

Cody T. Havard, Ph.D.
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Cody T. Havard, Ph.D.

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Education

- Ph.D. Sport and Exercise Science, Sport Administration, Minor in Applied Statistics and Research Methods. University of Northern Colorado, Greeley, CO – 2011.
Dissertation: General Fan Perceptions of Rival Teams in Intercollegiate Athletics (2011).
Advisor - Dianna Gray, Ph.D.
- M.Ed. Physical Education, Sports and Leisure Management. Texas State University, San Marcos, San Marcos, TX – 2007.
- B.S. Kinesiology, Sport Management, Minor in Business Administration. The University of Texas at Austin, Austin, TX – 2004.

Research Interests

- How sport rivalry affects an individual's perceptions and consumption habits toward his/her favorite team.
- Created SportRivalry.com as an informational source about rivalry in sport.
- Created *Adventures with Sport Rivalry Man*, stories used to teach school children and the public about rivalry and appropriate group member behavior.
- How sport teams use Online Social Networking (OSN) to engage consumers.

Teaching Interests

- Teaching courses in sport marketing, fan and consumer behavior, marketing research, public relations, promotions, and social media.

Awards/Recognition

- 2019 – Featured Guest Speaker in the Great Plains, Great Ideas: Paul A. Olson Seminars at the *Center for Great Plains Studies*, University of Nebraska, Lincoln.
- 2018 – Affiliate Fellow of the Center for Great Plains Studies.
- 2018 Featured Article – Rivalry versus Hate: Measuring the influence of promotional titles and logos on fans. *Journal of Applied Sport Management*.
- 2017 Premier Award – Sport fan evaluations of a Major League Baseball season: Key predictors and influence on fan evaluations and consumption behaviors. *Journal of Global Sport Management*.
- 2017 Featured Article – Reinvestigating the impact of conference realignment on rivalry in intercollegiate athletics. *Journal of Applied Sport Management*.
- 2016 Featured Article – Examining the impact of team identification and gender on rival perceptions and consumption intentions of intercollegiate athletics fans. *Journal of Applied Sport Management*.

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- 2016 Outstanding Paper in the Emerald Literati Network Awards for Excellence – Sport and disaster relief: A content analysis. *Disaster Prevention and Management: An International Journal*.
- 2015 Emerging Scholar in Sports Marketing. Sports and Special Event Marketing SIG of the American Marketing Association.
- 2014 Keynote Speaker at 10th Annual Sport Psychology Forum, Bowling Green, Kentucky. Topic: The marketing and fan behavior implications of sport rivalry.
- 2014 Sport Rivalry Fan Perception Scale (SRFPS) featured in the APA PsychTESTS database.
- 2012 Journal Editor's Choice Award – Perceptions and general knowledge of online social networking activity of university students. *Journal of Sport Administration and Supervision*.
- 2010 CSRI Graduate Student Competition – Runner Up – College Sport Research Institute.

Scholarly Journal Publications

- Havard, C. T., Ferrucci, P., & Ryan, T. D. (2019).** Does messaging matter? Investigating the influence of media headlines on perceptions and attitudes of the in-group and out-group. *Journal of Marketing Communications*. doi: 10.1080/13527266.2019.1620838
- Havard, C. T., & Eddy, T. (2019).** Impact of negative media stories on fan perceptions and behavior toward rival teams. *International Journal of Sport Management*, .
- Havard, C. T., & Workman, S. S. (2018).** Adventures with Sport Rivalry Man: Initial testing of a classroom method using comic strips and cartoons to teach about rivalry and out-group behavior. *Journal of School Counseling*, 16(25). Retrieved from <http://www.jsc.montana.edu/articles/v16n25.pdf>
- Havard, C. T. (in press).** Introducing Sport Rivalry Man, protector of positive fan behavior. *Transformative Works and Cultures*.
- Havard, C. T., Inoue, Y., & Ryan, T. D. (2018).** Celebrating out group failure: Investigating the presence of Glory Out of Reflected Failure (GORFing) against rival teams. *Journal of Cultural Marketing Strategy*, 3(2), 172-183.
- Havard, C. T. (2018).** Rivalry in business: What can managers learn from the sport setting? *Graziadio Business Review*, 21(2). <http://www.gbr.pepperdine.edu/2018/rivalry-in-business>
- Havard, C. T. (2018).** The impact of the phenomenon of sport rivalry on fans. In 'The Future of Fandom', special 10th anniversary issue, *Transformative Works and Cultures*, no. 28. <https://doi.org/10.3983/twc.2018.1607>
- Havard, C. T., Ryan, T. D., & Workman, S. (2018).** University of Nebraska student views of the Iowa Hawkeyes and Wisconsin Badgers: New football rivalries and implications for schools on the Great Plains. *Great Plains Research*, 28(2), 199-208. <https://doi.org/10.1353/gpr.2018.0030>
- Havard, C. T., Wann, D. L., & Grieve, F. G. (2018).** Rivalry versus hate: Measuring the influence of promotional titles and logos on fans. *Journal of Applied Sport Management*, 10(2), 1-13. <https://doi.org/10.18666/JASM-2018-V10-I2-8535>
- Havard, C. T., Reams, L. (2018).** Examining differences among primary and secondary rivals: Are fan perceptions, behavioral, and consumption intentions influenced by degree of rivalry? *Journal of Applied Marketing Theory*, 8(1), 28-38.
- Havard, C. T., & McGee, M. S. (2018).** Creating and promoting a season-long rivalry series: A case study of the University of Colorado Buffaloes and the University of Utah Utes. *SAGE Business Cases*. <https://doi.org/10.4135/9781526441089>

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- Havard, C. T., & Fuller, R. D.** (2018). Civil ConFLiCT? Can administrators drive rivalries? A case study of the created rivalry between University of Connecticut and University of Central Florida Football. *SAGE Business Cases*. <https://doi.org/10.4135/9781526439680>
- Havard, C. T., & Dalakas, V.** (2017). Understanding the marketing implications of rivalry: What we know and where we are headed. *Sport Marketing Quarterly* (Introduction to Special Issue on Rivalry).
- Havard, C. T., Wann, D. L., Ryan, T. D., & O'Neal, N.** (2017). Does time heal all wounds? A case study on rival perceptions before and after conference realignment. *International Journal of Exercise Science*, 10(6), 823-832.
- Havard, C. T., Wann, D. L., & Ryan, T. D.** (2017). Reinvestigating the impact of conference realignment on rivalry in intercollegiate athletics. *Journal of Applied Sport Management*, 9(2) 25-36. <https://doi.org/10.18666/JASM-2017-V9-I2-8029>
- Havard, C. T., & Hutchinson, M.** (2017). Investigating rivalry in professional sport. *International Journal of Sport Management*, 18, 422-440.
- Havard, C. T., Shapiro, S. L., & Ridinger, L. L.** (2016) Who's our rival? Investigating the influence of a new intercollegiate football program on rivalry perceptions. *Journal of Sport Behavior*, 39, 385-408.
- Havard, C. T.** (2016). Rivalry among teams and conferences in intercollegiate athletics: Does a conference pride phenomenon exist? *Journal of Contemporary Athletics*, 10, 19-32.
- Havard, C. T., Eddy, T. W., & Ryan T. D.** (2016). Examining the impact of team identification and gender on rival perceptions and behavior of intercollegiate athletics fans. *Journal of Applied Sport Management*, 8(2), 33-49. <http://dx.doi.org/10.18666/JASM-2016-V8-I2-6444>
- Havard, C. T., & Reams, L.** (2016). Investigating differences in fan rival perceptions between conferences in intercollegiate athletics. *Journal of Sport Behavior*, 39, 126-146.
- Havard, C. T.** (2014). Glory Out of Reflected Failure: The examination of how rivalry affects sport fans. *Sport Management Review*, 17, 243-253. <http://dx.doi.org/10.1016/j.smr.2013.09.002>.
- Havard, C. T. & Eddy, T.** (2013). Qualitative assessment of rivalry and conference realignment in intercollegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 6, 216-235. Published online September, 2013.
- Havard, C. T., Gray, D. P., Gould, J., Sharp, L. A., & Schaffer, J. J.** (2013). Development and validation of the Sport Rivalry Fan Perception Scale (SRFPS). *Journal of Sport Behavior*, 36, 45-65.
- Havard, C. T., Reams, L., & Gray, D. P.** (2013). Perceptions of highly identified fans regarding rival teams in United States intercollegiate football and men's basketball. *International Journal of Sport Management and Marketing*, 14, 116-132. <https://doi.org/10.1504/IJSM.2013.060628>
- Havard, C. T., Wann, D. L., & Ryan, T. D.** (2013). Investigating the impact of conference realignment on rivalry in intercollegiate athletics. *Sport Marketing Quarterly*, 22(4), 224-234.
- Havard, C. T. & Dwyer, B.** (2012). Examining university students' constraints to attendance at college basketball games. *Journal of Contemporary Athletics*, 6, 203-217.
- Havard, C. T., Eddy, T., Reams, L., Stewart, R., & Ahmad, T.** (2012). Perceptions and general knowledge of online social networking activity of university students. *Journal of Sport Administration and Supervision*, 4(1), 14-31. Published online May, 2012. Editor's Choice Award winner.
- Wann, D. L., Grieve, F. G., **Havard, C. T.**, Zapalac, R. K., Peetz, T. B., & Lanter, J. R. (2017). Sport fan evaluations of a Major League Baseball season: Key predictors and influence on future evaluations and consumption behaviors. *Journal of Global Sport Management*, 1-19. <http://dx.doi.org/10.1080/24704067.2017.1350590>

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- Reams, L., & **Havard, C. T.** (in press). Ultimate Fighting Championship: An analysis of fan involvement, place of viewership, and pay-per-view consumption. *Journal of Sport Behavior*.
- Hutchinson, M., **Havard, C. T.**, Berg, B. K., & Ryan, T. D. (2016). Losing the core sport product: Marketing amidst uncertainty in college athletics. *Sport Marketing Quarterly*, 25, 185-194.
- Narcum, J. A., **Havard, C. T.**, & Mason, K. H. (2016). The impacts of Twitter transgressions on an athlete's brand. *Journal of Business Administration*, Fall, 1-8. (Faculty Advisor)
- Inoue, Y., **Havard, C. T.**, & Irwin, R. L. (2016). Roles of involvement and motivation in determining employees' beliefs about cause-related sport sponsorship. *International Journal of Sports Marketing and Sponsorship*, 17, 3-18. <https://doi.org/10.1108/IJSMS-02-2016-001>
- Wann, D. L., **Havard, C. T.**, Grieve, F. G., Lanter, J. R., Partridge, J. A., & Zapalac, R. K. (2016). Investigating sport rivals: Number, evaluations, and relationship with team identification. *Journal of Fandom Studies*, 4, 71-88. https://doi.org/10.1386/jfs.4.1.71_1
- Brown, C., Willis, E., **Havard, C.T.**, & Irwin, R. L. (2015). From tailgating to Twitter: Fans' use of social media at a gridiron matchup between two historically black colleges. *Journal of Applied Sport Management: Research that Matter*, 7(3) 1-18.
- Inoue, Y., & **Havard, C. T.** (2015). Exploring the contributions of spectator sport to the post-disaster recovery. *Disaster Prevention and Management*, 24, 355-368. <https://doi.org/10.1108/DPM-12-2014-0276>
- Inoue, Y. & **Havard, C. T.** (2014). Determinants and consequences of the perceived social impact of a sport event. *Journal of Sport Management*, 28, 294-310. <https://doi.org/10.1123/jsm.2013-0136>
- Ryan, T. D., **Havard, C. T.**, & Irwin, R. L. (2013). Sponsorship and state high school football championships: An analysis of consumer spending. *Applied Research in Coaching and Athletics Annual*, 28, 97-110.
- Dwyer, B., Eddy, T., **Havard, C.** & Braa, L. (2010). Stakeholder perceptions of a university's reclassification from NCAA Division II to NCAA Division I (FCS) membership. *Journal of Issues in Intercollegiate Athletics*, 3, 76-97. Published online January, 2010.

Books

- Havard, C. T.** (2019). *Rivalry: How it impacts fans, organizations, and managers*. Dubuque: IA: Kendall Hunt ISBN: 978152498795
- Havard, C. T.** (2019). *Understanding rivalry and its influence on sports fans*. Hershey, PA: IGI Global doi:10.4018/978-1-5225-8125-3 (Edited)

Book Chapters

- Havard, C. T.**, & Lomenick, M. E. (2019). Toward a typology of rivalry. In C. Havard (Ed.), *Understanding rivalry and its influence on sports fans* (pp. 135-155). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-8125-3.ch006
- Havard, C. T.** (2019). Rivalry in and out of sport: An essay on how sport rivalry can teach people about group behavior and group member relations. In C. Havard (Ed.), *Understanding rivalry and its influence on sports fans* (pp.205-225). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-8125-3.ch009
- Havard, C. T.**, Ryan, T. D., & Workman, S. S. (2019). Out-group treatment in higher education: Using rivalry to allow student comparison of in-group and out-group members in NCAA competition divisions. In C. Havard (Ed.), *Understanding rivalry and its influence on sports fans* (pp.66-86). Hershey, PA: IGI Global. doi: 10.4018/978-1-5225-8125-3.ch003

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Havard, C. T., McGee, M. S. (2018). The Rumble in the Rockies? Forming and promoting a football rivalry between the University of Colorado and the University of Utah. In E. C. Schwarz and J. Hunter (Eds.). *Advanced Theory and Practice in Sport Marketing*. Routledge.

Havard, C. T., Wann, D. L., & Ryan, T. D. (2018). I love to see them lose: Investigating fan perceptions and behaviors toward rival teams. In C. L. Wang's (Ed.). *Exploring the Rise of Fandom in Contemporary Consumer Culture*. IGI Global. <https://doi.org/10.4018/978-1-5225-3220-0.ch006>

Spinda, J. S. W., & **Havard, C. T.** (2016). "I wouldn't pick them to save my season": The impact of rivalry on fantasy football. In N. D. Bowman, J. S. W. Spinda, and J. Sanderson (Eds.). *Fantasy Sports and the Changing Sports Media Industry: Media, Players, and Society*. Lexington Books.

Invited Commentary

Havard, C. T. & Doyle, J. (2014, July 13). Fan identification: Examining the reaction of fans after wins and losses. Thescorecard.org.

Comic/Young Readers Book

Havard, C. T. (2018). *Adventures with Sport Rivalry Man*. Comics available on www.SportRivalry.com (Stories Added Regularly)

Multimedia Projects

A Closer Look at Sport Rivalry. A documentary film by Nathan Galloway. Credit – Producer. https://www.imdb.com/title/tt10119010/fullcredits?ref=tt_gl_1

Adventures with Sport Rivalry Man Shorts. Short films based on comic strips. Credit – Producer.

Book Reviews

Havard, C. T. (2012). Eagle blue: A team, a tribe, and a high school basketball season in Arctic Alaska. *Journal of Sport Management*, 26, 271-272.

Havard, C. (2007). Leisure and recreation management (5th ed.), Torkildsen, G. *Journal of Sport Management*, 21, 139-140.

Manuscripts Under Review

Havard, C. T., Grieve, F. G., & Lomenick, M. E. Marvel, DC, and sport: Investigating rivalry in the sport and comic settings.

Havard, C. T., Wann, D. L., Grieve, F. G., & Collins, B. Happiest place(s) on earth? Investigating the differences (and impact) of fandom and rivalry among fans of sport and Disney's Theme Parks.

Havard, C. T. Disney vs. Comcast: Lessons learned from the corporate rivalry.

Havard, C. T., Achen, R., & Ryan, T. D. Female Fans Perceptions of and Reactions to Rival Teams.

Havard, C. T., Fuller, R. D., Ryan, T. D., & Grieve, F. G. The Marvel Cinematic Universe (MCU) and research: Using the MCU to build a defined research line.

Havard, C. T., Workman, S. S., & Lomenick, M. E. Sport Rivalry Man curriculum: Using super hero comics to teach rivalry and group behavior.

Havard, C. T. Rivalry and fan behavior: Lessons learned and where to go from here.

Havard, C. T., Inoue, Y., & Ryan, T. D. Consumers reaction to rival failure: Examining Glory Out of Reflected Failure and its determinants and consequences.

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Grieve, F. G., Wann, D. L., **Havard, C. T.**, Lanter, J., Zapalac, R., Wood, A., & Bell, C. Sport team identification and use of social media.

Grants and Sponsored Research

- 2019 Origins and Adventures of Sport Rivalry Man: A Chapter Book for Youth Readers (sole investigator) – The Awesome Foundation-Awesome Without Borders. Amount \$1,000 (**Pending**) – External

- 2019 Using comic strips to teach out-group acceptance and proper behavior in community youth (sole investigator) – American Psychological Foundation Visionary Grant Program. Amount \$20,000 (**Pending**) – External

- 2019 Comics, superheroes, and treating others with compassion: A service learning project to reach community youth and teach about rivalry and group member behavior (sole investigator) – North American Society for Sport Management. Amount \$5,000 (**Funded**) – External

- 2019 The quest to make higher education more affordable and accessible: Blending and expanding credit by exam and competency based credit (6th of 7 investigators) – Michael and Susan Dell Foundation Grant. Amount \$62,570 (**Pending**) – External

- 2018 Credit By Exam 2.0: The quest to make higher education more affordable and accessible (6th of 7 investigators) – Antioch Foundation Grant. Amount \$40,000 (**Not Funded**) – External

- 2018 Using Comic Strips and Cartoons to Teach about Rivalry and Group Member Behavior – An Anti-Bullying Project – Unify Against Bullying (**Not Funded-Withdrawn**) – External

- 2018 FedEx Innovation Grant – FedEx Institute of Technology at The University of Memphis. Amount \$20,000 (**Not Funded**) – Internal

- 2018 Kemmons Wilson School Bureau of Sport and Leisure Commerce Grant – Using Online Resources to Teach the General Public about Rivalry in Sport and Fan Behavior. Amount \$5,000 (**Funded**) – Internal

- 2018 The University of Memphis Honors Research Summer Fellowship Program – Documenting Rivalry: A Student Documentary about the Meaning of Rivalry, and Research into the Phenomenon. Amount \$4,100 (**Funded**) – Internal

- 2018 North American Society for Sport Management (NASSM) – Using Comic Strips and Cartoons to Teach Participants about the Rivalry Phenomenon. Amount \$5,000 (**Not Funded**) - External

- 2016 National Association of Collegiate Marketing Administrators (NACMA) – Institutional Quantitative Data on Student Attendance and Consumption of Intercollegiate Athletics.

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On-going work. Sponsored Amount \$1,165.90. Revenue Amount Generated \$1,500.
(**Accepted**) – External

- 2016 American Psychological Foundation: The Drs. Rosalee G. and Raymond A. Weiss Research and Program Innovation Grants – Measuring the Impact of Media Messages on In-group Favoritism and Out-group Derogation. Amount \$1,000. (**Not Funded**) – External
- 2015 National Collegiate Athletic Association (NCAA) Innovations in Research Practice Grant – A Peer-mentoring Initiative for Student-Athlete Well-Being. Amount \$10,000. (**Not Funded**) – External
- 2014 Sport Marketing Association (SMA) Research Grant – Fan Identification, Engagement, and Fan Attendance of Minor League Baseball Teams in the State of Tennessee. Amount \$1,000. (**Funded**) – External
- 2014 National Collegiate Athletic Association (NCAA) – The Impact of Conference Realignment on Student-Athlete Well-Being. Amount \$10,000. (**Not Funded**) – External
- 2013 Tennessee Board of Regents (TBR) – The Social Impact of College Athletic Programs on Low Socioeconomic Status Residents. Amount \$59,360.38. (**Not Funded**) – External
- 2012 North American Society for Sport Management (NASSM) - The Psychological Impact of the FedEx St. Jude Classic: Antecedents and Consequences. Amount \$3,596. (**Funded**) – External
- 2012 The University of Memphis Faculty Research Grant – Investigating the Positive Social Impacts of Professional Sport Events on Host Communities. Amount \$6,500. (**Not Funded**) – Internal
- 2010-2011 UNC Faculty Research & Publications Board New Project Program. The Greeley Bikes, Boards, and Blades Parade and B4 Dash. Amount \$1,344.41. (**Funded**) – Internal

Mentions in Media/Journals or Requested Expertise and Commentaries

- 2019 Featured in story on Chron.com (Houston Chronicle). “Horn’s down: Where Texas ranks among the ‘most hated programs’ in college sports (Wed. July 17 – Peter Dawson).
- 2019 Quoted on *ESPN.com*. “The petty, wonderful and delightfully weird rise of Horns Down. (Fri. July 12 – Dave Wilson).
- 2019 Highlighted for being named an Affiliate Fellow to the Center for Great Plains Studies at the University of Nebraska Lincoln. UNC Magazine, Summer 2019
- 2019 Quoted on *Gambling.com*. “Tennessee sports betting market positioned for payoff.” *Gambling.com* (Mon. May 7-Brant James).
- 2019 Quoted in *Daily Helmsman*. “State senator says NCAA not compensating student athletes violates their economic liberty.” *Daily Helmsman* (Thur. March 21).

- 2019 Story in *Daily Nebraskan*. “Cody Havard to visit UNL, lecture on Nebraska sports rivalries.” *Daily Nebraskan* (Tues. March 5).
- 2019 Story in *Washington Times*. “Speaker to discuss sports rivalry, focusing on Nebraska.” *Washington Times* from *Associated Press* (Sun. March 3).
- 2019 Story in *Nebraska Today*. “Great Plains talk will focus on sports rivalry.” *Nebraska Today* (Thur. Feb. 28).
- 2019 Highlighted for being named an Affiliate Fellow to the Center for Great Plains Studies at the University of Nebraska Lincoln. Alcalde, March/April, 2019.
- 2018 Featured in the book, *Superfans: Into the Heart of Obsessive Sports Fandom* by George Dohrmann, Penguin Random House.
- 2018 Interviewed for story about Super Bowl, *Why people watch the Super Bowl?* (Thur, Feb. 8) UofM Student for WMC Actions News 5 Online.
- 2018 Quoted in story about Olympic venues, *From gold to dust: Some Olympic host cities fail to upkeep facilities*. (Thur, Feb. 8) The Daily Helmsman.
- 2017 Interview with WUMR U92 FM about rivalry in sport.
- 2017 Quoted as expert on fan rivalry in story, *Arizona State Wildcats? Rivals ASU, Arizona try to shed national mascot confusion*. (Fri., August 11) AZCentral.
- 2017 Quoted as expert on fan rivalry in story, *New season, new world for Cubs fans after reaching ‘mountaintop’*. (Fri., March 31) Chicago Tribune.
- 2017 Introduction of a new Rival Team article reviewed in *Journal of Sport Management* (May, 2017) citation below:
- Havard, C. T.,** Shapiro, S. L., & Ridinger, L. L. (2016) Who’s our rival? Investigating the influence of a new intercollegiate football program on rivalry perceptions. *Journal of Sport Behavior*, 39, 385-408.
- 2017 Quoted as expert on fan rivalry in story, *Why a Clemson alum is pulling for the Gamecocks or Sinderella... or whatever*. (Mon., March 27) The Island Packet (also picked up by The State).
- 2016 Quoted as expert on fan rivalry in story, *#PhelpsFace and the psychology of Olympic-sized rivalries. Sport rivalries don’t just make it more fun for the viewers, they actually help the competitors succeed*. (Fri., August 12) Inverse.
- 2016 Articles requested to help student complete undergraduate thesis. International Business Administration, University of Bamberg, Germany.

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- 2015 Highlighted for being named 2015 Emerging Scholar in Sports Marketing by the Sports and Special Event Marketing Special Interest Group (SIG) of the American Marketing Association. Alcalde, September 2015.
- 2015 Highlighted for being named 2015 Emerging Scholar in Sports Marketing by the Sports and Special Event Marketing Special Interest Group (SIG) of the American Marketing Association. UNC Magazine, Fall/Winter 2015.
- 2014 Quoted as expert on fan rivalry in story, *The sciences of hate in college football: What makes Auburn-Alabama, Michigan-Ohio State and other rivalries different*. (Thur., November 27) Wall Street Journal.
- 2014 Quoted as expert on fan rivalry in story, *Tiger Kickoff: The Battle Line: Manufacturing a rivalry*. (Wed., November 26) Columbia Missourian.
- 2014 Quoted as expert on fan rivalry in story, *Are Red Raider fans really the worst in the Big 12?*, Lubbock Avalanche-Journal.
- 2014 Rivalry and Realignment article reviewed in Journal of Sport Management (Sept., 2014) *citation below*:
- Havard, C. T.**, Wann, D. L., & Ryan, T. D. (2013). Investigating the impact of conference realignment on rivalry in intercollegiate athletics. *Sport Marketing Quarterly*, 22, 224-234.
- 2014 Articles on rivalry used to introduce phenomenon internationally. German Sports University, Cologne.
- 2014 Interviewed by Graduate Journalism student at Columbia University for thesis on the psychology of sports fandom and sports merchandise.
- 2013 Research on Rivalry featured in book, *The Secret Lives of Sports Fans: The Science of Sports Obsession* by Eric Simmons, Duckworth Overlook.
- 2013 Online Social Networking article reviewed in Journal of Sport Management (May, 2013) *citation below*:
- Havard, C. T.**, Eddy, T., Reams, L., Stewart, R., & Ahmad, T. (2012). Perceptions and general knowledge of online social networking activity of university students. *Journal of Sport Administration and Supervision*, 4(1), 14-31.
- 2013-2014 Contacted by reporter at KUSA Television in Denver, Colorado regarding story about Broncos fans' perceptions of team and rival teams during 2013-2014 NFL Playoffs.
- 2013 Interviewed as expert on rivalry by reporter from the Columbia Missourian (story not printed).

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- 2013 Interviewed as expert on rivalry by reporter from the Associated Press (not cited in story).
2010 Research on United States Olympic Committee featured in story, *Sport Research Helps Improve Winter Olympics* by Sean Plaza, UNC Mirror.

Featured Speaking Engagements

- Havard, C. T.** (2019, March 6). Us, Them, and We: Rivalry in the Cornhusker State and Beyond. *Great Plains, Great Ideas: Paul A. Olson Seminars, Center for Great Plains Studies, University of Nebraska, Lincoln, Lincoln, NE.*

Conference Presentations

- Galloway, N., & **Havard, C. T.** (2019). Documentary on Sport Rivalry and Fan Behavior. *Posters at the Capital, Nashville, TN.* (Poster-Advisor)
- Havard, C. T.**, Wann, Daniel, L., & Grieve, F. G. (2019). Rivalry in sport: The importance of responsible marketing. *Applied Sport Management Association Conference, Nashville, TN.*
- Havard, C. T.**, Fuller, R. D., Ryan, T. D., Berg, B. K., & Hutchinson, M. (2019). Examining differences in perceptions and reactions toward sport rivals among African American fans. *Applied Sport Management Association Conference, Nashville, TN.* (Poster)
- Havard, C. T.** (2018). Sport Rivalry Man: Using comics and cartoons to teach rivalry and group behavior. *Southwestern Social Sciences Association Conference, Orlando, FL.* (Poster)
- Havard, C. T.**, & Gelleck, J. (2018). Examining online derogation of rivals in sport and politics. *Sport Marketing Association Conference, Frisco, TX.* (Poster)
- Wann, D. L., Peetz, T., Grieve, F. F., Lanter, J., Partridge, J., & **Havard, C. T.** (2018). Investigating gambling and fantasy league participation in sport. *Sport Marketing Association Conference, Frisco, TX.* (Poster)
- Traugutt, A., Greenhalgh, G. P., **Havard, C. T.** (2017). Rivalry perceptions and their impact on attendance and viewership: Evidence from the National Hockey League. *Sport Marketing Association Conference, Boston, Massachusetts.*
- Havard, C. T.**, & Eddy, T. (2017). Impact of negative media stories on fan perceptions and behavior toward rival teams. *Sport Marketing Association Conference, Boston, Massachusetts.* (Poster)
- Havard, C. T.**, Ferrucci, P., & Ryan T. D. (2017). Investigating the influence of media headlines on fan behavior. *North American Society for Sport Management, Denver, Colorado.*
- Havard, C. T.**, Wann, D. L., Grieve, F. G., & Ryan, T. D. (2016). Examining the impact of promotional rivalry titles on fan perceptions and behavior in intercollegiate athletics. *North American Society for Sport Management, Orlando, Florida.*
- Havard, C. T.**, & Hutchinson (2015). Investigating rivalry in professional sport. *Sport Marketing Association Conference, Atlanta, Georgia.*
- Havard, C. T.**, & Ryan, T. D. (2015). Rivalry, in-group bias, and Glory Out of Reflected Failure in Sport Fans. *North American Society for Sport Management, Ottawa, Ontario.*
- Wann, D. L., Peetz, T. B., Grieve, F. G., Lanter, J. L., Partridge, J., & **Havard, C. T.** (2016). Predicting consumption of rival sport team games: The importance of team identification on perceptions of the rival. *North American Society for Sport Management, Orlando, Florida.* (Poster)
- Havard, C. T.**, Shapiro, S., & Ridinger, L. L. (2014). Who's our rival now? Investigating the influence of a new intercollegiate football program on rivalry perceptions. *Sport Marketing Association Conference, Philadelphia, Pennsylvania.*

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- Inoue, Y., & **Havard, C.T.** (2014). Cause-related sport sponsorship as an internal marketing strategy: Roles of involvement and motives. *North American Society for Sport Management, Pittsburgh, Pennsylvania.*
- Havard, C. T.,** Ryan, T. D., & Eddy, T. (2014). Examining rival perceptions of intercollegiate athletics fans. *Sport Marketing Association Conference, Philadelphia, Pennsylvania.* (Poster)
- Inoue, Y. & **Havard, C. T.** (2013). Determinants of psychological impacts of a cause-related sport event on local attendees. *North American Society for Sport Management, Austin, Texas.*
- Havard, C. T.** & Inoue, Y. (2012). Online derogation among rival fans in intercollegiate athletics: Marketing implications. *Sport Marketing Association Conference, Orlando, Florida.*
- Inoue, Y., Pope, B., & **Havard, C. T.** (2012). An investigation of the benefits of sport to facilitate community recover after disasters. *North American Society for Sport Management, Seattle, Washington.*
- Havard, C. T.,** Wann, D. L., & Ryan, T. D. (2012). Investigating the impact of conference realignment on rivalry in intercollegiate athletics. *5th Annual Scholarly Conference on Intercollegiate Sport, Chapel Hill, North Carolina.*
- Havard, C. T.,** Eddy, T., & Lane, Z. A. (2012). Effects of conference realignment on rivalry in intercollegiate athletics: A Qualitative Evaluation. *5th Annual Scholarly Conference on Intercollegiate Sport, Chapel Hill, North Carolina.*
- Wann, D. L., **Havard, C. T.,** Grieve, F. G., Lanter, J., Partridge, J. A., Parker, P. M., Zapalac, R. K. (2012). Investigating sport rivals: Number, evaluations, and relationship with team identification. *Sport Marketing Association Conference, Orlando, Florida.* (Poster)
- Eddy, T., & **Havard, C. T.** (2011). Uses and gratifications associated with sport consumption on Twitter. *Sport Marketing Association Conference, Houston, Texas.*
- Havard, C.,** & Eddy, T. (2011). Exploring the effects of conference expansion and realignment on fans of college athletic programs. *Scholarly Conference on Intercollegiate Sport, Chapel Hill, North Carolina.*
- Havard, C. T.** (2011). Segmentation of Fan Perceptions Toward Rival Teams in Intercollegiate Athletics. *Sport Marketing Association Conference, Houston, Texas.* (Poster)
- Havard, C.** (2011). General Fan Perceptions of Rival Teams in Intercollegiate Athletics. *North American Society of Sport Management Conference, London, Ontario.* (Poster)
- Havard, C.** (2011). General fan perceptions of rival teams in intercollegiate athletics. *University of Northern Colorado Graduate Research Day and Natural and Health Sciences Research Celebration.* (Poster)
- Havard, C.,** Eddy, T. (2011). Exploring the Effects of Conference Expansion and Realignment on Fans of College Athletic Programs. *University of Northern Colorado Graduate Research Day.* (Poster)
- Havard, C.** (2010). 140 Characters or Less: Examining the Legality of Athletic Departments Imposing Social Networking Restrictions on Student-Athletes. *Sport and Recreation Legal Association Conference, Albuquerque, New Mexico.*
- Havard, C.** & Gould, J. (2010). Examining participation outcome differences among skill levels of paddling participants. *Sport Marketing Association Conference, New Orleans, Louisiana.*
- Havard, C.,** Eddy, T., & Reams, L. (2010). Fan perceptions' toward sport organizations use of online social networking and texting for consumer engagement. *Sport Marketing Association Conference, New Orleans, Louisiana.*
- Havard, C.,** Eddy, T., Reams, L., Stewart, R., & Ahmad, T. (2010). Perceptions and general knowledge of online social networking activity of student-athletes. *Scholarly Conference on Intercollegiate Sport, Chapel Hill, North Carolina.*

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- Eddy, T., **Havard, C.**, Stewart, R., & Reams, L. (2010). Effects of public relations crises on the organizational effectiveness of NCAA Division I athletic departments. *Scholarly Conference on Intercollegiate Sport, Chapel Hill, North Carolina.*
- Havard, C.** (2010). Glory Out of Reflected Failure: How rivalry affects fan behavior. *University of Northern Colorado Graduate Research Day.* (Poster)
- Havard, C.**, Eddy, T., Reams, L., Stewart, R., & Ahmad, T. (2010). Perceptions and general knowledge of online social networking activity of student-athletes. *University of Northern Colorado Graduate Research Day.* (Poster)
- Havard, C.** (2009). They're #2! How glory out of reflected failure affects fan behavior. *Sport Marketing Association Conference, Cleveland, Ohio.*
- Eddy, T., **Havard, C.** & Braa, L. (2009). Stakeholder perceptions of a university's reclassification from NCAA Division II to NCAA Division I (FCS) membership. *Scholarly Conference on Intercollegiate Sport, Chapel Hill, North Carolina.*
- Havard, C.** (2009). Winning at all cost: Athletic giving and the effects of winning on donor motivations. *University of Northern Colorado Graduate Research Day.* (Poster)
- Dwyer, B., Eddy, T., **Havard, C.** & Braa, L. (2009). Stakeholder perceptions of a university's reclassification from NCAA Division II to NCAA Division I (FCS) membership. *University of Northern Colorado Graduate Research Day.* (Poster)

Invited Presentations

- Havard, C. T.** (2019). Tales from the bleachers to Cinderella's Castle: Examining Sport and Disney Fandom. *15th Annual Sport Psychology Forum, Bowling Green, Kentucky.*
- Havard, C. T.** (2018). Sport Rivalry Man: Using comics and cartoons to teach group behavior. *Kemmons Wilson School Research Forum, Memphis, Tennessee.*
- Havard, C. T.** (2018). The return of Sport Rivalry Man! *14th Annual Sport Psychology Forum, Bowling Green, Kentucky.*
- Havard, C. T.** (2017). Sport Rivalry Man: Teaching fan and group behavior through comics. *13th Annual Sport Psychology Forum, Bowling Green, Kentucky.*
- Havard, C. T.** (2017). Rivalry and its applicability to researchers and practitioners. *Kemmons Wilson School Research Forum, Memphis, Tennessee.*
- Havard, C. T.** (2016). Impact of promotional titles on sport rivalry. *12th Annual Sport Psychology Forum, Bowling Green, Kentucky.*
- Havard, C. T.** (2015). Rating rivalries in intercollegiate athletics. *11th Annual Sport Psychology Forum, Bowling Green, Kentucky.*
- Havard, C. T.** (2014). The marketing and fan behavior implications of sport rivalry. (Keynote Speaker). *10th Annual Sport Psychology Forum, Bowling Green, Kentucky.*
- Havard, C. T.** (2013). Effects of conference realignment on rivalry in intercollegiate athletics: A qualitative examination. *9th Annual Sport Psychology Forum, Bowling Green, Kentucky.*
- Havard, C. T.** (2012). Sport Rivalry Fan Perception Scale (SRFPS): Application for the study of sport fans. *8th Annual Sport Psychology Forum, Bowling Green, Kentucky.*

Teaching Experience

2011-present The University of Memphis

- SPRT 7420 Sport Marketing
- SPRT 7440 Promotions and Information Services in Sport
- SPRT 7600 Readings in Sport – Rivalry in Sport
- SLS 4500 Sport and Leisure Marketing

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- SLS 4135 Sport/Culture Global Perspective
 - SLS 3650 Sports Information and Public Relations
 - SLS 3105 Sport/Leisure as Pop Culture
 - SLC 4622/6622 Fan Behavior/Rivalry
 - UNHP 1100 Fan Behavior/Rivalry
 - UNHP 1100 Being a Fan of Disney
- 2008-2011 University of Northern Colorado – Instructor of Record for Fitness Management, Coaching and Officiating Football, Coaching and Officiating Tennis, Tennis, Golf, Walking and Jogging, Stress Management, Weight Training, Self Defense, Bowling
- 2006-2007 Texas State University – Instructor of Record for PFW Tennis, Volleyball, Racquetball, Coaching Tennis, Coaching Basketball/Volleyball
- 2003-2004 The University of Texas at Austin – Teacher’s Assistant for KIN Theories and Principles of Coaching

Guest Lectures

- 2012 Christian Brothers University
- Analysis of Business Research
- 2009-2010 University of Northern Colorado
- Management of Sport Organizations; Ethics in Sport
- 2008-2009 University of Northern Colorado
- Sport Public Relations and Information Systems: Fitness Management

Service

Journal Co-Editor

Journal of Amateur Sport (Term 2017-2020)

Journal Editorial Board Member

Journal of Applied Sport Management (4 reviews; 2016)
Sport Marketing Quarterly (Term 2018-2020)

Journal External Reviewer

Journal of Sport Management (5 reviews; 2013, 2015; 2017 (2); 2018)
Sport Management Review (4 reviews; 2014, 2015, 2016; 2017)
International Journal of Sport Management and Marketing (7 reviews; 2011, 2012, 2013, 2014, 2015; 2016)
Sport Marketing Quarterly (1 review; 2016)
International Journal of Sports Marketing and Sponsorship (1 review; 2018)
European Sport Management Quarterly (2 review; 2013; 2018)
Journal of Intercollegiate Sport (1 review; 2016)
European Journal of Sports Science Review (1 review; 2015)
Event Management: An International Journal (1 review; 2016)
NASSM Student Paper Competition (3 review cycles; 2015; 2016; 2017)
Event Management Journal (1 review; 2018)
SAGE Open (1 review; 2018)

Conference Presentation External Reviewer

North American Society for Sport Management (2 conferences; 2011, 2015)
Sport Marketing Association (3 Conference; 2012, 2016, 2017)
National Council of Undergraduate Research – Abstract Coordinator (2016)

Textbook External Reviewer

Holcomb Hathaway Publishers (1 review; 2012)

University Academic Service

- 2018- University of Memphis Research Council – KWS Representative
- 2018 Faculty Representative of Undergraduate Honors Student Thesis
 - Nathan Galloway, Honors student in Journalism – *Video documentary of fan behavior and rivalry in sport*
- 2017- Chair of Kemmons Wilson School Tenure and Promotion Committee
- 2016- Director of the Bureau of Sport & Leisure Commerce
- 2016-2017 KWS Abstract Coordinator for National Council of Undergraduate Research
- 2015- Kemmons Wilson School Research Coordinator
- 2015 - KWS Graduate Curriculum Council
- 2015-2016 KWS Undergraduate Curriculum Council
- 2013 Faculty sponsor of Graduate Student Research Project
 - John Narcum, Ph.D. student in Marketing – *Twitter transgressions and their impact on the athlete's brand.*
 - Jesse Blackstock, Master's student in Sport Commerce – *The impact of social media marketing.*
- 2013- HSS Community Affairs Committee – The University of Memphis
- 2012- Sport Marketing Association Faculty Advisor – The University of Memphis
- 2012- HSS Undergraduate Curriculum Council – The University of Memphis
- 2011-2012 Faculty Representative on Student Master's Project Committee
 - Brianna L. Campbell – *Social media policies and procedures analysis for student-athletes.*
 - Brodie P. Clayton – *What are the important factors/themes that provide a foundation for high school basketball athletes to use, when planning and future in the sport? Also, what are the difference between males and female athletes' perceptions about their future Basketball goals?*
 - Jean Douglas
- 2010-2011 Graduate Student Association Representative for College of Natural and Health Science
 - Graduate Representative for Information Technology Committee
 - Graduate Representative for Student Senate Grievance Committee
 - Graduate Representative for Academic Appeals Committee
 - Graduate Representative for Faculty Research and Publications Board
- 2009-2010 Graduate Student Association Representative for College of Natural and Health Sciences
 - Graduate Representative for Information Technology Committee
 - Graduate Representative for Student Senate Grievance Committee
 - Graduate Representative for Academic Appeals Committee
- 2002-2003 Student Athlete Tutor for Texas Women's Athletics

2001-2002 Student mentor in entering freshman program

Organizational Outreach

2018	Consulted with Memphis Express Football Club
2017	Conducted research for National Association of Collegiate Marketing Administrators
2014	Conducted research for Jackson Generals Baseball Club
2012-2013	Conducted research for Old Dominion Athletics about rivalry in football
2012	Conducted research for FedEx St. Jude Classic
2010	Sport Marketing Research Institute (Student Research Co-Director) <ul style="list-style-type: none">• Bikes, Blades, and Boards – Data Collection, Analysis and Dissemination• UNC Volleyball – Data Collection, Analysis and Dissemination
2009-2010	Sport Marketing Research Institute (Student Research Assistant) <ul style="list-style-type: none">• USOC Marketing Reports (Project Director)<ul style="list-style-type: none">• USA Boxing – Data Analysis and Dissemination• USA Sailing – Supervised Analysis and Dissemination• USOC Summary Report – Report Production and Dissemination• Bikes, Blades, and Boards – Data Collection, Analysis and Dissemination• UNC Women's Walk – Data Analysis and Dissemination
2008-2009	Sport Marketing Research Institute <ul style="list-style-type: none">• USA Racquetball – Data Analysis and Dissemination• USA Track and Field – Data Analysis and Dissemination• UNC Women's Walk – Data Analysis and Dissemination• Bringit.com – Marketing Strategy Development and Implementation
2002-2003	Texas Women's Basketball Team (Lead Researcher)
2001-2002	United States Tennis Association, Texas Section (Research Assistant)

Community Outreach

2016	Research Consultant – Student Project – White Station High School, Memphis, TN
2011	Guest Speaker for College-bound Students – Dobie Middle School, Austin, TX

Professional Development

2011	The University of Memphis First-year Faculty Orientation
2009	AMA Webcast: Facebook Marketing
2009	Sport and Recreation Law Association Conference, San Antonio, TX
2008-2011	UNC Graduate Teacher Program

Affiliations/Memberships

- Affiliate Fellow, Center for Great Plains Studies – 2018
- Southwestern Social Sciences Association – 2018
- Society for Consumer Psychology – 2016
- American Marketing Association – 2015-present
- Sports and Special Event Marketing SIG of American Marketing Association – 2015-present

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- North American Society for Sport Management – 2008-present
- Sport Marketing Association – 2009-present
- College Sport Research Institute – 2009-2012
- Sport and Recreation Legal Association – 2009-2010

Professional Experience

- | | |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2004, 2006 | Area Supervisor for Austin Parks and Recreation Department, Austin, TX. <ul style="list-style-type: none">• Supervised area tennis facilities and programs• Supervised area parks programs• Managed special events |
| 2006-2008 | Assistant Director of Public Information at the University Interscholastic League, Austin, TX. <ul style="list-style-type: none">• Provided media assistance at state championship events• Published state championship programs• Contributed editorials to association newsletter• Published official results for Lone Star Cup |