

ZACHARY J. DAMON

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EDUCATION

Ph.D. Texas A&M University Sport Management Cognate: Leadership/Organizational Theory Committee: Matt Walker, PhD (Chair), George Cunningham, PhD, John Singer, PhD, Stephen Courtright, PhD.	College Station, TX December, 2017
M.B.A. Georgia Southern University Cognate: General Management	Statesboro, GA May, 2012
B.S. Georgia Southern University Major: Sport Management Minor: Business Administration, Coaching	Statesboro, GA May, 2010

ACADEMIC APPOINTMENTS

2017-Present	Sport Management Graduate Program Direct- University of Central Arkansas College of Health & Behavioral Sciences; Department of Exercise & Sport Science, Conway, AR.
2017-Present	Adjunct- University of South Dakota School of Education; Department of Kinesiology and Sport Management, Vermillion, SD.
2016-Present	Instructor- University of Central Arkansas College of Health & Behavioral Sciences; Department of Exercise & Sport Science, Conway, AR.
2013-2016	Graduate Teaching and Research Assistant- Texas A&M University College of Education & Human Development; Department of Health & Kinesiology; College Station, TX.
Fall 2011	Peer Instructor First Year Orientation- Georgia Southern University Office of First Year Experience Statesboro, GA.
Fall 2010	Peer Leader First Year Orientation- Georgia Southern University Office of First Year Experience Statesboro, GA.

RESEARCH

JOURNAL PUBLICATIONS

[*SSCI = Journal Listed in the Social Science Citation Index]

Welty Peachey, J., **Damon, Z. J.**, Zhou, Y., & Burton, L. J. (2015). Forty years of leadership research in sport management: A review, synthesis, and conceptual framework. *Journal of Sport Management*, 29, 570-587. *SSCI

Pickett, D., Goldsmith, A. L., **Damon, Z. J.**, & Walker, M. (2016). The influence of sense of community on the perceived value of physical activity: A cross-context analysis. *Leisure Sciences*, 38(3), 199-214. *SSCI

PUBLICATIONS IN-PROGRESS

[*= manuscript is being written, #= in data analysis stage, ^= in data collection stage, + = conceptual in nature/no data needed]

*+**Damon, Z. J.**, Welty Peachey, J., Walker, M. (In Progress). The rendering of the IMOJ model for sport teams and organizations with servant leadership and ethics. *Target Journal: Quest*. Target Submission: Spring 2018.

***Damon, Z. J.**, James, E. P., Pickett, D., & Walker, M. (In Progress). Blue collar versus white collar workplace wellness initiatives and organizational culture. *Target Journal: Global Sport Business Journal*. Target Submission: Spring 2018.

***Damon, Z. J.**, Hayduk, T., & Walker, M. (In Progress). Brand community in the box: A time-series approach to measuring the influences of organizational identification and leadership on brand community during a leadership change. *Target Journal: Sport Marketing Quarterly*. Target Submission: Spring 2018.

*James, E. P., & **Damon, Z. J.** (In Progress). Organization communication and leadership through CrossFit: Examining blue collar and white collar corporate wellness programs. *Target Journal: Leadership*. Target Submission: Summer 2018.

^**Damon, Z. J.**, & Walker, M. (In Progress). Authentic leadership in sport: Determining how authentic leaders influence sport sense of community. *Target Journal: Sport Management Review*. Target Submission: Summer 2018. Part of Dissertation.

^**Damon, Z. J.**, & Welty Peachey, J. (In Progress). Sociogram in sport leadership: Investigating the “how” behind leader development. *Target Journal: Journal of Sport Management*. Target Submission: Fall 2018, ongoing future manuscripts- to be determined.

#**Damon, Z. J.** (In Progress). A life story and exploratory qualitative approach to understanding leadership in sport and conceptual model. *Target Journal: Quest*. Target Submission: Fall 2018.

+**Damon, Z. J.** (In Progress). Conceptualizing the “hub and spoke” model of leadership in sport. Integrating the augmentation hypothesis into sport leadership discourse. *Target Journal: Journal of Sport Management*. Target Submission: Spring 2019.

NON-REFEREED PUBLICATIONS

Burton, L. J., Welty Peachey, J., & **Damon, Z. J.** (2014). Transformational, transactional and servant leadership. In J.F. Borland, G.K. Kane, and L.J. Burton (Eds.). *Sport Leadership in the 21st Century* (pp. 43-63). Burlington, MA: Jones & Bartlett Learning.

FUNDED RESEARCH | GRANTS & CONSULTATIONS

- **Damon, Z. J.** (PI), & Welty Peachey, J. (Co-PI). *Sociogram in sport leadership: Investigating the “how” behind leader development*.
Agency: Global Sport Business Association- Junior Faculty Research Grant Competition
Total: \$1,000 (pending competition results)
Timeline: Spring 2017-Fall 2018
- Goldsmith, A. L. (PI), Pickett, D. (Co-PI), **Damon, Z. J.**, (Co-PI), & Walker, M. (Co-PI). *Cost-Benefit Analysis on Fitness Facility Service Provisions: Feasibility Study and Interest Inventory*.
Agency: Aggieland Fitness
Total: \$5,000 (funded).
Timeline: April 2014- June 2014

RESEARCH | TECHNICAL REPORTS | CONSULTATIONS

[# = Authors contributed equally]

#**Damon, Z. J.**, #James, E., & Walker, M. (2016, August). *Workplace Wellness and Health Initiatives Satisfaction and Participation report*. Report to be submitted to Vertical Turbine Specialists. Lubbock, TX.

Damon, Z. J. (2015, November). *Leadership Change and Brand Community Time-Series Analysis report*. Report Submitted to BlackBox Strength & Conditioning, College Station, TX.

Damon, Z. J., Goldsmith, A. L., Pickett, D., & Walker, M. (2014, August). *2014 BlackBox Member Satisfaction report*. Report submitted to the BlackBox Strength & Conditioning. College Station, TX.

Goldsmith, A. L., **Damon, Z. J.**, Pickett, D., & Walker, M. (2014, August). *2014 Aggieland Fitness Member Satisfaction and CrossFit ROI report*. Report submitted to the Aggieland Fitness. College Station, TX.

Pickett, D., Goldsmith, A. L., **Damon, Z. J.**, & Walker, M. (2014, August). *2014 CrossFit 979 Member Satisfaction report*. Report submitted to the CrossFit 979. College Station, TX.

CONSULTATIONS OUTSIDE THE UNIVERSITY

- Vertical Turbine Specialists. Lubbock, TX.
- BlackBox Strength & Conditioning. College Station, TX.
- Aggieland Fitness. College Station, TX.
- CrossFit 979. College Station, TX.
- Reebok Footwear & Apparel. Canton, MA.

PRESENTATIONS

[*= Student Research Competition Entry, **= Student Research Competition Finalist]

- Damon, Z. J., & Welty Peachey, J.** (2018- Upcoming). Sociogram in sport leadership: Investigating the “how” behind leader development. *Global Sport Business Association Conference*. Fort Lauderdale, FL. March, 2018 (Poster-Junior Faculty Research Grant Competition).
- Damon, Z. J., & Walker, M.** (2017). The influence of leadership on sense of community: Examining authentic, servant, transactional, and transformational theories in sport. *North American Society for Sport Management*. Denver, CO. June, 2017 (Verbal).
- Damon, Z. J., Hayduk, T., & Walker, M.** (2017). Let’s talk about L.M.X. baby: And brand community. *Global Sport Business Association Conference*. Fort Lauderdale, FL. February, 2017 (Verbal).
- Damon, Z. J., James, P., Pickett, A., & Walker, M.** (2017). One collar, two collar. White collar, blue collar. A study on workplace wellness, leadership, and organizational culture. *Global Sport Business Association Conference*. Fort Lauderdale, FL. February, 2017 (Verbal).
- Hayduk, T., **Damon, Z. J., & Walker, M.** (2016). Corporate social responsibility as a human resource advantage for sport organizations. *North American Society for Sport Management*. Orlando, FL. June, 2016 (Verbal).
- Damon, Z. J., & Walker, M.** (2016). Authentic leadership theory in sport management and its influence on sense of community: An exploratory qualitative study. *North American Society for Sport Management*. Orlando, FL. June 2016 (Verbal).
- Pickett, A., Goldsmith, A. L., **Damon, Z. J., & Walker, M.** (2016). The influence of sense of community in physical activity spaces: A cross-context analysis of value and progress. *Global Sport Business Association Conference*. Miami, FL. February, 2016 (Verbal).
- Damon, Z. J., Brown, K., & Walker, M.** (2015). Brand community in the box: A time-series approach to measuring the influence of organizational identification on brand community. *Sport Marketing Association Conference*. Atlanta, GA. October, 2015 (Verbal).
- Brown, K., **Damon, Z. J., & Walker, M.** (2015). More than stretchy pants and burpees? A brand community comparative analysis on CrossFit and Lululemon. *Sport Marketing Association Conference*. Atlanta, GA. October, 2015 (Verbal).
- Damon, Z. J., & Walker, M.** (2015). Sport community development through leadership: A conceptual model in creating sport specific theory. *2015 Southern Sport Management Conference*. Baton Rouge, LA. February 2015 (Poster).
- Damon, Z. J., & Welty Peachey, J.** (2014). A conceptual model integrating IMOI, servant leadership, and team charter of ethics for sport organizations. *2014 North American Society for Sport Management*. Pittsburgh, PA. May 2014 (Poster).
- **Damon, Z. J., & Walker, M.** (2014). The CrossFit coach as a servant leader? A study of servant leadership, trust, social capital, community, and well-being. *2014 Southern Sport Management Conference*. Nashville, TN. March, 2014 (Verbal).
- Damon, Z. J., & Welty Peachey, J.** (2013). A preliminary examination of the IMOI model and a call to include servant leadership and ethics. *2013 Texas Sport Management Student Symposium*. College Station, TX. February, 2013 (Verbal).

Damon, Z. J., & Hall, T. (2010). Savannah Hockey Classic: Assessing brand personality of a sport event. *Phi Kappa Phi Research Symposium, Georgia Southern University*. Statesboro, GA. April, 2010 (Verbal).

TEACHING

UNIVERSITY OF CENTRAL ARKANSAS

INSTRUCTOR

EXSS 5325: (ONLINE) Financial Principles in Sport Management (Sp 2018)

- A course designed to engage students in financial practices that sport organizations typically undertake. Students will learn budgeting practices and financial operations pertaining to sport organizations and how to apply this information to the financial decisions faced by sport managers. **Master's level.**

INSTRUCTOR

EXSS 4351: *Sport and Fitness Administration* (F1 2017).

- This course is designed to cover the organization, planning, implementation, and administration of physical activity, sport, and exercise science programs in educational, clinical, corporate, and community settings. Topics include the arrangement of units within the program, the process of responsibility of leadership, public relations, budgets, and facilities. Lecture, discussion, case studies, and use of specialized computer software.

INSTRUCTOR

EXSS 5315: (ONLINE) *Leadership in Sport Management* (F1 2017).

- This course will provide students with both theoretical and practical information on leadership in sport. Pertinent leadership theories (transactional, transformational, authentic, and servant) will be studied along with case studies on how these are applied by practitioners to inform decision-making in sport. **Master's level.**

INSTRUCTOR

EXSS 4320: *Measurement and Evaluation in Human Performance* (Sp 2017).

- A required course for students majoring in a baccalaureate degree program in the Department of Exercise and Sport Science. This course focuses on the analysis of theoretical and practical issues involved in evaluation of motor performance, behavior and knowledge. Interpretation of research with an emphasis on statistical techniques is included. Lecture, discussion, laboratory experiences, and use of statistical analysis software.

INSTRUCTOR

EXSS 6370: *Athletic Administration* (F1 2016).

- A study of philosophical and theoretical approaches to the administration of secondary and collegiate athletic programs. **Master's level.**

INSTRUCTOR

EXSS 4395: *Sport in American Society* (F1 2016, Sp 2017, Smr 2017, F1 2017).

- A core course for kinesiology and physical education and athletic training majors. This course emphasizes sport within a sociological and psychological context. Theories of sport and society will be examined to analyze and explain various relationships existing between sport and American society. Particular attention is directed toward sport and social groups, processes, forces, and institutions.

UNIVERSITY OF SOUTH DAKOTA

INSTRUCTOR

KSM 790: (ONLINE) *Seminar Professional Skills in Sport* (Fl 2017).

- This is a highly focused and topical course. This format includes student presentations and discussions of reports on literature, practices, problems, and research. **Master's level.**

TEXAS A&M UNIVERSITY

INSTRUCTOR

SPMT 336 (ONLINE): *Diversity in Sport* (Smr, 2015 Fl, 2015).

- Designed to examine an encompassing perspective of diversity within North American and international sport organizations. Specifically, the course provides students with an analysis and understanding of the various ways that people within sport organizations can differ. The course treats issues of the non-dominant, historically under-represented elements of U.S. society, with an emphasis placed on racial, ethnic, and gender issues.

INSTRUCTOR

SPMT 482: *Seminar in Writing* (Smr 2014, Sp 2015).

- The objective of this course is to acquaint the student with a primary means of communicating contemporary research in sport management (organizational, marketing, sponsorships, law, etc.). To accomplish this objective, the student will need to complete extensive reading, as well as intensive writing, and an oral presentation. This writing intensive seminar is designed to complement the curriculum in sport management by introducing the application of sport management research to organizational decision making.

INSTRUCTOR

SPMT 225: *Practical Skills for the Sport Professional* (Fl, 2014).

- Introduction to the writing, communication, and technical skills required to succeed in the sport industry; segmented into units based on different professions within the sport industry such as journalism, marketing, technology, organizational communication, and law. The overall objective of the course is to ensure that students will be able to adequately compose several different writings that they will encounter throughout their careers in the sport industry, including the development of a resume, cover letter, and professional communication practices.

TEACHING ASSISTANT

SPMT 319 (ONLINE): *Sociology of Sport* (Sp 2013, Smr 2013, Fl 2013, Sp 2014, and Smr 2014).

- The course examines social institution of sport and its consequences for American society; social organization from play to professional sport; violence, discrimination, women in sport; socialization implications from participation in sports.

TEACHING ASSISTANT

SPMT 336 (ONLINE): *Diversity in Sport* (Sp 2013).

- Designed to examine an encompassing perspective of diversity within North American and international sport organizations. Specifically, the course provides students with an analysis and understanding of the various ways that people within sport organizations can differ. The course treats issues of the non-dominant, historically under-represented elements of U.S. society, with an emphasis placed on racial, ethnic, and gender issues.

GEORGIA SOUTHERN UNIVERSITY

PEER INSTRUCTOR

FYE 1210: First Year Experience and Freshman Orientation (FI, 2011).

- Engage first year students to the university through course modules designed to acclimate the students to campus life and basic college academics. Mentor students in choosing a major (if applicable).

PEER LEADER

FYE 1210: First Year Experience and Freshman Orientation (FI, 2010, 2 sections).

- Assist in engagement of first year students to the university through course modules designed to acclimate the students to campus life and basic college academics. Mentor students with a professor advisor in choosing a major (if applicable).

AWARDS | PROFESSIONAL DEVELOPMENT | SERVICE

2017-2018 Global Sport Business Association Conference: Junior Faculty Research Grant Competition Finalist (Winners to be determined at conference- March, 2018).

2016-PRESENT Interdisciplinary Education (IPE) committee: Exercise and Sport Science Department Representative.

2015 DOHA Gathering Of All Leaders in Sport (GOALS) Forum: Texas A&M Student Ambassador.
Advisor: Matthew Walker

2014 Southern Sport Management Conference Student Research Competition Finalist.
Advisor: Matthew Walker

2013-2016 Graduate and Professional Student Council (GPSC): Sport Management Division Co-President and Delegate. Representative of the College of Education & Human Development to the entire GPSC body.

PROFESSIONAL ASSOCIATION MEMBERSHIPS| EDITORIAL SERVICE

Memberships:

- North American Society for Sport Management
- Global Sport Business Association
- Southern Sport Management Association
- Sport Marketing Association
- Omicron Delta Kappa Honor Society
- Phi Eta Sigma Honor Society (Former President of Georgia Southern University Chapter)

Editorial Service:

- Global Sport Business Journal- Editorial Board Member
- Event Management- Invited reviewer
- Journal of Intercollegiate Sport- Invited reviewer
- Sport Marketing Association Conference- Invited abstract reviewer

INDUSTRY EXPERIENCE

The Twelve Select Baseball Academy- Coach

August 2012-June 2014

- Coached 9 and under teams while conducting game and practice management.
- Aided in the organization of, theorizing behind, and disbursement of the organization's first leadership program initiative.
- Participated in the scouting of players at tryouts.

Georgia Southern University

Office of Student Media

Sales Manager & Business Advisor

August 2010-May 2012

- In charge of the entire business side of operations including the hiring, training and managing of a sales team; tracking the team's progress to meeting annual budget of \$135,000.
- Organized and implemented the first marketing department for the office in 8 years.
- Started and led marketing events such as the "thegeorgeanne.com" Tailgate contest, the Pitch-In, First Amendment Free Food Festival and "George-Anne and Joe".
- Handled the largest accounts, including national advertising agencies.
- Assisted the Director in any way needed, including advising business decisions and marketing tactics.

Business Manager

April 2009-July 2010

- Conducted weekly business staff meetings, outlining sales/marketing strategies and also created incentive programs.
- Created a "dummy" each publication which included rough draft of the overall publication and ad placements.
- Managed a sales staff; also was in charge of the recruiting, hiring and training of sales reps.
- Created new sections in the newspaper (George-Anne) in order to increase revenue streams and business.
- Sought out new clients to establish a business relationship with.
- Member of the Student Media Advisory Board and the Executive Board.

Sales Ad Representative

February 2009-April 2009

- Sold ads in the student newspaper and magazine publications to local businesses.
- Commission only based pay position.
- Established and maintained personable business relationship with all clients.
- Charged with hiring and managing the first "Street Team" of five students to pass out publications on a daily basis.

University of West Georgia

Operations Intern at the Coliseum

May 2010-June 2010

- Assisted in daily operations and upkeep of the Coliseum facility including maintenance of courts, setup and tear down of materials for various events.
- Aided event management; including security, parking and crowd control as well as supervising facility use.
- Participate in the search of, interviewing process, and hiring process for an assistant director.

Assistant JV Baseball Coach at Bulloch Academy Middle School

Spring 2010-Spring 2011

- Aided in operations and organization of practice and game management.
- Worked with hitters in both group and one-on-one settings.
- Worked with infielders in group and one-on-one sessions.
- Provided the players with a positive role model.

Intern with the Greater Savannah Sports Council

May 2009-January 2010

- Sold new and renewed previous sponsorships for the Savannah Tire Hockey Classic.
- Designed and managed a new on-ice promotion for in-between periods of the Savannah Tire Hockey Classic.
- Assisted with volunteer recruitment for Special Olympics Masters Bowling Tournament.
- Aided in the setup and take down of the Enmark Savannah River Bridge Run.
- Proofread and updated the race packet for the Enmark Savannah River Bridge Run.
- Participated in various board meetings for each event and aided in search for new sport events to bring to Savannah such as the Rock n Roll Marathon.

Chief Marketing Director at CrossFit Statesboro

August 2008-July 2009

- Designed marketing strategies for the firm to implement to gain clients through the local community and university student body.
- Built the brand and created brand awareness through marketing campaigns and events.
- Organized deal with local television company to orchestrate an aired commercial.