school performance" (Halifax, Nova Scotia: Administrative Sciences Association of Canada, June 13-16).
34. Orr, K., LeBlanc, A. G., Berry, T., Deshpande, S., Latimer-Cheung, A. E., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., & Faulkner, G. (2015). Awareness of Canadian physical activity guidelines and self-reported physical activity: Cross-sectional analysis. Oral presentation at the Canadian Society for Exercise Physiology, Hamilton, ON.
35. Rhodes, R. E., Berry, T., Deshpande, S., Faulkner, G., Latimer-Cheung, A., O'Reilly, N., Spence, J. C., & Tremblay, M. S. (2015). Predicting changes in child physical activity and
36. three types of parental support behaviors across 18 months. Poster presented at the International Society of Behavioral Nutrition and Physical Activity, Edinburgh, Scotland.
37. Prior, D., O'Reilly, N., Mazanov, J., Huybers, T., & Abeza, G. (2015). The Effects of Scandal on Purchase Intention, 2015 Academy of Marketing Science Annual Conference, Denver, Colorado, USA, May 12-15.
38. Abeza, G., O'Reilly, N., Mark, L., Nzindukiyimana, O., & Dottori, M. (2015). Research Tradition in Sport Communication: The Orientation, Prevalence and Characteristics. 2015 IACS Summit on Sport and Communication, Charlotte, North Carolina, March 6-8, 2015.
39. Liu, Y., Séguin, B., O'Reilly, N., & MacIntosh, E. (2014). "Ambush Marketing: A Chinese Perspective, Sport Marketing Association of Australia and New Zealand (SMAANZ) Annual Conference, November 26.28.
40. Abeza, G., O'Reilly, N., Seguin, B., & Nzindukiyimana, O. (2014). Social Media Research in Sport Studies: Current State and Historical Evolution. 2014 Sport Entertainment & Venues Tomorrow (SEVT) Conference, Columbia, South Carolina, Nov 20, 2014.
41. Dawson Beatty, G., Haines, M., Hurd, K., Bynum, S, Lawrence-Benedict, H., Lemay, E., & O'Reilly, N. (2014, November 21). An inside look at the Reebok CrossFit Games Spectator Experience. 2014 Sport Entertainment & Venues Tomorrow Annual Conference in Columbia, SC.

42. Burton, R., O'Reilly, N. (2014). Can A City's Reputation Cause Negative Image Transfer for Sponsors? SMA Conference, Philadelphia, Pennsylvania, October 21-25, 2014.
43. David Finch, Norm O'Reilly, David Deephouse, Carola Hillenbrand, John Nadeau, Paul Varella, Loren Falkenberg & Tyler Massie (2014), "Return on Credentials: Building the Case for the Systematic Analysis of the Relationship between Faculty Qualifications and Canadian Business School Outcomes" (Muskoka, Ontario: Administrative Sciences Association of Canada, May 10-13).
44. Abeza, G., O'Reilly, N., Mazanov, J., Huybers, T., & Prior, D. (2014). Framing of off-the-Field Scandals in Professional Sports: The Case of the National Football League. The 22nd European Association for Sport Management conference. 9 -12, 2004, Coventry, UK.
45. Abeza, G., O'Reilly, N., Dottori, M. & Seguin, B. (2014). Mixed Methods Research Approach in the Field of Sport Marketing. The 12th Annual Conference of Sport Marketing Association, October 21-25, 2014, Philadelphia, PA.
46. Abeza, G., & O'Reilly, N. (2014). The Use of Social Media in Meeting Relationship Marketing Goals: The Case of Sporting Event Organizations. The 2014 Social Media & Society Conference, September 27-28, 2014, Toronto, Ontario.
47. Dottori, M., Abeza, G., O'Reilly, N., & Seguin, B. (2014). The Presentation of Self Online: The Case of Canadian Paralympic Athletes. The 22nd European Association for Sport Management conference. September 9 -12, 2014, Coventry, UK.
48. Mazanov, J., & O'Reilly, N. (2014). The Implications of Anti-Doping on High Performance Sport Human Resource Management. The 22nd European Association for Sport Management conference. 9 -12, 2004, Coventry, UK.
49. Deephouse, D., Finch, D., Hillenbrand, C., Massie, T., O'Reilly, N. (2014). Hiring Criteria for Business School Faculty: An Empirical Analysis. Academy of Management. Philadelphia, August 1-5 2014.
50. Finch, D., Hillenbrand, C., O'Reilly, N., Varella, P. (2014) Psychological Contracts and Independent Sales Contractors: Fulfillment, Performance and Management Practice-oriented. Academy of Management. Philadelphia, August 1-5.
51. Abeza, G., Levallet, N., O'Reilly, N., Seguin, B., & Dottori, M. (2014). Canadian Interuniversity Sport: Survey of athlete experiences and use of social media. NASSM 2014 Conference, Pittsburgh, Pennsylvania, May 27 - 31, 2014.
52. MacIntosh, E., Desjardins, E., Seguin, B., O'Reilly, N. (2014). Building a Sport Club Brand Following a Franchise Failure: Third and Long. NASSM 2014 Conference, Pittsburgh Pennsylvania, May 27-31, 2014.
53. Bokel, C., Hamil, S., Marston, K., O'Reilly, N. "Masters of Sport: Secrets of a successful sporting education", 2014 Sport Business International Webinar. More than 1,000 participants. April 30, 2014.
54. Abeza, G., & O'Reilly, N. (2014). Major developments in the field of sport communication: A multi-dimensional assessment. 2014 IACS Summit on Sport and Communication, New York, March 14 -16, 2014.
55. Abeza, G., O'Reilly, N., & Dottori, M. (2014). The role of social media in enhancing participation in sport: The case of community sport organizations. 2014 IACS Summit on Sport and Communication, New York, March 14 -16, 2014.
56. Anahit Armenakyan, Louise Heslop, Irene R.R., John Nadeau, & Norm O'Reilly (2014), "Two hosts of one guest: Vancouver vs. Sochi Winter Olympic Games" (London, Ontario: 13th International Symposium for Olympic Research, October 30-31).
57. O'Reilly, N. MacIntosh, E., & Nadeau, J. "Embarking on the economic impact analysis of a professional sport club", European Association of Sport Management (EASM) Conference, Istanbul, Turkey, September 2013.
58. Seguin, B., MacIntosh, E., O'Reilly, N., and Rodrique, F. "Ambush Marketing: Value Co-Creation or Co-Destruction", European Association of Sport Management (EASM) Conference, Istanbul, Turkey, September 2013.
59. Armenakyan, A., Heslop, L., Nadeau, J., O'Reilly, N., and Lu, I. "The Role of Expectations, Confirmation, and Perceived Performance in Olympic Games Attitudes: A Cross-National

- Longitudinal Study”, Academy of Marketing Science 16th Biennial World Marketing Congress, Melbourne, Australia, July 2013.
60. Finch, D., Hillenbrand, C., Varella, P., and O’Reilly, N. (2013). “For Love or Money - Deconstructing Relational Value”, 10th Industrial & Organisational Psychology (IOP) Conference, Perth, Australia, July 2013.
 61. Legg, D., O’Reilly, N. et al. (8 authors). “Ambush Marketing and the 2010 Vancouver Olympic Games”, Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013. – **BEST PAPER AWARD RECIPIENT**
 62. Pegoraro, A., Levallet, N., O’Reilly, N., and Burton, R. “Disruptive Innovation and Professional Sport: A Call for Future Research on the Role of Technology”, Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.
 63. Murray, R., and O’Reilly, N. “An Exploratory Study on the Effects of Competition Time on Franchise Value”, Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.
 64. Finch, D., Burndred, B., and O’Reilly, N. “Stakeholder Influence on Firm Value: An Interdisciplinary Literature Review”, Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.
 65. Finch, D., Hillenbrand, C., O’Reilly, N., and Varella, P. “Firm Sales and the High-Performing Independent Sales Agent: Applications for Marketing Management”, Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013 – **WINNER, JEAN PERRIEN AWARD FOR BEST PAPER IN FINANCIAL SERVICES (CONFERENCE-WIDE) AND HONOURABLE MENTION AWARD RECIPIENT, MARKETING DIVISION**
 66. McEvoy, C., Dixon, J., and O’Reilly, N. (2013). Teaching with the Case Method, 2013 North American Society for Sport Management Conference (NASSM 2013), Austin, Texas, USA, June 2013.
 67. Nadeau, J., Heslop, L., and O’Reilly, N. “Cityscape Promotions at Mega-Events: The Role of Place Images”, Academy of Marketing: 8th Global Brand Conference, Porto, Portugal, April 2013
 68. O’Reilly, N. and Dixon, G. “Social Marketing Sponsorship Termination: An Exploratory Analysis”, Sport Management Association of Australia and New Zealand (SMAANZ), Sydney Australia, November 2012
 69. Mazanov, J., and O’Reilly, N. “Second Generation Policy Paradigms to Manage the Role of Drugs in Sport”, Sport Management Association of Australia and New Zealand (SMAANZ), Sydney Australia, November 2012
 70. Abeza, G., Reid, I. & O’Reilly, N. (2012). An exploratory study of the opportunities and challenges of social media in meeting relationship marketing goals in sport organizations”. October 23, 10th Annual Conference Sport Marketing Association. Orlando, Florida. **BEST PAPER AWARD WINNER**
 71. Armenakyan, A., O’Reilly, N., Heslop, L., & Nadeau, J. “Sponsorship, Country Images and the Olympic Games: Results of a Research Agenda Around Beijing 2008 and Vancouver 2010”, 11th International Symposium for Olympic Research, London, Ontario, Canada, October 2012
 72. Armenakyan, A., Heslop, L., Nadeau, J., Irene, R.R., & O’Reilly, N. “The role of expectations, confirmation, and perceived performance in Olympic Games attitudes: A cross-national longitudinal study”, 11th International Symposium for Olympic Research, London, Ontario, Canada, October 19-20.
 73. MacIntosh, E., and O’Reilly, N. “Mixed Martial Arts (MMA): Contrasting Fans and Non-Fans Perceptions of Violence in the Sport”, North American Society for Sport Management (NASSM), Seattle, Washington, May 2012
 74. Lafrance Horning, D., and O’Reilly, N. “Motivation for the Adoption of Women’s Recreational Hockey Participation”, North American Society for Sport Management (NASSM), Seattle, Washington, May 2012
 75. Foster, G., O’Reilly, N., and Shimizu, C. “Regional Sports Networks”, Administrative Sciences Association of Canada (ASAC), St. John’s, Newfoundland, June 2012
 76. Finch, D., Nadeau, J., and O’Reilly, N. “The New World of Marketing Work and the Implications on Marketing Education in Canada”, Administrative Sciences Association of Canada (ASAC), St. John’s, Newfoundland, June 2012

77. O'Reilly, N. and Barnett, S. "City Branding and Northern Canadian Communities", Administrative Sciences Association of Canada (ASAC), St. John's, Newfoundland, June 2012
78. Nadeau, J., Heslop, L., and O'Reilly, N. "Jamaica's Country Image Influence on the Travel Decision", International Conference on Business Hospitality and Tourism Management, Runaway Bay, Jamaica, October 2011.
79. Nadeau, J., Heslop, L., O'Reilly, N., Cakmak, E., and Verwey, S. "A Cameo Effect on Sponsorship Brands?: Examining the Evaluations of Tourists during the 2010 South Africa FIFA World Cup", European Association of Sport Management (EASM) Conference, Madrid, Spain, September 2011.
80. Bradish, C., Chard, C., Legg, D., MacIntosh, E., Nadeau, J., O'Reilly, N., Seguin, B., and Stotlar, D. "An Examination of Consumer Perceptions and Olympic Marketing Programs: The Vancouver 2010 Winter Olympic Games" (Madrid, Spain: European Association of Sport Management, September 2011.
81. Armenakyan, A., Heslop, L., Nadeau, J., and O'Reilly, N. "The Role of Involvement and Expectations in Olympic Games Attitudes: A Cross-National Study", Academy of Marketing Science World Marketing Congress, Reims, France, July 2011.
82. Freeman, I., Knight, P., Griggs, G., & O'Reilly, N., "Semiotic Representations of Olympic Mascots Revisited", Administrative Sciences Association of Canada (ASAC), July 2011.
83. Finch, D., Varella, P., & O'Reilly, N., "Quantifying Stakeholder Relationships: An Examination of the Attitudinal and Behavioural Dimension of Relationship Capital", Administrative Sciences Association of Canada (ASAC), July 2011.
84. Finch, D, O'Reilly, N. & Varella, P., "The Value of Relationship Capital", Administrative Sciences Association of Canada (ASAC), July 2011.
85. Stuart, S., Romeo-Velilla, M., & O'Reilly, N., "Capacity in Canada's Sport System: Why LTAD and NCCP yet no Certification or CPD for Administrators", Administrative Sciences Association of Canada (ASAC), July 2011.
86. Finch, D., Nadeau, J., & O'Reilly, N., "The Future of Marketing and Implications on Post-Secondary Marketing Education", Administrative Sciences Association of Canada, July 2011.
87. Lafrance-Horning, D., & O'Reilly, N., An Empirical Investigation of Sponsorship Activation, North American Society for Sport Management (NASSM), June 2011.
88. Schmidt, A., Bradish, C., O'Reilly, N., Bedford, D., & McKelvey, S, "Vancouver 2010 Olympic Games Marketing and Ambush", North American Society for Sport Management (NASSM), June 2011.
89. Nadeau, J., Heslop, L., O'Reilly, N., Verwey, S., Armenakyan, A., and Çakmak, E., "Importance of Country Image to Mega-event Sponsorship Brands: Comparison of Vancouver Winter Olympics and South Africa FIFA World Cup", 7th Global Brand Conference of the Academy of Marketing's Brand Corporate Identity and Reputation Special Interest Group, Oxford, UK, April 2011.
90. Heslop, L., Armenakyan, A., Nadeau, J., and O'Reilly, N. "The Tinkerbelle Effect: the power of beliefs for Canada and the Olympics", Invited presentation, Carleton University Alumni Association, Vancouver Chapter, Vancouver, British Columbia, March 2011.
91. O'Reilly, N, and Brunette, M. "Public-Private Partnerships in the Sport and Physical Activity Contexts", 2nd International Conference on Sport & Society, Kolkata, India, February/March 2011.
92. Bradish, C., MacIntosh, E., O'Reilly, N., Seguin, B., Legg, D., Nadeau, J., and Stotler, D. "Implications from the 2010 Winter Olympic Games: A Research Study Summary for Sport Marketing Theory, Practice and Study", Sport Marketing Association, New Orleans, USA, October 2010.
93. O'Reilly, N., Seguin, B., and Nadeau, J. "Research and the Vancouver 2010 Olympic Games", The International Centre for Olympic Studies Conference, University of Western Ontario, London, October 2010.
94. Verwey, S., Nadeau, J., O'Reilly, N. and Heslop, L. "A Comparison of the Perceptions of Foreign Visitors and South Africans during the 2010 FIFA Soccer World Cup", Southern African Communication Association Conference, Johannesburg, South Africa, September 2010.
95. Seguin, B., O'Reilly, N, and Bradish, C. "2010 Winter Olympic Games: A Study of Consumer Perceptions Regarding Sponsorship, Ambush Marketing and the Olympic Movement", European Association of Sport Management, Prague, September 2010.

96. Berger, I., Hernandez, T., O'Reilly, N., Parent, M., Seguin, B., and Svindal, M, "Urban Sportsapes: An Environmental Deterministic Perspective On Youth Sport Participation", 13th Biennial Jerusalem Conference in Canadian Studies, Jerusalem, Israel, June, 2010.
97. Burton, R., and O'Reilly, N. "Olympic Hockey – After the Circus Leaves Vancouver", Hockey on the Border: An International Scholarly Conference, Buffalo, New York, June 2010.
98. Dixon, J.C., Gibbs, C., Holmes, M.R., and O'Reilly, N., "Exploring the Impact of Executive Leadership Experience on Payroll Efficiency in the National Hockey League", Hockey on the Border: An International Scholarly Conference, Buffalo, New York, June 2010.
99. O'Reilly, N., Helsop, L., and Nadeau, J., "The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010 – **HONOURABLE MENTION AWARD RECIPIENT**
100. Xing, X., Yang, P., and O'Reilly, N. "Participant Motivations to Attend and Aerobics Event in China", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010.
101. Pegoraro, A., O'Reilly, N., and Giguere, M. "Double Faulting: Does Equal Prize Money in Professional Tennis Advance Progress of Gender Depictions in Televised Advertisements", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010.
102. Jones, F., Graham, D., Pegoraro, A., O'Reilly, N., and Nadeau, J., "Non-Traditional Roles For Women In The Sport And Athletic Industry: Women AS University Mascots", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010.
103. Finch, D., Varella, P., O'Reilly, N., and Wolfe, D., "The Value of Sponsorship: A Study of the Role of Professional Sports Sponsorships in Stimulating Consumer Trust and Loyalty", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010
104. Burton, R., and O'Reilly, N. "The Intangibles of Professional Sport: How about Painting Green Bay Green?", A Mirror of our Culture: Sport and Society in America Conference, Green Bay, Wisconsin, May 2010.
105. Nadeau, J., O'Reilly, N. And Heslop, L. "Consumer Evaluations of Olympic Sponsors: Linking Place, Mega-Event and Sponsorship Evaluations", 6th International Conference of the Academy of Marketing's Brand, Identity and Corporate Reputation Special Interest Group, Barcelona, Spain, April 2010.
106. O'Reilly, N., Heslop, L., and Nadeau, J. "Top Sponsors and the International Olympic Committee: A B2B Marketing Relationship?", Sport and Society Conference, Vancouver, Canada, March 2010.
107. Nadeau, J., O'Reilly, N., and Heslop, L., "China's Olympic Destination: Beijing Tourist Evaluations of China and the 2008 Games", The 3rd International Conference on Destination Branding and Marketing, Macau, China, December 2009. – **TOP PAPER AWARD RECIPIENT**
108. O'Reilly, N., Heslop, L., and Nadeau, J. "The Sponsor-Global Event Relationship: Conceptual Development of a Business-to-Business Tourism Marketing Relationship", The 3rd International Conference on Destination Branding and Marketing, Macau, China, December 2009.
109. Davila, T., O'Reilly, N., and Foster, G. "Professional Sport Leagues: Contrasting Views on How to Structure the Business Side", Armand Carabén Workshop on Football Economics", IESE Business School, Barcelona, Spain, November 2009.
110. Heslop, L., Nadeau, N., and O'Reilly, N., "China's Image Before and After the 2008 Olympic Games: Not Everything Went As Planned", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009. – **TOP PAPER AWARD RECIPIENT**
111. O'Reilly, N., Eys, M., and Muise, M. "Development of Sport Participation Management: Integrating Sport Management and Sport/Exercise Psychology Scholarships", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
112. O'Reilly, N., Pegoraro, A., Nadeau, J., Carvalho, P., and Jones, F. "Community Reflections and Attendance in Professional Sport: Diversity and Team-Market Congruence", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
113. O'Reilly, N., and Madill, J. "Methods and Metrics in Sponsorship Evaluation", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
114. Pegoraro, A., and O'Reilly, N., "Teen Athletes' Consumer Behaviour: Implications for Marketers", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.

115. Madill, J. and O'Reilly, N., "Forming, Terminating, Managing and Evaluating Sponsorships: An Empirical Examination", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
116. Nagel, M., O'Reilly, N., Dickson, G., Gerrard, B., Brown, M., and Yeh, KT, "Turbulence in World Markets: Implications for the Future of Globalization and Sport Finance", North American Society for Sport Management (NASSM), Columbia, South Carolina, May 2009.
117. Ayer, S., Pegoraro, A., Leonard, B., O'Reilly, N., and Bouffard, P. "Donor Devotion: The Loyal Donor Vs. the Habitual Switcher - Who, Why, and What to Do", ARNOVA Conference, Philadelphia, Pennsylvania, November 2008.
118. Rahinel, R. and O'Reilly, N. "Deception at a Distance: How and when does Temporal Distance Affect Persuasion Knowledge Activation", ACR 2008, San Francisco, October 2008.
119. Madill, J. and O'Reilly, N. "Investigating the Concept of Social Marketing Sponsorships: Terminology, Stakeholders, and Objectives", World Social Marketing Conference, Brighton & Hove City, England, September 2008.
120. Parent, M., Nehmé, C., Séguin, B., and O'Reilly, N. "Examining What Drives Urban Canadian Youth to Actively Participate in Sport", European Association for Sport Management (EASM), Heidelberg, September 2008.
121. O'Reilly, N. and Dixon, G. "Corporate Credibility, Sponsorship and Drink-Driving: A Critical Review of the Traffic Accident Commission's Sponsorship of Australian Football League", European Association for Sport Management (EASM), Heidelberg, September 2008.
122. O'Reilly, N. and Foster, G. "Dimensions of Olympic Sponsorship Risk: Risk Management, Sponsorship, and the 2008 Olympic Summer Games", International Sport Business Symposium, Beijing, China, August 2008.
123. Pegoraro, A., O'Reilly, N. and Madill, J. "Social Marketing, Anti-Doping and the Olympic Games", 9th International Symposium for Olympic Research, Beijing, China, August 2008.
124. McCarthy, L., O'Reilly, N., Lyberger, B., Seguin, B., and Nadeau, J. "Mega-Special Event Promotions and Intent to Purchase: A longitudinal Analysis of the Olympic Games", Sport Marketing Association (SMA) Conference, Gold Coast, Australia, July 2008.
125. Zinger, T., and O'Reilly, N. "Sponsorship Activity across Small Enterprises: An Empirical Study", International Conference on Small Business (ICSB), Halifax, Canada, June 2008.
126. Leonard, B., O'Reilly, N., Berger, I., Parent, M., Seguin, B., and Hernandez, T. "'Active' versus 'Cultural' Use of Time: Health, Happiness and Sense of Belonging", World Leisure Conference, Montreal, Canada, October 2008.
127. Rahinel, R., and O'Reilly, N. "The playoff safety bias": Exploring how the sequential goal heuristic could make playoff appearances matter more than championships", North American Society for Sport Management (NASSM), Toronto, Canada, May 2008
128. Rahinel, R., O'Reilly, N., Chang, C, and Cheng, J. " Straddling between hope and uncertainty: Using decision trees and neural networks to predict fan orientations to competitive balance", North American Society for Sport Management (NASSM), Toronto, Canada, May 2008.
129. Pegoraro, A., and O'Reilly, N. "An analysis of television commercials during tennis grand slam finals: Does the equal prize money = gender equality in advertising?", North American Society for Sport Management (NASSM), Toronto, Canada, May 2008.
130. O'Reilly, N., and Madill, J. "Sponsorship evaluation", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.
131. Pegoraro, A., Ayer, S., and O'Reilly, N., and Madill, J. "Online and offline advertising during the 2007 NCAA basketball tournament – Which companies drive consumers to the web?", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.
132. O'Reilly, N., Leonard, B., Berger, I., Hernandez, T., Seguin, B., and Parent, M. "The influence of household context in youth participation in Canada", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.
133. Hernandez, T., Berger, I., Brissette, C., O'Reilly, N., Parent, M., Seguin, B. "Sport participation in Canada: A longitudinal cohort analysis of youth", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.

134. Ellis, D., Seguin, B. and O'Reilly, N. "Ambush Marketing in Canada: An Update", Sport Management Association of Australia and New Zealand (SMAANZ), Auckland, New Zealand, November, 2007
135. O'Reilly, N. and Foster, G. "High Risk Sport Sponsorship", Sport Management Association of Australia and New Zealand (SMAANZ), Auckland, New Zealand, November, 2007
136. Zinger, J.T. and O'Reilly, N. "The Small Firm - Sports Sponsorship Dynamic: An Exploratory Analysis", Canadian Conference on Small Business and Entrepreneurship, Kelowna, Canada, November 2007
137. Pegoraro, A., Seguin, B. and O'Reilly, N. "Innovative Pedagogy in Sport Marketing: The Annual SPAD Field Trip -The Case of Lausanne, 2000", Sport Marketing Association (SMA), Pittsburgh, USA, October 2007
138. O'Reilly, N. and Pegoraro, A. "Marketing and Anti-Doping", Play the Game Conference, Reykjavík, Iceland, October, 2007
139. O'Reilly, N. and Farrell, C. "Brand Globalization in Professional Sports: A Preliminary Analysis of the National Basketball Association", Administrative Sciences Association of Canada Conference (ASAC), Ottawa, Ontario, June, 2007
140. O'Reilly, N., Kaplan, A., Rahinel, R., and Nadeau, J. "Competitive Balance in Professional Team Sport: Connecting the Dots", Administrative Sciences Association of Canada Conference (ASAC), Ottawa, Ontario, June, 2007
141. Bruce, A., Ellis, D., MacDonald, M., Woods-Pichette, C., Seguin, P., Parent, M., and O'Reilly, N. "The Cause of Amateur Sport in Canada", Administrative Sciences Association of Canada Conference (ASAC), Ottawa, Ontario, June, 2007
142. O'Reilly, N., Parent, M., Berger, I., Seguin, B., and Hernandez, T. "Examining Urban Youth Engagement in Sport", North American Society for Sport Management, Miami, USA, June 2007.
143. Jones, F., Mak, J., O'Reilly, N., and Nadeau, J. "Attracting Minorities to a Major League Baseball Park" North American Society for Sport Management, Miami, USA, June 2007.
144. O'Reilly, N., Lyberger, M., McCarthy, L., Seguin, B., and Nadeau, J. "Intent-to-Purchase and Mega-Special-Event Sponsorship: A Longitudinal Analysis of the Super Bowl", Academy of Marketing Science, Miami, USA, May 2007.
145. Nadeau, J. and O'Reilly, N. "Salary Caps and Marquee Player Mobility: The Havlat Effect", 4th Annual Sprott Annual Doctoral Symposium, Eric Sprott School of Business, Ottawa, Canada, April 2007. **EXCELLENT PRESENTATION AWARD RECIPIENT**
146. Special Session: "Branding Sport Teams and Leagues", AMA Winter Marketing Educators' Conference, San Diego, USA, February 2007.
147. Seguin, B., and O'Reilly, N. "Sport Sponsorship in Canada-Bridging the gap between National Sport Organizations and Corporate Sponsors", 4th Annual Sport Marketing Association (SMA) Conference, Denver, USA, November 2006.
148. O'Reilly, N. and Nadeau, J. "The Sponsorship of Country-based Mega-Events: Propositions from Product-Country Image Research", 4th Annual Sport Marketing Association (SMA) Conference, Denver, USA, November 2006.
149. O'Reilly, N., and Madill, J. "Evaluating Social Marketing Sponsorships", Social Marketing Advances in Research and Theory (SMART) Conference, Banff, Alberta, October 2006.
150. Rahinel, R., O'Reilly, N., and Madill, J. "Public Urban Gun Use Behaviour and Social Marketing: Balancing Theoretical and Practical Considerations", Social Marketing Advances in Research and Theory (SMART) Conference, Banff, Alberta, October 2006 – **TOP STUDENT PAPER AWARD RECIPIENT (ADVISOR)**
151. McCarthy, L., Lyberger, M., Seguin, B. and O'Reilly, N. "Consumer Opinion and Mega Events: A Longitudinal Analysis of Olympic Games Sponsorship", European Association of Sport Management Conference, Nicosia, Cyprus, September, 2006.
152. O'Reilly, N., and Madill, J. "Sponsorship Evaluation", 5th European Conference on Research Methodology for Business and Management Studies, Trinity College Dublin, Ireland, July 2006.
153. O'Reilly, N., Lefroy, K., and Seguin, B. "Predictors of Success in Bachelor-Level Sport Administration Education", North American Society for Sport Management (NASSM), Kansas City, USA, June 2006.

154. O'Reilly, N., and Nadeau, J. "Diversity and Team-Market Congruence in the NBA", North American Society for Sport Management (NASSM), Kansas City, USA, June 2006.
155. Nadeau, J., Heslop, L., O'Reilly, N. and Luk, P. "Climbing to New Heights: Lessons from Mount Everest on PCI and TCI Convergence", Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006 - **HONOURABLE MENTION BEST PAPER (ENGLISH) RECIPIENT**
156. O'Reilly, N. and Seguin, B. « Modélisation de l'impact économique du sport olympique: un apprentissage après FINA 2005 », Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006.
157. Valliere, D., and O'Reilly, N. "The Everest of Business: Exploring the Entrepreneurship-Mountaineer Analogy", Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006.
158. O'Reilly, N., Kaplan, A., and Nadeau, J. "Competitive Balance in Professional Team Sport: The Case of Major League Baseball", Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006.
159. Freeman, I., Knight, P., and O'Reilly, N. "Symbolism and the Effectiveness of Olympic Mascots", Administrative Sciences Association of Canada Conference (ASAC), Banff, Alberta, May/June, 2006.
160. Knight, P., Freeman, I., and O'Reilly, N. "Semiotics of Olympic Mascots", 3rd Annual Sprott Annual Doctoral Symposium, Eric Sprott School of Business, Ottawa, Canada, April 2006.
161. Nadeau, J. and O'Reilly, N. "Community Reflections and Attendance in Professional Sport: Team-Market Congruence in the National Basketball Association", 3rd Annual Sprott Annual Doctoral Symposium, Eric Sprott School of Business, Ottawa, Canada, April 2006. **EXCELLENT PRESENTATION AWARD RECIPIENT**
162. O'Reilly, N., Chan, Y., and Knight, P. "Charting a Course for Knowledge Management Research: Insights from a Knowledge Café", ICICKM 2005: 2nd International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Dubai, United Arab Emirates, November 2005
163. McCarthy, L., O'Reilly, N., Seguin, B., and Lyberger, M. "A Call for Sponsorship Research on the Mega-Sponsee", The 3rd Annual Sport Marketing Association Conference, Tempe, AZ, USA, November 2005.
164. O'Reilly, N. and Currie, S. "The Challenges of Implementing an On-line Concept for Citizen Engagement: An Assessment of a Failed e-Parliament Initiative", The International Conference on E-Government, October 2005.
165. Rahinel, R., O'Reilly, N., Cukier, W., and Cody, S. "Mathematics as a Performance Predictor in Information Technology Management", ISECON Conference, Columbus, USA, October 2005.
166. McCarthy, L., Seguin, B., Lyberger, M., O'Reilly, N., and Preuss, H. "Consumer interest, awareness and intent to purchase; a three country study of Olympic sponsorship", The 13th European Congress of Sport Management, Newcastle-Gateshead, England, September 2005.
167. Cukier, W., Cody, S. and O'Reilly, N. "Gender and Information Technology Management Education: Who's Doing the Math?", Twelfth Annual International Conference on Literacy and Educational Research, Granada, July 2005.
168. O'Reilly, N. and Seguin, B. "Generating Resources and Brand Equity in Endurance Sport", North American Society for Sport Management (NASSM), Regina, Canada, June 2005.
169. Kaplan, A. and O'Reilly, N. "The CEO – 'Star Athlete' Analogy: The Role of Variable Compensation in Professional Sport", Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
170. O'Reilly, N., Foster, M., Patterson, M. and Rahinel, R. "Netnography and Marketing Education: Learnings from a Large-Class Environment", Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
171. O'Reilly, N., McCarthy, L., Seguin, B., and Lyberger, M. "Sponsorship and the Super Bowl: A Longitudinal Analysis", Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
172. Dewan, T., Luk, P., O'Reilly, N., Berger, I., Heslop, L., Martin, D., Valliere, D., Nadeau, J., and Skurnik, I. "Lessons from climbing the world's tallest mountain: Research at 5400 meters",

- Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
173. Knight, P. and O'Reilly, N. "Knowledge Management Best Practices in Non Profit Organizations: A Doctoral-Level Investigation", Information Resources Management Association International Conference, San Diego, USA, May 2005
 174. Stan, M. and O'Reilly, N. "Factors Affecting the Adoption of Information Technology in Canadian National Sport and Multi-Sport Organizations", Eric Sprott School of Business Doctoral Symposium, Ottawa, ON, April 2005
 175. O'Reilly, N. and Stan, M., "The Adoption of Information Technology as a Best Practice in Sport Marketing: Learnings from Canadian Amateur Sport Organizations", Sport Marketing Association, Memphis, Tennessee, November 2004
 176. O'Reilly, N. and Knight, P. "Knowledge Management Best Practices in Volunteer Managed Organizations: The Case of Triathlon Canada", ICICKM 2004, The International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Toronto, Canada, October 2004
 177. O'Reilly, N. and Madill, J., "The World Anti-Doping Agency: The Role of Social Marketing", Social Marketing Advances in Research and Theory (SMART) Conference, Kananaskis, Alberta, September 2004 – **TOP PAPER AWARD RECIPIENT**
 178. Seguin, B., O'Reilly, N., Lyberger, M. and McCarthy, L. "Marketing d'embuscade : menace sérieuse pour l'exclusivité des sponsors olympiques", Administrative Sciences Association of Canada, Quebec, QC, June 2004
 179. O'Reilly, N. and Nadeau, J. "Antecedents of Business Success in the National Hockey League: A Loglinear Analysis", North American Society for Sport Management Conference, Atlanta, GA, June 2004
 180. Nadeau, J. and O'Reilly, N. "Factors Related to Profitability in the National Hockey League", Eric Sprott School of Business Doctoral Symposium, Ottawa, ON, April 2004

Invited Conference Presentations/Honours/Lectures (Professional Academic)

**A non-exhaustive list below of regular presentations/appearances with industry/events*

1. "16th Annual Canadian Sponsorship Landscape Study", SponsorshipX Conference, Montreal, Canada, November 2022.
2. "Business the NHL Way" – various talks/presentations around book:
 - a. NHL Store – New York, NY, December 2022
 - b. Washington Capitals – Washington, DC, November 2022
 - c. Indigo Books – Toronto, Ontario, October 2022
3. "The Sponsorship Landscape", Canadian Forces Morale & Welfare Services Annual Professional Development Conference, Ottawa, Canada, February 2022.
4. Canadian Sport Tourism Alliance (CSTA) Annual Conference – Keynote Presentation on the "Sponsorship in Canada in 2020: Applications to Sport Tourism", Edmonton, Alberta, March 2020.
5. Canadian Football League (CFL) Sponsorship Summit – Keynote Presentation on "Sponsorship in Canada in 2020" – Miami, Florida, March 2020.
6. Ontario Soccer Summit – Keynote Presentation on "The Business of Soccer", February 2020, Hamilton, Canada.
7. Canadian Sport Tourism Alliance (CSTA) Annual Conference – Keynote Presentation on the "Sponsorship Landscape in Canada in 2019", Ottawa, Ontario, April 2019.
8. Canadian Sport Leadership Annual Conference – Keynote Presentation on the "The Sponsorship Landscape Study", Vancouver, BC, November 2019.
9. "Outside perspectives on sponsorship in Canada", Petro-Canada/Suncor, September 2018, Toronto, Canada.
10. Raimondi, T., McEwan, C., Kelly, M., Clymer, B., Holter, A., Fodor, A., Lawrence, H. J., Gerome, J., & O'Reilly, N. (2017, October 20). 2017 CrossFit Games Economic Impact and Student Experience. *Ohio University College of Business Research Colloquia*. Athens, OH.
11. "Fan Engagement in 2017", Keynote Presentation to the staff and management of the Athletics Department at the University of Notre Dame, Indiana, Oct 2, 2017.

12. "The Science of Social Marketing and Corporate Responsibility", Heath Canada Science Symposium IV: Food for Thought: Scientific Advances in Nutrition and Food Safety, Ottawa, Canada, *March 2, 2015*
13. American Communications Association (ACA). "8th Annual Canadian Sponsorship Landscape Study", Webinar, February 10, 2015.
14. National Sport Forum (NSF) – "Nifty Fifty: Corporate and Industry Sponsorship Survey" – February 9, 2015, with Seaver, R., & Kahler, J.
15. National Sport Forum (NSF) – "Sport Management in the Digital and Data Analytics Age", Ohio University Day, February 8, 2015.
16. Sport Entertainment & Venues Tomorrow (SEVT) Conference Industry Panel – Participant, Columbia, South Carolina, November 19, 2014.
17. Sport Entertainment & Venues Tomorrow (SEVT) Conference Finance & New Revenue Resources Panel – Participant, Columbia, South Carolina, November 20, 2014.
18. Canadian Olympic Committee/SIRC – Revenue Generation and National Sport Federations Webinar – October 28, 2014
19. Canadian Paralympic Committee – Sponsor Summit – Most Valuable Property Presentation, Toronto, Canada, October 2014.
20. Ohio University College of Business Executive Advisory Board – April 11, 2014
21. Abdourazakou, Y., O'Reilly, N., Abeza, G., Lorgnier, N., & O'Rourke, S. (2013). Fans online experience and services expectations: A case of the National Basketball Association. Research Centre for Sport in Canadian Society, Workshop. September 25, 2013, University of Ottawa, Ottawa, Ontario.
22. "Ottawa Senators Economic Impact Study", Ottawa Business Journal Luncheon, Ottawa, Ontario, February 2014.
23. "The Canadian Sponsorship Landscape Study: The Rise of Festivals, Fairs and Annual Events", Canadian Association of Fairs Annual Conference, Ottawa, November 2013.
24. "International Sport Business: The Role of the Olympic Games and Other Mega-Events", Keynote, Nipissing University, Immigration Canada Lecture Series, North Bay, October 2013.
25. "Revenue Generation: Fans' online experience and services expectations: A case of the National Basketball Association", Research Centre for Sport in Canadian Society Seminar Series, September 2013.
26. "Revenue Generation in Sport", Sports Industry Research Council (SIRC) Seminar Series, Ottawa, ON, September 2013
27. Canadian Sponsorship Landscape Study, 7th Annual. Canadian Sponsorship Forum, Saskatoon, SK, May 2013
28. Canadian Sponsorship Landscape: Sponsorship & Women, Canadian Sport Tourism Alliance Sport Events Congress 2013, Ottawa, Ontario, April 2013
29. "The Age of Social/Digital Media in Sport Marketing" – Panel at University of Windsor Sports Conference, Windsor, Ontario, March 2013
30. "Cross-Platform Ad Strategies" – Panel Moderator at NFL Digital Media Summit, Austin, Texas, March 2013
31. "Sponsorship in Canada" - CFL Summit, Regina, Saskatchewan, March 2013
32. "Sponsorship Activation: Reality in 2012", Invited keynote presentation to the sport management faculty at Victoria University, Melbourne, Australia, December 2012.
33. Invited Keynote – "Sponsorship Activation" – NFL Club Development Meetings, Chicago, Illinois, USA, November 2012
34. Risk Management Seminar, Ontario Stewardships Program, Alfred, Ontario, November 2012 (en français)
35. Panel Member, "Symposium on the Promotion of Canadian Films and Television Programs in Canada and Internationally", International Institute of Communications Conference, Ottawa, Canada, October 2012
36. Invited Keynote – "Sponsorship ROI" – NFL Sponsor Summit, New Orleans, USA, October 2012
37. "To play the game well, you must understand the rules: The Canadian Sponsorship Landscape in 2012" – Industry Conference Presentation, Western Sponsorship Congress, Calgary, Alberta, October 2012

38. "Sport Marketing" – invited keynote presentation to the Toronto Metropolitan University Marketing Association, September 2012
39. "Impact of Social Media in Sports" – Panel Presentation, Ted Rogers School of Management Sports Conference, Toronto Metropolitan University, Toronto, September 2012
40. "Sponsorship in 2012 and Beyond", Presentation to Faculty of Business at the University of New South Wales, Canberra, Australia, August 2012.
41. Research Seminar: Sponsorship & Sport Marketing", Invited presentation to the faculty of the School of Business at the ADFA Campus, University of New South Wales, Canberra, Australia, August 2012.
42. "Canadian Sponsorship Landscape Study: 6th Annual", Canadian Sponsorship Forum, Montreal, Quebec, July 2012.
43. "Sports Marketing in Canada in 2012: Reality & Opportunity", Keynote, GameOn Sport Marketing Conference, Marketing Magazine & Rogers Centre, Toronto, June 2012
44. "Retention & Recruitment" – Keynote Presentation – Hockey Quebec Sommet – Montreal, Quebec, August 2011.
45. "Fifth Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Montreal, QC, July, 2011.
46. "Making Dollars and Cents of Sports Sponsorship", (with Keane, K. And Cooper, B.), Sports Marketing Conference, Toronto, Ontario, June, 2011.
47. "Role of Olympics as Catalyst for Infrastructure Development", contributor to Price Waterhouse Coopers report, January, 2011.
48. "Sponsorship and Professional Sport: The Canadian Marketplace", The Sponsorship Summit, Toronto, Ontario, October 2010.
49. "2010 Canadian Sponsorship Landscape Study", Sponsorship Marketing Council of Canada (SMCC) Annual Conference, Toronto, Ontario, April 2010
50. "Private Sector-Not for Profit Partnerships in Sport and Physical Activity", Canadian Sponsorship Forum, Whistler, BC, March, 2010
51. "Fourth Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Whistler, BC, March, 2010.
52. Discussant - "Who's ambushing whom? An examination of anti-ambush marketing legislation in Canada: The case of the 2010 Olympic and Paralympic Winter Games", by Dana Ellis, Research Centre for Sport in Canadian Society Workshop, University of Ottawa, Ontario, April 2009
53. "Revenue Generation", Canadian Sport Tourism Alliance Sports Events Conference, Gatineau, Quebec, April 2009
54. "Canadian Sponsorship: Tactics and Strategies", Sport Alliance, Sudbury, Ontario, March 2009
55. "Third Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Quebec, Quebec, February, 2009
56. "Second Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Halifax, Nova Scotia, May 2008
57. "Leadership Roundtable: Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Niagara, Canada, March 2008
58. "High Risk Sport Sponsorship", International Sport Management Workshop, Heilbronn Business School Heilbronn, Germany, March 2008
59. John Nadeau, Louise A. Heslop, Norman O'Reilly and Peter Luk (2007), "Climbing to New Heights: Lessons From Mount Everest on PCI and TDI Convergence" Sprott Letters: Frontiers in Business Research and Practice, SL 2007-012.
60. "Leadership Roundtable: Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Hamilton, Canada, October 2007
61. "Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Toronto, Ontario, September 2007
62. NFL Manager Business Seminar at Stanford University's Graduate School of Business (observer), June 2007
63. "Event Bidding", Toronto Metropolitan University MBA Seminar, March 2007
64. "Sport Marketing in Business Research", Sprott Seminar Series: Research Colloquia, Carleton University, January 2007

65. "Sport Marketing", University of Ontario Institute of Technology Guest Lecture to Marketing Students, January 2007
66. "Leadership Roundtable: Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Hamilton, Canada, December 2006
67. "Professional Sport", University of Ottawa Masters of Arts in Sports Administration Seminar, Ottawa Canada, April 2006
68. "Leadership Roundtable: Mount Everest & Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Hamilton, Canada, December 2005
69. "Marketing Metrics", The Business of Sponsorship Conference, Vancouver, Canada, November 2005
70. "Sponsorship Evaluation: 2004 Grey Cup", Toronto Metropolitan Research Series, November 2005
71. "Setting International Goals and Achieving Them", International Education Week, Toronto Metropolitan University Office of International Affairs, November 2005
72. "Research at 5300m", Toronto Metropolitan Research Series, November 2005
73. "Leadership Roundtable: Mount Everest & Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Toronto, Canada, December 2005
74. "Settling Goals and Reaching Them: 2005 Research Expedition to Mount Everest", Toronto Metropolitan University Distinguished Faculty Lecture Series, May 2005
75. "Applied Sport Management Research: 2005 Research Expedition to Mount Everest", Guest Speaker, School of Sports Administration, Laurentian University, March 2005
76. "Sponsorship Evaluation and Agency Theory", invited presentation to the Department of Management and Marketing, University of Limerick, Ireland, February 2005
77. "The World Anti-Doping Agency: The Role of Social Marketing"; Sprott School of Business Faculty Seminar Series, January 2005 (with Judith Madill)
78. "Sponsorship and Triathlon: The Road to Beijing", speech and discussion panel member, International Triathlon Union Congress and Conference, Vancouver, Canada, December 2004
79. "Leadership Roundtable: The Lance Armstrong Analogy", collaboration with Pickard & Laws Consulting Group, Niagara, Canada, December 2004
80. "Knowledge Management in Consulting, Academia and Practice in Canada", Panel Member, ICICKM 2004, The International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Toronto, Canada, October 2004
81. Session Chair, ICICKM 2004, The International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Toronto, Canada, October 2004
82. "Social Marketing: The Case of WADA", University of Ottawa, Graduate Level Sport Marketing Class, January 2004
83. "Marketing to the amateur sport athlete: the case of the World Anti-Doping Agency", University of Alberta Sport Management Conference, Edmonton, March 2003
84. "Violence in sport: its Impact on Marketing", Concordia Seminar on Sport Marketing, Montreal, November 2002
85. "The Canadian Sport Policy", Insight Conference: Cutting Edge Strategies for Sport Managers, Toronto, August 2002

STUDENT SUPERVISION

As Supervisor (Thesis and/or Major Project/Directed Study Work)

Candidate	Degree	University	Complete	Thesis/Study Topic/Title
Caroline Parras	PhD	Maine	2025	Maine Brand
Curtis Knight	MSc	Guelph	2021	Analytics and General Managers in Professional Sport
Lance Warwick	MSc	Guelph	2021	Interventions in Sport Participation

Sabrina Anderson	MSc	Guelph	2021	Sponsorship: Image Transfer in an Event Portfolio
Elina Berdica	MSA	RIOU	2020	Retaining members through program management the in health and fitness industry
Farah Al-Shiyyab	MSA	RIOU	2020	Challenges facing female Arab athletes in Sponsorship
Hamza Khelassi	MSA	RIOU	2020	The Inactivity Crisis and Sport Participation: The Case of Female Participation in Sport in North Africa
Jakub Maly	MSA	RIOU	2020	International Swimming League
Anastasiya Lesik	MSA	RIOU	2020	Sport Participation in Belarus
Noel Savage	MA	Guelph	2021	E-Cycling Event Management
Mike Alcorn	MA	Guelph	2020	Cost of Sport Participation
Hayden Stewart	MA	Guelph	2020	Scouting in Professional Sport
Veera Pulkkanen	MSA	RIOU	2018	Finns motivation to follow the Olympic Ice Hockey
Ilsida Toemere	MSA	RIOU	2018	Sponsorship of Surinamese Athletes: Identifying Barriers and Suggested Solutions”
Frank Kusi	MSA	RIOU	2018	Evaluating Sport Sponsorship’s impact on Consumers of a Kontinental Hockey Club: the case of Sochi Ice Hockey
Daza Camilo	MSA	RIOU	2018	The Sponsorship of Wrestling in Columbia: Assessing Corporate Interest
Maksim Berdnikov	MSA	RIOU	2017	Exploring the involvement of athletes in promoting a host country image: the case of the Rio 2016 Olympic Games.
Mark Dottori	PhD	Ottawa	2017	Sport Communication & Social Media
Gashaw Abeza	PhD	Ottawa	2016	Social Media & Sponsorship
Denyse Horning	PhD	Laurentian	2014	Sponsorship, Women & Sport
Ruben Bagramian	MSc	Ottawa	2015	Sponsorship, Corporate Social Responsibility
Ryan Murray	MA	Ottawa	2014	North American Professional Sport: Exploring Competition Time and its Effect on Valuation, Revenue and Profitability
Yuqi Liu	MA	Ottawa	2013	Marketing & Women’s Golf
Nicholas Gamelin	MA	Ottawa	2012	Pro Sport Team Management & Operations
Ghazal Bandeh	MA	Ottawa	2012	Hockey Canada & Risk Management
Adam Ward	MA	Ottawa	2012	Case Studies: Canadian Soccer Association/ Golf Association of Ontario
Pier Martin, Connor McGarry, Mark Woods, Cameron Miller	MBA Group	Ottawa	2012	Ottawa Senators – Analysis of Small to Medium Sized Enterprises’ (SME) operations in the Ottawa region
Connor McGarry	MBA	Ottawa	2012	Sponsorship Mix
Ryan Murray	B.Sc.	Ottawa	2012	Professional Hockey Merchandising
Patricia El-Chaar	B.Sc.	Ottawa	2012	Marketing to Women with CPGs

Pauline O'Farrell	B.Sc.	Ottawa	2011	Role Models in Sport and Health
Lane MacAdam	MBA	Laurentian	2011	Legacy Planning for Major Multi-Sport Events
William Davis	MBA	Toronto Metropolitan	2010	Strategies to Grow Sport Marketing Agencies
Chris Pirie	MBA	Laurentian	2009	Variable Pricing in the NHL
Sharon Oikle	B.Sc.	Laurentian	2008	Urban Youth Sport Participation
Noel Savage	B.Com	Toronto Metropolitan	2006	Marketing Triathlon in Urban Centres
Astrum Nanji	MA	Toronto Metropolitan	2004	HDTV in Sport
Jane Li	MBA	Ottawa	2003	Industrial Pricing: Biotechnology

As Advisor (Scholarship Winners)

Candidate	Degree	University	Scholarship	Amount
Lance Warwick	MSc	Guelph	IISBL Entrance	\$10,000/year
Gashaw Abeza	PhD	Ottawa	NASSM Doctoral Grant	1 year, \$1,000
Gashaw Abeza	PhD	Ottawa	Joseph-Armand Bombardier CGS Doctoral Scholarship (2014-2017)	3 years/\$105,000
Gashaw Abeza	PhD	Ottawa	Ontario Graduate Scholarship (OGS), 2014	1 year/\$15,000
Gashaw Abeza	PhD	Ottawa	Ontario Graduate Scholarship (OGS), 2013	1 year/\$15,000

As Thesis Committee Member

Candidate	Degree	University	Completion	Thesis Title
Linda Melnick	PhD	Guelph	2021	The role of accountability in the professionalism of Canadian Amateur Sport Organizations at multi-levels of the Amateur Sport System: Implications for sport management
Kelly Evans	PhD	South Carolina	2019	Cutting Through the Clutter: Sport Sponsorship Congruence
Khalid Khwakhuzhai	MSc	Guelph	2018	NHL Case Study: Impact of the Point System on Competitive Balance
Nick Hirshon	PhD	Ohio	2017	Sport Communication Rhetorical Analysis
Michael Nariane	PhD	Ottawa	2017	Social media and not-for-profit sport organizations
Aseel Al Ghamdi	PhD	Guelph	2016	Financial Resource Allocation and Sport Teams
Anh Nguyen	MA	Ottawa	2015	Stakeholders' Perspectives of the Paralympic Brand and the Brand Value Co-Creation Process
Jennifer Lee	MA	Ottawa	2015	The Ottawa Senators: Does Twitter assist in the formation of social identity and influence fan commitment levels?
Ashton McDonald	MA	Ottawa	2013	Impact of a Professional Sports Club on its Local Market: Case of the Ottawa Senators
Elise Desjardins	MA	Ottawa	2012	CFL in Ottawa: Brand and Organizational Development for a New Franchise
Bridget Leonard	MBA	Laurentian	2009	The Mediating Role of Television: Materialistic Values and Happiness
Steven Ayer	MBA	Laurentian	2008	Consumers' Choice Behaviour and Maximization"

TEACHING: GRADUATE LEVEL COURSES

- 2024 – MBA 649 - Strategy – The MaineMBA Academy, University of Maine
- 2023 – MBA 649 – Strategy – The MaineMBA Academy, University of Maine
- 2023 – MBA 645 - Special Topics: Emerging Trends in Digital Currency, University of Maine
- 2020 – Bus*6810, Readings in Management, MA, University of Guelph
- 2020 – HFTM6200, Literature Review, MSc, University of Guelph
- 2019 – HFTM6090, Sport Management Essentials, MSc, University of Guelph
- 2019 – Bus*6050, Business Foundations, MBA Program University of Guelph
- 2019 – BUS*6800 Readings Course, MBA Program, University of Guelph
- 2018 – BUS *6590 Organizational Theory and Design, MBA Program, University of Guelph
- 2017 – 2018 – SASM 6880 Sport Business Intro, PMSA Program, Ohio University
- 2017 – BUSL 5650 Law of Sports, MSA Program, Ohio University
- 2016 – 2018 – SASM 6100 Sport Business Concepts, Ohio University
- 2016 – present - M4U1 Sport Development and Management Concepts, RIOU (Sochi)
- 2016 – 2018 – HKY 642 Marketing Hockey Strategically, Athabasca University (MBA)
- 2015 – SASM 6700 Sport Finance, Ohio University
- 2015 – 2018 – SASM 6990 Capstone in Sport Business, Ohio University
- 2014 – Special Project Supervisor, Dubai Sport Council Program, Ohio University
- 2012 – 2013 – APA 6902 Integration (Consulting) in Sport Management, University of Ottawa
- 2011 -- 2013 -- APA6910 Analyse critique de la recherche en gestion du sport / Critical Analysis of Sport Management Research, University of Ottawa
- 2010 – 2013 – APA 5303 Sport Marketing, University of Ottawa
- 2010 – 2013 – APA 5318 Sport Finance, University of Ottawa
- 2009 – 2010 – GSB 360 Sport Business Management, Stanford University
- 2009 – 2010 – GSB 561 Sport Finance, Stanford University
- 2009 – 2010 – GSB 562 Sport Marketing, Stanford University
- 2008 – 2009 – SPAD 6007 Integrated Sport Management, Laurentian University
- 2007 – 2008 – MM2 Marketing, Laurentian University (CGA-MBA Program)
- 2002 – 2003 – ADM 6499C Business of Biotechnology II, University of Ottawa
- 2001 – 2003 – ADM 6497D Business of Biotechnology I, University of Ottawa
- 1999 – 2003 – APA 5105 Organization and Administration in Sport and Physical Activity, University of Ottawa

UNIVERSITY AFFAIRS

- External Examiner/Evaluator, University Program
 - Brock University Department of Sport Management, 2021
- External Examiner/Evaluator, Promotion and/or Tenure Applications
 - 7 occasions: Macquarie University (2020), Temple University (2018), AUT University New Zealand (2017), University of South Carolina (2016), Temple University (2014), University of Akron (2012), Dalhousie University (2011)
- Graduate Thesis Evaluations and Committees
 - Khaled Almainan, Macquarie University, PhD External Examiner
 - Chris Charlebois, Brock University, MSc External Examiner
 - Steven Adams, University of Ottawa, PhD Internal Examiner
 - Anthony Kerr, University of Technology (Australia), PhD External Examiner
 - David Finch, PhD, Walden University, Thesis Committee Member – External
 - Paul Cleary, AUT University (New Zealand), M.Sc. External Examiner
- Undergraduate Student Supervision
 - University of Guelph

- 2021 – 22 undergraduate students/analysts (500 hours total)
- 2020 – 53 undergraduate students/analysts (2,500 hours total)
- 2019 – 2 undergraduate student researchers/analysts (150 hours total)
- Ohio University
 - 2018 – 8 undergraduate student researchers/analysts (300 hours total)
 - 2017 – 3 undergraduate student researchers/analysts (120 hours total)
 - 2016 – 9 undergraduate student researchers/analysts (250 hours total)
 - 2015 – 7 undergraduate student researchers/analysts (200 hours total)
 - 2014 – 4 undergraduate student researchers/analysts (100 hours total)
- University of Ottawa
 - 2013 – 2 undergraduate student researchers/analysts (60 hours total)
 - 2012 – 4 undergraduate student researchers/analysts (120 hours total)
 - 2011 – 3 undergraduate student researchers/analysts (100 hours total)
 - 2010 – 5 undergraduate student researchers (100 hours total)
- Syracuse University
 - 2009 – 3 undergraduate Independent Projects (300 hours total)
- McMaster University (Bachelor of Health Sciences) – 1 student (2009)
- Laurentian University
 - 2003 – 2 student Research Assistants (125 hours total)
 - 2006 – 3 student Research Assistants (100 hours total)
 - 2007 – 12 student Research Assistants (700 hours total)
 - 2008 – 1 undergraduate thesis student and 8 student Research Assistants (500 hours total)
- Toronto Metropolitan University
 - 2004 – 6 student Research Assistants (225 hours total)
 - 2005 – 5 student Research Assistants (540 hours total)
 - 2006 – 3 student Research Assistants (300 hours total)
- Undergraduate Courses Taught
 - 2002 – 3 courses (B.Com)
 - 2003 – 5 courses (B.Com)
 - 2004 – 2 courses (B.Com)
 - 2005 – 5 courses (B.Com)
 - 2006 – 4 courses (B.Com)
 - 2007 – 2 courses (B.Com)
 - 2008 – 2 courses (B.Com)
 - 2009 – 3 courses (BS)
 - 2011 – 1 course (BHK/B.Sc.)
 - 2012 – 1 course (BHK/B.Sc.)
 - 2013 – 1 course (BHK/B.Sc.)
 - 2014 – 3 courses (BSM)
 - 2015 -2 courses (BSM)
 - 2016 – 1 course (BSM)
 - 2017 – 2 courses (BSM)
 - 2018 – 2 courses (BSM)
 - 2020 – 2 courses (B.Comm)
 - 2021 – 2 courses (B.Comm)
 - 2023 – 1 course (B.Comm)
- Undergraduate and Graduate Course Development
 - 2000 - University of Ottawa – developed M.A. Course “Organization and Administration in Sport and Physical Activity: Theory and Practice”
 - 2002 – University of Ottawa – co-developed MBA Course “The Business of Biotechnology”
 - 2002/03 – Laurentian University – developed 2 courses; “Sport Marketing Research” and “Event Management”

- 2003 – Toronto Metropolitan University – adopted MKT 100 Course to Large-Class format (further enhancements in 2004 and 2005)
- 2006 – Laurentian University – “Intro to Sport Management” Course
- 2007 – Laurentian University – “Colloquia” Course
- 2009 – Syracuse University – three new courses: Sport Business Management (SPM 205), Sport Finance (SPM 315), Sport Marketing (SPM 444)
- 2010 – University of Ottawa – three new courses: Sport Finance (APA 5318), Sport Marketing (APA 5303), Intro to Admin (APA 2534)
- 2012 – University of Ottawa – one new (co-designed) course: Special Topics for Thesis Students: Sport Management (APA 6910)
- 2014 – Ohio University – SASM 4250 (Financial Aspects of Sport) – designed to take over as capstone in undergraduate program
- 2015 – Ohio University – SASM 6900 (Capstone) and SASM 4500 (Capstone) – redesign and teaching of new capstone courses at the graduate and undergraduate levels.
- 2018 – Ohio University – SASM 4900 (Sport Analytics)
- 2018 – Bayreuth University – Special Topics (Decision-Making in Sport Business)
- 2019 – University of Guelph – HTM 6120 Sport Management Foundations
- 2020 – University of Guelph – HTM 3320 Sponsors, Sales and Stakeholder Engagement
- 2020 – University of Guelph – HTM 4020 Advanced Sport Management (capstone)
- 2023 – University of Maine – SPT 355 – Sport Marketing
- University Committees:
 - Over career, I have participated on numerous committees at many institutions, including:
 - Curriculum Committees and School Councils
 - Program Renewal Committees
 - Building Security and Access Committees
 - Research Committees
 - Tenure and Promotion Committees
 - Conference Organization Committees
 - Appeals Committees
 - Lab Committees

LANGUAGES

- English – Fluent
 - French – Fluent
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MEDIA & PRESS

- Ongoing, regular media contributions to television, print, web, blogs and radio. To date, this would include more than 800 media appearances
- Book Tour – “Business the NHL Way” – speaking engagements with the league and clubs in New York, Washington, Toronto, Seattle, and more in Fall of 2022 and Spring of 2023
- Media appearances in both English and French
- During COVID-19 between March and September 2020, more than 50 TV appearances – NewsMax, CTV, CBC, Global, Bloomberg Business Network (BBN), plus numerous print/blog/web quotes, including New York Times, Globe and Mail, and Sports Illustrated.
- Named a “Newsmaker” (top ranking Ohio University professor in terms of media coverage) in 2015, 2016 and 2017
- Media Excellence Award (Top Professor in Media Coverage), University of Ottawa, 2011
- Notables: Bloomberg Business TV, CTV, TSN, CBC, Hockey Night in Canada, Report on Business Television, City TV, Global, La Presse, Toronto Star, Globe and Mail, Washington Post, Forbes, Fortune, Sports Illustrated, Associated Press, Cleveland Plain Dealer, and the Canadian Press.

PERSONAL ATHLETIC ACHIEVEMENTS

- **Swimming**
 - Academic All-Canadian and Team Captain, University of Ottawa Gee-Gees Swim Team, 1997-1999
 - Member and Club President, Ohio Bobcats Swim Club, 2014-2018
 - Member, Guelph Marlins Swim Club, 2019-present
 - Masters Swimming – bronze medal, 2019 Ontario Masters Championships – 1500m free
 - Member, Cape Elizabeth Masters Swim Club – 2021 to present
- **Triathlon**
 - Completed more than 400 triathlons
 - Qualified and participated in the 2023 Ironman World Championships in Nice France
 - Qualified for and competed at the 2021 IRONMAN 70.3 World Championships, Men 45-49, St. George, Utah
 - Winner, Chemong Lake Triathlon (overall), 2019
 - Represented Canada at World Triathlon Championships in Aquathlon, 2019
 - Represented Canada at World Long Distance Championships in 1996, 1997, 2002 and 2004 (top North American Finisher - 17th - in age-group in 1997)
 - 2017 qualified to represent Canada at the ITU World Triathlon Championships (Olympic Distance) in Australia in Fall 2018, Men 45-49 Division
 - Ten-time IRONMAN finisher, most recent in 2022 (Ironman Florida)
 - 2014 Ironman Bronze Member (top 10% of Men 40-44 Division, Ironman 70.3)
 - Ironman All World Athlete (top 5% of age-group): 2016, 2017, 2018, 2021, 2022
 - Qualified for US National Age-Group Championships 2014, 2019, 2023
- **Running**
 - Ran the Men's 50-54 qualification time for the 2024 Boston Marathon
 - Ran the Men's 45-49 qualification time for the 2019 Boston Marathon
 - Completed 16 marathons
 - Completed more than 50 Half-Marathons and over 250 running events
- **Coaching**
 - Coach/Manager to one elite athlete and coach to numerous age-group triathletes and runners, 1993-2005; 2014-2018
 - NCCP Level 1 Course Conductor
 - NCCP Certified Coach, Triathlon
- **Nordic Skiing**
 - University of Waterloo 'Outstanding Graduating Senior', 1997
 - 1996 OUA (Ontario University Athletics) Champion (Team)
 - University level athlete (University of Waterloo), 1993-1997
 - Current active participant in Loppets
- **Mountain Climbing**
 - Hiked Mount Kilimanjaro (with family) in December 2019
 - Summited Mount Kenya (2nd Highest Point in Africa) in 2011
 - Summited Mount Aconcagua (Highest Mountain in the Americas) in 2009
 - Reached Everest Base Camp in 2005
- **Ice Hockey**
 - Avid player in master's level tournaments
 - Current player in adult hockey leagues
- **Chess**
 - Avid chess player * 1,400+ ranking point on chess.com
 - 2-time County Chess Champion (as youth)
 - Compete in high performance events