

**Tara Quinn Mahoney, PhD**  
*Assistant Professor of Sport Management*

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**EDUCATION**

<b>Ph.D.</b>	<b>2013</b>	<b>University of Louisville</b> Major Area: Educational Leadership & Organizational Development Specialization: Sport Administration <b>Dissertation:</b> Exploring the influence of social media on future intentions of charity sport participants
<b>M.B.A.</b>	<b>2007</b>	<b>West Virginia Wesleyan College</b> Major Area: Business Administration
<b>B.S.</b>	<b>2005</b>	<b>Nazareth College of Rochester</b> Major Area: Business Administration Concentration: Sports Management

**PROFESSIONAL EXPERIENCE**

**SUNY Cortland**, Cortland, New York August 2013 – Present  
*Assistant Professor*, Sport Management Department

- Organize and prepare all course materials including lectures, visual aids, assignments, exams, learning initiatives, as well as Blackboard course design and maintenance for the following:
  - SPM 329 Seminar in Sport Marketing
  - SPM 466 Strategic Management of Sport Organizations
  - SPM 470/475 Internship in Sport Management
  - SPM 499 Independent Study - Student Research
  - SPM 640 International Sport Enterprise
  - SPM 650 Research Methods
- Academic advisor for approximately 55 undergraduate students each semester
- Sport Management Honors Liaison
- Clark Center for International Education - International Advocate

**University of Louisville, Louisville, Kentucky**  
*Graduate Assistant, Department of Health and Sport Sciences*

August 2010 – May 2013

- Instructor:
  - SPAD 489 Legal Aspects of Sport
  - SPAD 404 Financial Principles in Sport
  - SPAD 402/692 Internship in Sport Administration
  - SPAD 401 Career Development in Sport
  - SPAD 382 Organizational Behavior in Sport (Co-Instructor)

**University of Louisville, Louisville, Kentucky**  
*Research Assistant, Department of Health and Sport Sciences*

January 2012 – May 2013

- Assist with research and evaluation projects on a three-year, \$1.5 million federally funded grant from the Social Innovation Fund

**Town of Sullivan, Chittenango, New York**  
*Recreation Supervisor, Department of Parks and Recreation*

May 2007 – July 2010

- Plan, schedule, and coordinate recreational programs, leagues, and special events for over 5,000 participants yearly.
- Effectively train, supervise, and manage a staff of over 100 employees throughout the year.
- Coordinate special events such as Sullivan Community Council annual fishing derby, Easter egg hunt, summer concert series, and annual golf tournament.

**West Virginia Wesleyan College, Buckhannon, West Virginia**  
*Outdoor Recreation Coordinator - Graduate Assistant, Department of Campus Activities*

August 2005 – May 2007

- Develop and market a yearly schedule of recreation events for over 3,000 students, faculty, staff, and alumni.
- Organize and lead trips; coordinate group reservations, transportation, liability, and insurance waivers.
- Manage budget: prepare proposals, record expenditures, and revenues plus implement cost saving techniques.

## SCHOLARLY & ACADEMIC ACTIVITIES

### PUBLICATIONS

#### *Refereed Publications*

Svensson, P. G., **Mahoney, T. Q.**, Hambrick, M. E. (accepted for publication). Twitter as a communication tool for nonprofits: A study of sport-for-development organizations. *Nonprofit and Voluntary Sector Quarterly*.

**Mahoney, T. Q.**, Hambrick, M. E., Svensson, P. G., Zimmerman, M. (2013). Examining emergent niche sports YouTube exposure through the lens of the Psychological Continuum Model. *International Journal of Sport Management and Marketing*, 13, 218-238.

Hambrick, M. E., Simmons, J. M., & **Mahoney, T. Q.** (2013). A mixed methods inquiry of female Ironman participants and their attitudes towards leisure-work-family conflict. *International Journal of Sport Management and Marketing*, 13, 173-199.

Hambrick, M. E., **Mahoney, T. Q.**, & Calabrese, R. (2012). Clicking for a cause: Using social media campaigns to drive awareness for charitable organizations and professional golf tournaments. *Case Studies in Sport Management*, 1.

Hambrick, M. E., & **Mahoney, T. Q.** (2011). 'It's incredible - trust me': Exploring the role of celebrity athletes as marketers in online social networks. *International Journal of Sport Management and Marketing*, 10, 161-179.

#### *Refereed Publications in Review*

Han, P., Dodds, M., **Mahoney, T. Q.**, Schopfer, K. & Lovich, J. (2<sup>nd</sup> review). Regulating student-athlete's inappropriate social media usage. *Case Studies in Sport Management*.

Studin, R. & **Mahoney, T. Q.** (2<sup>nd</sup> review). Examination of sponsorship opportunities within the LPGA. *Case Studies in Sport Management*.

Presley, G., Hambrick, M. E., & **Mahoney, T. Q.** (in review). From selling rock to running Roc Nation: An examination of Jay Z's rise in the entertainment industry and his future in sports agency. *Case Studies in Sport Management*.

Ha, J. P., King, K. M., & **Mahoney, T. Q.** (in review). Development and psychometric evaluation of the Point of Attachment in Physical Activity scale. *Journal of Rural Health*.

### ***Book Chapters***

- Mahoney, T. Q.** (2014). Recreational Sport. In *Principles and practice of sport management* (5<sup>th</sup> ed.). L. P. Masteralexis, C. A. Barr, M. Hums (Eds.). Sudbury, MA: Jones and Bartlett Learning.
- Mahoney, T. Q.** (accepted for publication). Research Methods in Sport. In *Sport marketing and beyond*. G. Bernstein (Ed.). Urbana, IL: Sagamore Publishing.

### ***Scholarly Works in Progress***

- Simmons, J. M., & **Mahoney, T. Q.**, & Hambrick, M. E. A mixed methods inquiry of male Ironman participants and their attitudes towards leisure-work-family conflict. To be submitted to *Sport Management Review*. (Final manuscript revisions)
- Mahoney, T. Q.**, Svensson, P. G., & Hambrick, M. E. Mobile applications--encouraging the competitive spirit or reckless behavior?: An examination of negligence and negligent marketing. To be submitted to *Journal of Legal Aspects of Sport*. (Manuscript in process)
- King, K. M., **Mahoney, T. Q.**, Mitchell, E., Coleman, R. C. Coalition effectiveness in promoting physical activity in rural Kentucky. To be submitted to *Preventing Chronic Disease: Public Health Research, Practice, and Policy*. (Data collected)
- Mahoney, T. Q.** & Polasek, K.M. Is Pink the new black? An examination of participants in women's specific events. To be submitted to *Sport Marketing Quarterly*. (Data collected)
- Mahoney, T. Q.** & Hambrick, M. E. Exploring the influence of e-communities on participation and retention in triathlons. To be submitted to *International Journal of Sport Communication*. (Working on IRB submission - November data collection)

### **STUDENT RESEARCH**

#### ***Thesis***

*Chair:* Rebecca Studin, Honors Thesis – Overview of the LPGA's recent sponsorship concerns and recommendations for future international success. Fall 2013.

#### ***Independent Study***

*Co-Advisor:* Cody Komenda, Research Proposal – Self-esteem: It's the inside that counts. Spring 2014.



## PRESENTATIONS

### *Refereed Scholarly Presentations*

**Mahoney, T. Q.** & Polasek, K.M. (2014, October). *Pink is the new black: An examination of participants in women's specific events*. Accepted for presentation at the annual conference of the Sport Marketing Association, Philadelphia, PA.

**Mahoney, T. Q.** & Greenwell, T. C. (2014, March). *Exploring the influence of social media on the future intentions of charity sport participants*. Presented at the annual conference of the International Association of Communication and Sport, New York, NY.

Hambrick, M. E., **Mahoney, T. Q.**, & Aicher, T. (2014, March). *Can you picture it? Exploring self-presentation and digital curation of sporting events within social media*. Presented at the annual conference of the International Association of Communication and Sport, New York, NY.

Svensson, P. G., **Mahoney, T. Q.**, Hambrick, M. E. (2013, May). *Exploring the usage of social media to enhance community action in a sport for development context*. Presented at the annual conference of the North American Society of Sport Management, Austin, Texas.

**Mahoney, T. Q.**, Svensson, P. G., & Hambrick, M. E. (2013, March). *Mobile applications--encouraging the competitive spirit or reckless behavior?: An examination of negligence and negligent marketing*. Presented at the annual conference of the Sport Recreation and Law Association, Denver, Colorado.

**Mahoney, T. Q.**, Hambrick, M. E., Svensson, P. G., Zimmerman, M. (2013, February). *Examining emergent niche sports YouTube exposure through the lens of the Psychological Continuum Model*. Presented at the Sixth Summit of Communication and Sport, Austin, Texas.

King, K. M., Ketterman, K., Gillespie, J. S., Mitchell, E. C., Kuhns, J. N., Turner, H. E., & **Mahoney, T. Q.** (2012, November). *Coalition effectiveness in promoting physical activity in rural Kentucky*. Presented at the annual Kentucky Association for Health, Physical Education, Recreation and Dance conference, Louisville, Kentucky.

King, K. M., **Mahoney, T. Q.**, Ketterman, K., Gillespie, J. S., Greenwell, A., Turner, H. E., Mitchell, E. C., & Kuhns, J. N. (2012, October). *The Meade Activity Center (MAC) Project: Process evaluation results from a rural community coalition's physical activity intervention*. Presented at the annual Society for Public Health Education (SOPHE) conference, San Francisco, California.

Hambrick, M. E., Simmons, J. M., & **Mahoney, T. Q.** (2012, May). *A mixed-method inquiry into the perceptions of leisure-work-family conflict among female Ironman participants*. Presented at the annual conference of the North American Society of Sport Management, Seattle, Washington.

Hambrick, M. E., **Mahoney, T. Q.**, & Calabrese, R. (2012, March). *Clicking for a cause: Using social media campaigns to drive awareness for charitable organizations and professional golf tournaments*. Presented at the Fifth Summit on Communication and Sport, Peoria, Illinois.

**Mahoney, T. Q.**, & Moorman, A. M. (faculty advisor). (2012, March). *Expansion of the transformative use test and the impact on sport video games and athlete privacy rights*. Presented at the annual conference of the Sport Law and Recreation Association, Greensboro, North Carolina.

**Mahoney, T. Q.**, Svensson, P. G., & Moorman, A. M. (2012, March). *Online social media usage in sports: Damages in 140 characters or less*. Presented at the annual conference of the Sport Law and Recreation Association, Greensboro, North Carolina.

**Mahoney, T. Q.** (2012, March). *Preliminary qualitative findings of female Ironman participants and their attitudes towards leisure-work-family conflict*. Presented at the annual Spring Research Conference, Louisville, Kentucky.

**Mahoney, T. Q.** (2011, April). *Using social media to facilitate partnerships in a sport for development context*. Poster presented at the Louisville I.D.E.A.L.S. Festival, Louisville, Kentucky.

**Mahoney, T. Q.**, Hancock, M. G., Hambrick, M. E., & Moorman, A. M. (2011, March). *Title IX retaliation claims on the rise in college athletics: An analysis of athletic departments' mishandling of sex discrimination claims*. Presented at the annual conference of the Sport Law and Recreation Association, Savannah, Georgia.

Hancock, M. G., **Mahoney, T. Q.**, Hambrick, M. E., & Moorman, A. M. (2011, March). *'After I complained...': An analysis of non-discrimination and retaliation policies of university athletic departments involved in Title IX litigation*. Presented at the annual conference of the Sport Law and Recreation Association, Savannah, Georgia.

### ***Non-refereed Scholarly Presentation***

**Mahoney, T. Q.** (2013, October). *An examination of social media and charity sport participation prevalence in the sport industry*. Presented at the Rockin' the Research Scholarly Colloquium in Professional Studies, SUNY Cortland, NY.

## **GRANT AND FUNDING ACTIVITIES**

**Mahoney, T. Q.** (2014, March). *Teaching Innovations Grant*. Advanced Social Media Strategy Certificate. **Not funded** by the Faculty Development Center at SUNY Cortland in the amount of **\$500**.

**Mahoney, T. Q.** (2014, January). *Faculty Research Program*. Exploring the influence of e-communities on participation and retention in triathlons. **Funded** by the Research and Sponsored Programs Office at SUNY Cortland in the amount of **\$2,783**.

**Mahoney, T. Q.** (2013, September). *Small Grants Award*. Data collection for charity sport event management case study. **Funded** by the Faculty Development Center at SUNY Cortland in the amount of **\$250**.

**Mahoney, T. Q.** Travel to Austin, Texas for the Sixth Summit on Sport and Communication. **Funded** by the Sport Administration Club, University of Louisville in the amount of **\$200**.

**Mahoney, T. Q.** Travel to Austin, Texas for the Sixth Summit on Sport and Communication. **Funded** by the Graduate Student Council, University of Louisville in the amount of **\$250**.

**Mahoney, T. Q.** Subcontracted research assistant for Meade Activity Center research and evaluation. **Funded** by the Department of Health and Sport Sciences, University of Louisville, through the Social Innovation Fund in the amount of **\$7,700**.

**Mahoney, T. Q.** Travel to Seattle, Washington for the 2012 North American Society of Sport Management (NASSM) Conference. **Funded** by the Department of Health and Sport Sciences, University of Louisville in the amount of **\$300**.

**Mahoney, T. Q.** *Bernard Patrick Maloy Graduate Student Research Award*. Expansion of the Transformative Use Test and the Impact on Sport Video Games and Athlete Privacy Rights. **Funded** by the Sport Law and Recreation Association (SRLA) in the amount of **\$500**.

**Mahoney, T. Q.** Travel to London, Ontario, Canada for the 2011 North American Society of Sport Management (NASSM) Conference. **Funded** by the International Center, University of Louisville in the amount of **\$300**.

**Mahoney, T. Q.** Travel to London, Ontario, Canada for the 2011 North American Society of Sport Management (NASSM) Conference. **Funded** by the Graduate Student Council, University of Louisville in the amount of **\$300**.

**Mahoney, T. Q.** Travel to Savannah, Georgia for the 2011 Sport Recreation and Law Association (SRLA) Conference. **Funded** by the Graduate Student Council, University of Louisville in the amount of **\$300**.



## **SERVICE**

### **Department**

COSMA (Accreditation) Committee	2014 – Present
Personnel Committee	2013 – Present
Curriculum Committee	2013 – Present
Chair	2014 – Present
Graduate Program Advisory Committee	2013 – Present
Department Advisory Board Committee	2013 – Present
Online Protocol Committee – Chair	2013
Search Committee (Two tenure track positions)	2013

### **College**

Clark Center International Advocate	2014 – Present
Quality Circle Reviewer	2014 – Present
Honors Liaison for the Sport Management Department	2013 – Present

### **Community**

Empire State Marathon – Executive Board Member	2013 – Present
Central New York Triathlon Club – Research Consultant	2013 – Present

### **National**

International Association for Communication and Sport	2012 – Present
Conference Abstract Reviewer	2013 – 2014
North American Society for Sport Management	2010 – Present
Sport, Recreation, and Law Association	2010 – 2013
Student Initiatives Committee	2011 – 2013
Board of Directors, Student Representative	2011 – 2012
University of Louisville – Spring Research Conference	
Chair, Conference Site Committee	2011 – 2012
Conference Abstract Reviewer	2011 – 2012
New York State Recreation and Parks Society	2007 – 2010
Central New York Recreation and Parks Society	2007 – 2010
President-Elect	2009 – 2010
Secretary	2008 – 2009

## **HONORS AND AWARDS**

2013 – University of Louisville Dean’s Citation  
2013 – University of Louisville Red and Black Faculty Mentor  
2013 – Sixth Summit on Communication and Sport – Distinguished Research Paper  
2012 – Bernard Patrick Maloy Graduate Student Research Award – Sport Recreation and Law Association

## **ACTIVITIES**

### **Volunteer**

- Challenged Athletes Foundation - NYC Marathon November 2013
- Empire State Marathon October 2013
- Churchill Downs - Kentucky Derby Events May 2013
- NCAA Volleyball Championships November 2013
- Louisville Ironman August 2011, 2012
- Kentucky Speedway NASCAR July 2011
- Kentucky Derby Festival Marathon April 2011
- Kentucky Derby Festival Parade April 2011
- US Grand Prix of Cyclocross October 2010
- University of Kentucky Market Research Team August 2010

### **Charity Sport**

- Road Warriors - Upstate Medical Foundation 2013 – Present
- Leukemia and Lymphoma Society – Team in Training
  - Mentor – Lake Placid Half-Marathon 2009
  - Participant – Lake Placid Marathon 2008
  - Special Events Volunteer 2008 – 2010

## **CONTINUING GROWTH**

### **PROFESSIONAL DEVELOPMENT**

- *Advanced Social Media Strategy Certificate (ASMS)* - Newhouse & HootSuite
  - Enrolled in the online ASMS certificate program in order to enhance my teaching and research abilities in relation to the strategic components of social media
- *Clark Center International Grants Workshop*
  - Attended two workshops in Spring 2014 and will be attending two more in the Fall 2014 with the goal of expanding international activities in the Sport Management Department through grant writing