

Understanding Diversity and Inclusion in Sport/Entertainment Management: A Win/Win for Future Scholars and Practitioners



Dr. C. Keith Harrison

Associate Professor
Associate Director, Institute for Diversity and Ethics in Sport
DeVos Sport Business Management Program
University of Central Florida



Date: Thursday, February 3rd

Time: 9:30am - 10:30am

Location: Florida Gym, Room 210

Biography: Dr. Keith Harrison visits the University of Florida from the University of Central Florida in Orlando, FL where he is an associate professor in the prestigious DeVos Sport Business Management Program. At UCF, Dr. Harrison is part of a team that includes internationally-renowned diversity in sport business leaders: Drs. Richard Lapchick and William Sutton. In addition to his duties at UCF, Dr. Harrison is the Associate Director of the Institute for Diversity and Ethics in Sport, an organization devoted to the study of gender and race in amateur, collegiate, and professional sports.

Dr. Harrison has been the author and principal investigator for the annual Black Coaches Association Hiring Report Card since 2003. The report is an integral study on the equity and diverse hiring practices of NCAA I-A and I-AA head football coaches. He has also created and co-produced six educational videos relating to leadership, race, and diversity in sport. Prior to DeVos, Dr. Harrison was an educator and researcher at the University of Michigan. In his first year, he was selected for the "Teacher of the Year" award in the Division of Kinesiology. Also during his time with the Wolverines he developed the Paul Robeson Research Center for Academic and Athletic Prowess. Dr. Harrison has taught at Washington State University and Arizona State University. He earned his EdD from the University of Southern California in higher and post-secondary education.