

Skyler F. Fleshman

Graduate Research Fellow
Department of Sport Management
College of Health & Human Performance
University of Florida
FLG 330B
Gainesville, FL 32611

sfleshman@ufl.edu
(419) 367-5172

Education

Ph.D. in Sport Management: May 2024 (anticipated)
University of Florida, Gainesville, FL
Advisor: Professor Kyriaki Kaplanidou

M.S. in Sport Administration: May 2020
Ball State University, Muncie, IN
Thesis: "Customer Satisfaction in the Division I Football Sportscape"
Advisor: Professor Khirey Walker

B.S. in Education: May 2018
Sport Management Major
General Business Minor
Bowling Green State University, Bowling Green, OH

Major Research Interests

Social Anchor Theory
Urban Planning for Sport-Anchored Development
Leveraging Elite Sport for Social Benefit and Community Development
Psychology of the Built Environment

Refereed Publications

4) Kaplanidou, K., **Fleshman, S. F.**, & Cho, I. (in review). The influence of risk attitudes, emotions, and life goals on intentions to travel for sport events during a pandemic. *Journal of Sport and Tourism*.

- 3) **Fleshman, S. F.**, & Kaplanidou, K. (in review). Predicting active sport participants' approach avoidance behaviors from emotions and meaning attributed to sport event experience. *Event Management*.
 - 2) Walker, K. B., **Fleshman, S. F.**, & Watson, R. D. (in review). An examination of NCAA Division I student athlete mentorship programs. *International Journal of Mentoring and Coaching in Education*.
 - 1) **Fleshman, S. F.**, Walker, K. B., Turick, R. M., & Downs, B. J. (2021). Service quality and behavioral intentions in NCAA Division I football: A case of season ticket holders and athletic donors. *Journal of Issues in Intercollegiate Athletics*, 14, 115-134.
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Working Papers

- 5) **Fleshman, S. F.**, & Walker, K. B. (in progress: revisions). Intercollegiate athletes in the United States and Great Britain: A comparative framing analysis of print media student-athlete depictions. (target journal: *Journal of Applied Sport Management*).
 - 4) **Fleshman, S. F.**, & Kaplanidou, K. (in progress: revisions). Making sense of sport-anchored development through the lens of social anchor theory. (target journal: *Sport Management Review*)
 - 3) **Fleshman, S. F.** (in progress: data analysis). Private sport structures and community walkability. (target journal: *Journal of Sport Management*).
 - 2) **Fleshman, S. F.**, & Kaplanidou, K. (in progress: data collection). Sport spectator journeys: Understanding affective service experiences in sport events through the perspective of customer journeys. (target journal: *European Sport Management Quarterly*).
 - 1) **Fleshman, S. F.**, & Kaplanidou, K. (in progress: data collection). "We just don't want it in our neighborhood": A study of the determinants of community support of the 2022 F1 Miami Grand Prix. (target journal: *Journal of Sport Management*).
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Other Publications

- 1) Messer-Kruse, T.* (2016). Racial Proxies in Daily News: A Case Study of the Use of Directional Euphemisms. *Digital Humanities Quarterly*, 10(4).
- *Credited as a research assistant (see Note 9)
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Scientific Reports

1) Kaplanidou, K., Cho, I., & **Fleshman, S. F.** (2021). *The Impact of COVID-19 on Sports Consumption*. Innovative Research Initiatives in Sport Events.

Refereed Conference Presentations

10) Chun, Y., **Fleshman, S. F.**, Sagas, M., & Wendling, E. (2022). *COVID-19 Pandemic Stress, Job Burnout, and Occupational Turnover Intentions of NCAA Academic Service Professionals: The Mediating Role of Organizational Support*. To be presented at the North American Society for Sport Management Conference. Atlanta, Georgia.

9) **Fleshman, S. F.**, & Kaplanidou, K. (2022). *Customer Journeys and Sport Events: A Review of Literature and Guide for Implementation in the Sport Industry*. Presented at the Applied Sport Management Association Conference. Indianapolis, Indiana.

8) Sato, S., Kaplanidou, K., **Fleshman, S. F.**, Khan, H., & Kagami, R. (2022). *The legacies of Tokyo 2020: Media framing analysis*. The 14th Annual Conference of the Japan Society of Sport Management. Virtual.

7) **Fleshman, S. F.**, & Kaplanidou, K. (2021). *Emotions and Meaning Attributed to Sport Event Experiences*. Presented at the North American Society for Sport Management Conference. Virtual.

6) Kaplanidou, K., **Fleshman, S. F.**, & Cho, I. (2021). *The Influence of Risk Attitudes, Emotions, and Life Goals on Intentions to Travel for Sport Events During a Pandemic*. Presented at the North American Society for Sport Management Conference. Virtual.

5) Walker, K. B., **Fleshman, S. F.**, & Watson, R. D. (2020). *A Missed Opportunity: An Analysis of Faculty/Student-Athlete Mentorship Programs in the NCAA*. Presented at the North American Society for the Sociology of Sport Conference. Virtual.

4) **Fleshman, S. F.**, & Walker, K. B. (2020). *Customer Satisfaction in the Division I Football Sportscape*. Presented at the Applied Sport Management Association Conference. Waco, Texas.

3) **Fleshman, S. F.**, & Walker, K. B. (2019). *NCAA v. BUCS: A Comparative Analysis of Print Media Publications in the National Collegiate Athletic Association and British Universities & Colleges Sport*. Presented at the Indy Sports Business Conference. Indianapolis, Indiana.

2) Walker, K. B., & **Fleshman, S. F.** (2019). *Off-the-Field: An Analysis of Student-Athlete Mentorship Programs in the Mid-American Conference*. Presented at the Applied Sport Management Association Conference. Nashville, Tennessee.

1) Walker, K. B., & **Fleshman, S. F.** (2019). *Consistency in Punishment: A Comparative Analysis of Academic and Recruiting Violations in the National Collegiate Athletic*

Association. Presented at the Applied Sport Management Association Conference. Nashville, Tennessee.

Conference Panel Invitations

1) Spoke at the *Young Professionals Panel* during the 2022 Applied Sport Management Association Conference. Indianapolis, Indiana.

Editorial Experience

1) *Event Management* - PhD/Early Career Researcher (ECR) Editorial Board Member
January 2022 – Present

Courses Taught as Primary Instructor

University of Florida: Gainesville, FL

Term	Course Number	Course Title	Number of Students
Fall 2022	SPM3306	Sport Marketing	50

Ball State University: Muncie, IN

Term	Course Number	Course Title	Number of Students
Spring 2020	PFW103	Physical Fitness & Wellness - Walking	25
Spring 2020	PFW103	Physical Fitness & Wellness - Walking	24
Spring 2020	PFW103	Physical Fitness & Wellness - Walking	24
Fall 2019	PFW103	Physical Fitness & Wellness - Walking	24
Fall 2019	PFW103	Physical Fitness & Wellness - Walking	24
Fall 2019	PFW103	Physical Fitness & Wellness - Walking	23
Spring 2019	PFW103	Physical Fitness & Wellness - Walking	24
Spring 2019	PFW103	Physical Fitness & Wellness - Walking	23
Fall 2018	PFW103	Physical Fitness & Wellness - Walking	24

Fall 2018	PFW103	Physical Fitness & Wellness - Walking	24
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Courses Shadowed

1) SPM3306 – Sport Marketing. Semester: Spring 2022. Primary Instructor: Dr. Kyriaki Kaplanidou.

Courses Taught as Guest Lecturer

3) *Sport Sales and Service*. Presented in SPM3306 – Sport Marketing. Semester: Spring 2022. Primary Instructor: Dr. Kyriaki Kaplanidou.

2) *Sport Venue Marketing Plans: Progress Reports*. Presented in SPM3306 – Sport Marketing. Semester: Spring 2022. Primary Instructor: Dr. Kyriaki Kaplanidou.

1) *Understanding the Sport Consumer*. Presented in SPM3306 – Sport Marketing. Semester: Spring 2022. Primary Instructor: Dr. Kyriaki Kaplanidou.

Research Experience

Graduate Research Fellow: August 2020 – Present

University of Florida, College of Health & Human Performance: Gainesville, FL

Responsible for conducting scientific research activities for peer-reviewed academic journal publications as a first author. Assist assigned faculty member in research and publication duties as a contributing author. Perform research duties as a member of the Innovative Research Initiatives in Sport Events lab (I-RISE). Present research at academic and business conferences.

Graduate Research Assistant: August 2018 – May 2020

Ball State University, School of Kinesiology: Muncie, IN

Assisted assigned faculty member in research and publishing activities. Conducted literary analyses and performed data collection through research questionnaires, university databases, and university library resources.

Teaching Experience

Instructor of Record: August 2022 – Present

University of Florida, College of Health & Human Performance: Gainesville, FL

Performed as a primary instructor within the undergraduate Sport Management program at the University of Florida, teaching Sport Marketing. Designed the course syllabus and performed regular class activities such as grading, classroom preparation, and meeting with students during office hours. Utilized Canvas for grading, announcements, and administrative functions.

Graduate Teaching Assistant: August 2018 – May 2020

Ball State University, School of Kinesiology: Muncie, IN

Performed as a primary instructor for Physical Fitness & Wellness lab sections for credit. Collaborated with lecture instructors in the School of Kinesiology to create and implement informative class program plans, structured around physical education and health awareness. Performed regular class activities such as grading, classroom preparation, and meeting with students during office hours. Utilized programs such as Canvas and Blackboard for grading, announcements, and administrative functions.

Related Professional Experience

Front Office Manager: April 2015 – May 2018

Bowling Green State University, Division of Student Affairs: Bowling Green, OH

Assisted the Vice President of Student Affairs in office projects and university events. Oversaw the student affairs office front desk and primary phone line. Performed as a host for the BGSU football student affairs field suite.

Technical Assistant: December 2016 – May 2018

Bowling Green State University, Classroom Technology Services: Bowling Green, OH

Monitored, repaired, and replaced university classroom equipment. Operated a flexible task schedule to assure that all repairs and service requests were completed in a timely manner. Communicated with university faculty to correctly diagnosed classroom technology issues.

Intern Assistant Athletic Director: August 2017 – December 2017

Central Catholic High School, Department of Athletics: Toledo, OH

Managed the athletics office and primary phone line while assisting the head athletics director in day-to-day activities. Oversaw staff and management of athletics events such as football, basketball, soccer, and volleyball.

Game Day Operations Manager: August 2016 – April 2017

Bowling Green High School, Department of Athletics: Bowling Green, OH

Assisted the head athletics director in managing athletics events including football, basketball, and wrestling. Oversaw the set-up, tear-down, and ticket transactions of athletics events while managing event volunteers and interns.

Student Clerical Staff: August 2015 – December 2016

Bowling Green State University, Registration & Records: Bowling Green, OH

Managed the Office of Registration & Records front desk and primary phone line. Assisted current and former students in processing and accessing transcripts, residency information, administrative account holds, etc.

Awards & Service

UF HHP Graduate School Funding Award

Fall 2020 – Spring 2024

Fully-funded 4-year research fellowship awarded by the University of Florida's College of Health and Human Performance based on academic achievements and research potential.
(Awarded \$31,000 + Tuition for 4 years)

UF SPM Phd Research Grant Competition

Student research proposal competition award granted by the University of Florida's department of Sport Management for data collection towards the research proposal titled: *Sport Spectator Journeys: Understanding Affective Service Experiences in Sport Events Through the Perspective of Customer Journeys*.
(Awarded \$500)

ASPIRE Grant for Student Travel

Spring 2020

Award granted by the School of Kinesiology at Ball State University to reimburse travel expenses incurred from presenting at the 2020 Applied Sport Management Association Conference in Waco, TX.
(Awarded \$600)

ASPIRE Grant for Student Travel

Spring 2019

Award granted by the School of Kinesiology at Ball State University to reimburse travel expenses incurred from presenting at the 2019 Applied Sport Management Association Conference in Nashville, TN.
(Awarded \$650)

American Veterans Scholarship

Fall 2014 – Spring 2018

Award granted by the AMVETS Post 711 for combined academic excellence and service provided to benefitting the local community of Northwest Ohio.
(Awarded \$1,000 for 4 years)

Professional References

Kyriaki (Kiki) Kaplanidou, Ph.D. (advisor)

Professor
University of Florida
Department of Sport Management
FLG 325A
Gainesville, FL 32611
kkaplanidou@hhp.ufl.edu

Khirey B. Walker, Ph.D.

Assistant Professor
Elon University
Department of Sport Management
Long 202D
Elon, NC 27244
kwalker8@elon.edu

Robert Turick, Ph.D.

Assistant Director of Research
National Collegiate Athletic Association
rmturick@bsu.edu