CURRICULUM VITAE

E. Nicole Melton

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Sport Administration and Leadership
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EDUCATION

Ph.D. Texas A&M University, 2012
Major: Kinesiology | Emphasis: Sport Management
Cognate: Organizational Psychology

Dissertation: *Allies in Sport Organizations*
Dissertation Committee: George B. Cunningham (Chair), Gregg Bennett, Paul E. Keiper, Kathi Miner

M.S. Texas A&M University, 2009
Major: Kinesiology | Emphasis: Sport Management

B.B.A. Texas A&M University, 2005
Major: Marketing (magna cum-laude)

PROFESSIONAL EXPERIENCE

Higher Education

September 2012 – Present: *Assistant Professor*, Center for Sport and Exercise, Seattle University.

May 2012 – August 2012: *Lecturer*, Department of Health and Kinesiology, Texas A&M University

August 2009 – May 2012: *Graduate Research Assistant,* Department of Health and Kinesiology, Texas A&M University

August 2009 – May 2012: *Graduate Teaching Assistant*, Department of Health and Kinesiology, Texas A&M University

August 2008 – July 2009: *CHAMPS Class Facilitator*, Texas A&M University Athletic Department, College Station, Texas

Sports Industry

August 2011-Present: *Consumer Test Analyst*, NIKEGOLF, The Oven, Fort Worth, Texas

January 2011-July 2011: *Marketing Consultant for Rice University Soccer Camps*, Thrasher Soccer Inc., Houston, Texas

August 2009-2010: *Assistant Golf Coach*, Texas A&M University Athletic Department, College Station, Texas

August 2008 – August 2009: *Athletic Academic Supervisor*, Texas A&M University Athletic Department, College Station, Texas

June 2005 – August 2007: *Professional Golfer*, LPGA and Duramed Futures Tour, Daytona Beach, Florida

June 2005 – August 2007: *Graduate Assistant Golf Coach*, Texas A&M University Athletic Department, College Station, Texas

REFEREED JOURNAL ARTICLES

1. **Melton, E. N**., & Cunningham, G. B. (in press). The experiences of LGBT sport employees: A social categorization perspective. *Journal of Sport Management.*

2. **Melton, E. N.**, & Cunningham, G. B. (in press). The effect of LGBT-inclusive policies on organizational attraction. *International Journal of Sport Management*.

3. Cunningham, G. B., & **Melton, E. N.** (in press). Contact with lesbian and gay friends moderates the relationships among religious fundamentalism, sexism, and sexual prejudice. *The Journal of Sex Research.*

4. Cunningham, G. B., & **Melton, E. N.** (in press). Prejudice against LGB coaches: The influence of race, religious fundamentalism, modern sexism, and contact with sexual minorities. *Sociology of Sport Journal.*

5. **Melton, E. N.** & Cunningham, G. B. (2012). When identities collide: Exploring multiple minority stress and resilience among college athletes. *Journal for the Study of Sports and Athletics in Education, 6,* 45-66.

6. Cunningham, G. B., & **Melton, E. N.** (2011). The benefits of sexual orientation diversity in sport organizations. *Journal of Homosexuality*, *58*, 647-663.

MANUSCRIPTS UNDER REVIEW

1. **Melton, E. N**., & Cunningham, G. B. (2nd Review). Who are the champions? Using a multilevel model to examine employee support for LGBT-inclusion in sport organizations. *Journal of Sport Management.*

2. Cohen, A., **Melton, E. N.,** Welty Peachey, J. (in review). Using coed sport to encourage inclusion and equality: A grounded theory investigation. *Sport Management Review.*

3. Cunningham, G. B., & **Melton, E. N.** (in review). Lay definitions of sexual orientation and their impact on support for sexual minorities. *Journal of Homosexuality.*

4. **Melton, E. N**., & Cunningham, G. B. (in review). A multilevel model for examining ally support in sport organizations. *Quest.*

MANUSCRIPTS IN PROGRESS

1. **Melton, E. N.,** & Walker, N. A. (submitting Fall 2012). The influence of gender, appearance and racial identify on hiring recommendation in college athletics. *International Journal of Sport Management.*

2. Walker, N. A., & **Melton, E. N.** (submitting Fall 2012). The triple threat: Examining the intersection of gender, race, and sexual orientation in sport organizations. *Organizations.*

3. McCullough, B. P., & **Melton, E. N**. (submitting Fall 2012). The benefits of green practices: A corporate marketing approach. *Sport Marketing Quarterly*.

4. **Melton, E.**, **N.**, Cohen, A., & Lobpries, J. (submitting Fall 2012) The coed sport contact model: A conceptual framework for identifying the benefits of coed sport participation. *Quest.*

BOOK CHAPTERS

1. **Melton, E. N**., & Lopries, J. (2012). Sport and Media. In G. B. Cunningham & J. N. Singer (Eds.), *Sociology of Sport and Physical Activity* (2nd ed.). Center for Sport Management Research and Education. College Station, TX.

2. **Melton, E. N.** (2012). Women, Femininity, and Sexuality. In M. B. Sartore-Baldwin (Ed.), *Sexual Stigma in Sport*. Dulles, VA: Lynne Rienner Publishers.

3. **Melton, E. N**. (2010). Sport and Media. In G. B. Cunningham & J. N. Singer (Eds.), *Sociology of Sport and Physical Activity* (pp. 103-134). Center for Sport Management Research 3and Education. College Station, TX.

4. **Melton, E. N.** (2011). Avidity. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

5. **Melton, E. N.** (2011). Employee Benefits. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

6. **Melton, E. N.** (2011). Equal Pay Act. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

7. **Melton, E. N.** (2011). FC Dallas. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

8. **Melton, E. N.** (2011). Gen X. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

9. **Melton, E. N.** (2011). Houston Dynamo. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

10. **Melton, E. N.** (2011). Pin Promotions. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

11. Cunningham, G.B., & **Melton, E. N.** (2011). Gay Games. In L. E. Swayne & J. G. Golson (Eds.), *Encyclopedia of sports management and marketing*. Thousand Oaks, CA: Sage.

REFEREED PUBLISHED ABSTRACTS

1. **Melton, E. N**., & Cunningham, G. B. (2012). It gets better: Benefits of team support for LGBT athletes. *Research Quarterly for Exercise and Sport, 83*, A-86.

2. **Melton, E. N**., & Cunningham, G. B. (2012). Weighing the options: Size discrimination in sport. *Research Quarterly for Exercise and Sport, 83*, A-94.

TECHNICAL REPORTS

1. **Melton, E. N.** (2012). Perceptions of Nike grips vs. competitors. Prepared for The Oven, Department of Research and Development at NIKEGOLF.

2. **Melton, E. N.** (2012). *Consumer perceptions of Covert FY14 series.* Prepared for the Department of Marketing at NIKEGOLF.

3. **Melton, E. N.** (2012). *Covert F14 Driver vs. competitors: Consumer analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

4. **Melton, E. N.** (2012). *Covert F14 Fairway woods vs. competitors: Consumer analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

5. **Melton, E. N.** (2012). *Covert F14 Hybrids vs. competitors: Consumer analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

6. **Melton, E. N.** (2012). *Covert F13 Black vs. FY14 50g shaft: Performance analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

7. **Melton, E. N.** (2012). *Covert F13 Driver vs. Covert F14 Driver: Objective and subjective data analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

8. Cohen, A., **Melton, E.N.,** Welty Peachey, J. (2012). *IQA Impact report: Analysis of a non-traditional, coed sport.* Distributed to the International Quidditch Association.

9. **Melton, E. N.** (2011). *Consumer perceptions of Covert FY13 series.* Prepared for the Department of Marketing at NIKEGOLF.

10. **Melton, E. N.** (2011). *Covert F13 Method Putter: Head durability test.* Prepared for the Department of Research and Development at NIKEGOLF.

11. **Melton, E. N.** (2011). *Covert F13 Hybrids vs. competitors: Consumer analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

12. **Melton, E. N.** (2011). *Covert F13 Fairway wood vs. competitors: Consumer analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

13. **Melton, E. N.** (2011). *Covert F13 Driver vs. competitors: Consumer analysis.* Prepared for the Department of Research and Development at NIKEGOLF.

NATIONAL CONFERENCE PRESENTATIONS

1. **Melton, E. N.**, & Cunningham, G. B. (2012, November). A multilevel model for explaining ally support in sport organizations. To be presented at the North American Society for the Sociology of Sport 2012 Conference, New Orleans, Louisiana.

2. **Melton, E.**, **N.**, Cohen, A., & Lobpries, J. (2012, November) The coed sport contact model: A conceptual framework for identifying the impact of coed sport participation. To be presented at the North American Society for the Sociology of Sport 2012 Conference, New Orleans, Louisiana.

3. **Melton, E. N**. (2012, May). *Who are the champions? Using a multilevel model to examine employee support for LGBT-inclusion in sport organizations.* Presented at North American Society for Sport Management 2011 Conference, Seattle, Washington.

4. Walker, N. A., & **Melton, E. N**. (2012, May). *Negotiating the triple threat: The intersectionality of race, gender, and sexuality in women's college sports.* Presented at the North American Society for Sport Management 2011 Conference, Seattle, Washington.

5. Brown, B., **Melton, E. N.,** & Syer, N. (2012, April). *The effect of brand community events on team identification.* Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.

6. Brown, B., **Melton, E. N.,** & Lopries, J. (2012, April). *Using social products to influence brand equity, brand Loyalty, and team Identification.* Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.

7. **Melton, E. N.,** & Walker, N. A. (2012, April). *The influence of gender, appearance and racial identify on hiring recommendation in college athletics*. Presented at the College Sport Research Institute Conference, Chapel Hill, North Carolina.

8. **Melton, E. N**., & Cunningham, G. B. (2012, March). *It gets better: Benefits of team support for LGBT athletes.* Research Consortium Conference at the 2012 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition, Boston, Massachusetts.

9. **Melton, E. N.**, & Cunningham, G. B. (2012, March). *Weighting the options: Size discrimination in sport.* Research Consortium Conference at the 2012 American Alliance for Health, Physical Education, Recreation, and Dance National Convention and Exposition, Boston, Massachusetts.

10. Brown, B., **Melton, E. N.**, & Bennett, G. (2011, October). *University and team identification amongst African Americans in baseball*. Sport Marketing Association 2011 Conference, Houston, Texas.

11. Cunningham, G. B., & **Melton, E. N.** (2011, October). *Consumer' attraction to LGBT-Inclusive fitness clubs.* Sport Marketing Association 2011 Conference, Houston, Texas.

12. **Melton, E. N.** (2011, June). *The experiences of LGBT sport employees: A social categorization perspective*. North American Society for Sport Management 2011 Conference, London, Ontario.

13. **Melton, E. N.**, Steward, A. D., & Cunningham, G. B. (2011, June). *It's all in the presentation: The influence of framing on attitudes toward diversity initiatives*. North American Society for Sport Management 2011 Conference, London, Ontario.

14. **Melton, E. N.** (2011, January). *When identities collide: Exploring multiple minority stress and resilience among college athletes*. NCAA Convention 2011 Scholarly Colloquium, San Antonio, Texas.

15. **Melton, E. N**. (2010, June). *Queer eye for the sports guy? The effect of LGBT-Inclusive policies on organizational attraction.* North American Society for Sport Management 2010 Conference, Tampa, Florida.

16. **Melton, E. N**., Cunningham, G. B., & McCullough, B. P. (2010, October). *LGBT-Friendly brand positioning.* Sport Marketing Association 2010 Conference, New Orleans, Louisiana.

17. **Melton, E. N**., McCullough, B. P., & Cunningham, G. B. (2010, October). *The green consumer: A social dominance theory perspective.* Sport Marketing Association 2010 Conference, New Orleans, Louisiana.

STATE / REGIONAL PRESENTATIONS

1. **Melton, E. N.** (2012, March). *A multilevel model to examine employee support for LGBT-inclusion in sport organizations: A qualitative investigation.* Presented at Texas A&M University Student Research Week, College Station, Texas.

2. **Melton, E**. **N.** (2012, February). *The influence of gender, appearance and racial identify on hiring recommendation in college athletics.* Presented at Texas Graduate Sport Management Student Symposium, Austin, Texas.

3. Brown, B., **Melton, E. N.,** & Syer, N. (2012, February). *The effect of brand community events on team identification.* Presented at Texas Graduate Sport Management Student Symposium, Austin, Texas.

4. Brown, B., **Melton, E. N.,** & Lopries, J. (2012, February). *Using social products to influence brand equity, brand Loyalty, and team Identification*. Presented at Texas Graduate Sport Management Student Symposium, Austin, Texas.

5. **Melton, E. N**. (2010, March). A broader view of diversity: *The impact of LGBT inclusion.* Presented at Texas A&M University Student Research Week, College Station, Texas.

INVITED PRESENTATIONS

1. **Melton, E. N**., Chambers, C., & Richie, J. (2012, July). *Preview of the FY13 series.* Paper presented to the Golf Digest Media Forum, Wilton, Connecticut.

2. **Melton, E. N.** (2012, July). *The current FY14 series: Consumer perceptions.* Paper presented to Department of Research and Development and Marketing at NIKEGOLF, Fort Worth, Texas.

3. **Melton, E. N.** (2012, June). *An overview of the FY13 series: Consumer perceptions*. Paper presented to Department of Research and Development and Marketing at NIKEGOLF, Fort Worth, Texas.

4. **Melton, E. N.** (2011, November). *Working together: How survey data enhances R&D and marketing efforts at NIKEGOLF.* Paper presented to Department of Research and Development and Marketing at NIKEGOLF, Fort Worth, Texas.

5. **Melton, E. N.** (2012, April). *The experiences of LGBT coaches and players.* Served as moderator for the panel discussion at the Sexual Orientation and Gender Identity in Sport Conference, College Station, Texas.

6. Cunningham, G. B., & **Melton, E. N.** (2012, February). *Race and sexual prejudice in sport: Examining the influence of contact with sexual minorities, religious beliefs, and gender beliefs*. Paper presented at the Race and Ethnic Studies Fellows Workshop, College Station, Texas.

GRANT ACTIVITY

1. **Melton, E. N**. (2010). NCAA Student Research Grant. National Collegiate Athletics Association. $5,000.
   Funded

2. **Melton, E. N.** (2010). Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. $500.
   Funded

3. **Melton, E. N.** (2011). Health and Kinesiology graduate student travel grant. Texas A&M University – Department of Health & Kinesiology. $450.
   Funded

4. **Melton, E. N.** (2011). Office of Graduate Studies student grant. Texas A&M University – Department of Health & Kinesiology. $560.
   Funded

TEACHING ACTIVITY AND COURES TAUGHT

Seattle University

SADL 506: Strategic Marketing for Sport Organizations (Graduate)
SADL 508: Sport Operations and Event Management (Graduate)
SADL 516: Sport Promotion and Sponsorship (Graduate)
SADL 518: Sport Event Planning (Graduate)
SADL 519: Sport Event Design (Graduate)

Texas A&M University

KINE 304: Psychology of Sport and Exercise (Under graduate)
SPMT 336: Diversity in Sport Organization (Undergraduate)
SPMT 340: Sport Governance (Undergraduate)
SPMT 422: Sport Finance (Undergraduate)
KINE 198: Champs Life Skills (Undergraduate)

ONLINE COURSE DEVELOPMENT AND EDITING

Texas A&M University

KINE 304: Psychology of Sport and Exercise (Undergraduate)
KINE 319: Sociology of Sport (Undergraduate)
SPMT 336: Diversity in Sport Organizations (Undergraduate)
SPMT 340: Sport Governance (Undergraduate)
SPMT 612: Human Resource Management in Sport (Graduate)

REVIEWER DUTIES

Journal of Sport Management
Sex Roles: A Journal of Research
Journal of Intercollegiate Sport
North American Society for Sport Management Conference (2011)

FELLOWSHIPS, HONORS, AND AWARDS

Graduate Diversity Fellowship, Texas A&M University, 2009-2012.

Distinguished Graduate Student Award, College of Education and Human Development, Texas A&M University, Summer 2012

Armstrong Graduate Scholar Award, Department of Health and Kinesiology, Texas A&M University, 2012.

Outstanding Graduate Student of the Year in Sport Management Award, Department of Health and Kinesiology, Texas A&M University, 2012.

Finalist, Student Research Competition, North American Society for Sport Management, 2012: *Who are the champions? Using a multilevel model to examine employee support for LGBT-inclusion in sport organizations.*

Finalist, Student Research Competition, North American Society for Sport Management, 2011: *Experiences of LGBT Sport Employees: A Social Categorization Perspective*

Finalist, Student Research Competition, North American Society for Sport Management, 2010: *Queer eye for the sports guy? The effect of LGBT-inclusive policies on organizational attractiveness.*

Interdisciplinary Research Recognition Award, Session Winner and Second Place Award in Business category, Student Research Week, Texas A&M University, 2010.

Bill Erwin Scholar Athlete of the Year, Texas A&M University, 2005

All-American, Honorable Mention, National Golf Coaches Association, 2005

Academic All-American, National Golf Coaches Association, 2004 & 2005

PROFESSIONAL AFFILIATIONS

- North American Society for Sport Management, 2009-present
- North American Society for the Sociology of Sport, 2009-present
- Sport Marketing Association, 2010-present

SERVICE

- Aggie Ally (2006-2012)
- Graduate Sport Society, Texas A&M University (2006 – 2012)
- Volunteer Instructor for the First Tee Program (2000-present)