

David J. Shonk, Ph.D.

CONTACT INFORMATION

School of Hospitality, Sport & Recreation Management
Department of Sport & Recreation Management
James Madison University
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Harrisonburg, VA 22807
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EDUCATION

Ph.D., Sport and Exercise Management, June 2006

The Ohio State University, Columbus Ohio

Advisor: Dr. Packianathan Chelladurai

Cognate: Service Operations, Higher Education Administration

Minor: Research Methods in Human Resource Development

Dissertation Title: Perceptions of service quality, satisfaction and intent to return among tourists attending a sporting event.

M.S., Not-for-Profit Management, August 2003

University of Maryland University College, Adelphi, Maryland

B.S., Management, December 1991

Virginia Polytechnic Institute and State University, Blacksburg, Virginia

RESEARCH INTERESTS

I have been trained to conduct research in the areas of organizational theory and organizational behavior with a particular emphasis on service organizations and their management. My recent research has focused on understanding client perceptions of quality in the various dimensions of sport spectator services, especially within the context of sport tourism. My second area of research interest is in strategic management and how sport organizations gain competitive advantage within the industry. My third area of interest is in the dynamics of interorganizational networks in general and networks involved in a sporting event in particular.

WORK EXPERIENCE

Academic Positions Held

August 2012 – Present

Associate Professor, James Madison University, Harrisonburg, VA

- Teach undergraduate and graduate courses in the Sport and Recreation Management.
- Member of Graduate Faculty
- Practicum and Internship Coordinator
- Tenured and promoted to Associate Professor in August 2012

August 2007 – August 2012

Assistant Professor, James Madison University, Harrisonburg, VA

- Teach undergraduate and graduate courses in the Sport and Recreation Management.
- Member of Graduate Faculty
- Undergraduate coordinator for the Sport and Recreation Management program (2008-2010)

August 2006 – July 2007

Visiting Assistant Professor, University of Louisville, Louisville, KY

- Taught graduate and undergraduate courses in Sport Administration.
- Oversaw graduate level Internships in Sport Administration.
- Advised 90 undergraduate students in Sport Administration.

September 2003 – July 2006

Graduate Teaching Associate, The Ohio State University, Columbus, OH

- Taught 30 sections of undergraduate classes for the Sport, Fitness and Health Program.

Graduate Administrative Associate, The Ohio State University, Columbus, OH

- Assisted in coordination of new graduate teaching associate orientation.
- Developed promotional brochures for Sport, Fitness, and Health Program (SFHP).
- Planned and developed new Web-based SFHP course offerings.
- Mentored new CPR/First Aid Instructors.

Other Professional Employment

January 2012 – Present

Executive Director (Voluntary Service), Harrisonburg-Rockingham Sports Commission, Harrisonburg, VA

- Founder and member of the Board of Directors
- Responsible for budgeting and overseeing the effective implementation of strategic goals and objectives of the organization

- Provide direction and leadership toward the achievement of the organization's mission, vision, goals and objectives
- Serve as a spokesperson for the organization and as primary fundraiser and marketer

June 2002 – August 2003

Director of Development, DECA, Inc., Reston, VA

- Responsible for corporate and foundation development by actively prospecting and traveling to meet with large corporations and foundations.

February 1998 – June 2002

Marketing Specialist, DECA, Inc., Reston, VA

- Responsible for corporate and foundation solicitation, cultivation and stewardship. Yearly sales over \$200,000.
- Oversaw budget, human resources, contract negotiation, promotion and operational sales of all conference tours....sporting events, amusement parks, cruises, museums and other various attractions.....Yearly sales ranged between \$600,000 and \$800,000.
- Negotiated contracts for international conference (rental cars, official airline, exhibit decorator, busing for over 12,000 students).
- Developed and planned annual Sports and Entertainment Marketing Conference.
- Collaborated with convention and visitors bureaus to promote conferences (Denver, Orlando, Anaheim, Salt Lake City, Louisville, Nashville, Baltimore, Boston).

October 1996 – January 1998

Marketing/Convention Sales Consultant, Creative Sports Designs, Reston, VA

- Extensive travel to baseball coaching conventions requiring demonstration of technical product.
- Assisted in strategic planning to launch new sporting good product.
- Developed marketing and promotional collateral.

February 1996 – July 1996

Starting Line Sports Specialist, Prison Fellowship USA, Reston, VA

- Recruited athletes and coaches for Starting Line program.
- Planned and coordinated events involving athletes and coaches.

January 1993 – January 1996

Director of Marketing, Salem Professional Baseball Club, Inc., Salem, VA

- Prospected and developed new sales through extensive cold calling on local and national businesses.
- Coordinated and implemented all promotional/special events.
- Supervision of 115 game-day employees (e.g., concession employees, ticket takers, program sellers, etc.) and interns.
- Responsible for creation of print materials...souvenir programs, pocket schedules, advertising brochures, etc.

- Coordinated production of advertising commercials.....print, television, radio.
- Key role in coordination of 46th Annual Carolina League All-Star Game (1992)....accommodations, transportation, promotion, etc.

January 1992 – December 1992

Administrative Assistant, Salem Professional Baseball Club, Inc., Salem, VA

- Coordinated and implemented promotional/special events.
- Prospected and developed new sales of local and national businesses.

Summer 1991

Intern, Salem Professional Baseball Club, Inc., Salem, VA

- Coordinated promotions/special events, youth events, game day operations.

PUBLICATIONS

Textbooks (n=1)

1. Greenwell, T.C., Danzy-Bussell, L.A., & **Shonk, D.J.** (In Press). *Managing Sport Events*. Champaign, IL: Human Kinetics.

Chapters:

Shonk, D.J. & Greenwell, T.C. (In Press). Understanding the Sport Event Industry. In T.C. Greenwell, L.A. Danzy-Bussell, & D.J. Shonk. *Managing Sport Events*. Champaign, IL: Human Kinetics.

Shonk, D.J. (In Press). Event Staffing. In T.C. Greenwell, L.A. Danzy-Bussell, & D.J. Shonk. *Managing Sport Events*. Champaign, IL: Human Kinetics.

Shonk, D.J. (In Press). Event Services & Logistics. In T.C. Greenwell, L.A. Danzy-Bussell, & D.J. Shonk. *Managing Sport Events*. Champaign, IL: Human Kinetics.

Shonk, D.J. (In Press). Post-Event Details & Evaluation. In T.C. Greenwell, L.A. Danzy-Bussell, & D.J. Shonk. *Managing Sport Events*. Champaign, IL: Human Kinetics.

Refereed Book Chapters (n=3)

1. **Shonk, D. J.**, & Lee, C. (2011). Managing service quality in international sport. In M. Li, E. Macintosh & G. Bravo (Eds.). *International Sport Management*. Morgantown, WV: Human Kinetics
2. **Shonk, D. J.** (2011). "Atmospherics, Service Quality-SERVQUAL, Promotion, National Association of Sports Commissions, Event Logistics, Baltimore Orioles"Managing in L.E. Swayne and G.J. Golson (eds.) *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: Sage
3. Bravo, G., Won, D., & **Shonk, D.J.** (2012). The psychological contract in sport. In L. Robinson, P. Chelladurai, G. Bodet, and P. Downward (Eds.). *Handbook of Sport Management*, 193-213.

Refereed Book Reviews (n=1)

1. **Shonk, D.J.** (2009). [Book Review of Sport & Tourism: A Reader]. *Journal of Sport Management*, 23(5), 671-676.

Publications in Refereed Journals (n=7 published, n=1 in Review)

1. **Shonk, D.J.**, Bosley, A., & DeMichel, P.E. (In Review). Factors Motivating College Students to Attend an Intercollegiate Sporting Event: Attracting Students who Attend Non BCS Schools. *Sport Marketing Quarterly*.
2. Bravo, G. A., Won, D., & **Shonk, D. J.** (2012) Entry-level employment in intercollegiate athletic departments: Non-readily observables and readily observable attributes of job candidates. *Journal of Sport Administration & Supervision* 4(1), 63-78. Published online May, 2012.
3. **Shonk, D.J.**, Greenwell, T.C., Bravo, G., & Won, D. (2012). Site selection, satisfaction and intent to return: Perceptions of right holders of small-scale sporting events. *Journal of Convention & Event Tourism*, 13(1).
4. **Shonk, D.J.** & Bravo, G. (2010). Interorganizational Support and Commitment: A Framework for Sporting Event Networks. *Journal of Sport Management*, 24(3) 272-290.
5. **Shonk, D.J.**, Wallace Carr, J., & De Michele, P.E. (2010). Service quality and satisfaction within campus recreation. The moderating role of identification. *Recreational Sports Journal*, 34(1), 9-23.
6. **Shonk, D.J.** & Chelladurai, P. (2009). Model of Service Quality in Event Sport Tourism: Development of a Scale. *International Journal of Sport Management & Marketing*, 6(3), 292-307.
7. Won, D., Bang, H., & **Shonk, D.J.** (2008). Relative Importance of Factors Involved in Choosing a Regional Ski Destination: Influence of Consumption Situation and Recreation Specialization. *Journal of Sport & Tourism*, 13(4), 249-271.
8. **Shonk, D.J.** & Chelladurai, P. (2008). Service quality, satisfaction and intent to return in Event Sport Tourism. *Journal of Sport Management*, 22(5), 587-602

Articles in Non-Refereed Publications

1. **Shonk, D.J.**, & Pate, J.R. (2013). Learning by Doing: Six tips for working with Student Interns. *SportsEvent Magazine*, March, 23-24.

Scholarly Articles/Textbook Chapters in Progress/Planning Stages (n=9)

1. **Shonk, D.J.**, & Bosley, A.T. (In Progress). Ticketing and Sports Promotion. In Weight, E., & Zullo, R. (Eds). *Intercollegiate Athletic Administration*. Human Kinetics.
2. Choi, D., & **Shonk, D.J.** (In Progress). Any fundamental cultural influences? Effects of cultural dimensions on purchase decision and intent to return of tourists visiting amusement parks in the U.S., China, and Singapore. Journal TBD.

3. Pate, J.R., & **Shonk, D.J.** (In Progress). Exploring student motivations and experiences for volunteering at activities surrounding a Mega-Sporting Event. Journal TBD.
4. **Shonk, D.J.** & Foucar-Szocki, R. (In Progress). Experiential Learning in Sport & Hospitality Management: Development of a Scale. Preliminary plans are to submit the manuscript to potential journals such as JOHLSTE or Sport Management Education Journal (SMEJ).
5. Bravo, G., **Shonk, D.J.**, Won, D., & Díaz, I. (In Progress). Resident perception of the 2011 Pan American games of Guadalajara: What benefit and for whom. International Journal of Event Management Research (IJEMR).
6. Park, M., Yoh, T., & **Shonk, D.J.** (In Progress). Antecedents and Consequences of Satisfaction among Participants in Charity Sporting Events. To be submitted to the Journal of Sport Management.
7. Bravo, G., **Shonk, D.**, Won, D., & Díaz, I. (In Progress). Mega sporting events in the global south: A Stakeholder perspective. International Journal of Sport Policy & Politics
8. Bravo, G., **Shonk, D.J.**, Ferreira, M., Mezzadri, F, & Villanueva, M. (Planning). Sport Management Education in Latin America: A need assessment of private and public institutions in Brazil and Mexico. Sport Management Education Journal
9. Bravo, G., **Shonk, D.J.**, Ferreira, M., Mezzadri, F, & Villanueva, M.(Planning). Understanding growth and expansion of sport management education: A multilevel analysis in two Latin American countries. International Journal of Sport Policy & Politics

PRESENTATIONS

Proceedings and Presentations for Refereed Conferences (n=3)

1. **Shonk, D.J.** & Seifried, C. S. (2006). Conceptualizing Service Quality in Active versus Spectator Sport. *Proceedings of the 10th Annual Conference on Sport and Entertainment Business*, 49-53.
2. Seifried, C.S. & **Shonk, D.J.** (2005). Professional Sport Facilities: A Tool for Human Extensibility. *Proceedings of the 9th Annual Conference on Sport and Entertainment Business*, 88-111.
3. **Shonk, D.J.** & Seifried, C.S. (2005). Salient Factors in the Planning of a Sporting Event: Conceptualizing a Systems-based Approach. *Proceedings of the 9th Annual Conference on Sport and Entertainment Business*, 27-49.

Abstracts Presented at Refereed Conferences (n=14)

1. **Shonk, D.J.** (2013). *Factors motivating students to attend an intercollegiate sporting event: Attracting students who attend Non BCS Schools*. Poster abstract accepted for presentation at the College Sport Research Institute, April 2013, Chapel Hill, NC.
2. Park, M., Yoh, T., & **Shonk, D.J.** (2013). *Antecedents and Consequences of Satisfaction among Participants in Charity Sporting Events*. Poster accepted for presentation at the annual meeting of the North American Society for Sport Management, May, 2013. Austin, TX.

3. **Shonk, D.J.** (2013). *Using experiential learning to transform your classroom: A team-based learning approach*. Sixty minute symposium accepted for presentation at the annual meeting of the North American Society for Sport Management, May, 2013. Austin, TX.
4. Bravo, G., **Shonk, D.J.**, & Diaz-Villanueva, A.I. (2012). *Residents' Perceptions of the 2011 Pan American Games in Guadalajara: What Benefit and for Whom?* Presentation at the annual meeting of the North American Society for Sport Management, May, 2012. Seattle, WA.
5. **Shonk, D.J.** (2010). *Determinants of event site selection: A study of sport event rights holders*. Presented at the annual meeting of the North American Society for Sport Management. June 4, 2010. Tampa, FL.
6. Bravo, G., **Shonk, D.J.**, & Won, D. *Screening and Hiring Criteria for Entry-Level Employment in College Sport*. Presented at the annual meeting of the North American Society for Sport Management. June 5, 2010. Tampa, FL.
7. **Shonk, D.J.** & Wallace Carr, J. (2008). *Service quality and satisfaction within campus recreation: The moderating role of identification*. Presented at the annual meeting of the North American Society for Sport Management. May 27-30, 2009. Columbia, SC.
8. **Shonk, D.J.** (2007). *Perceptions of service quality, satisfaction and the intent to return among tourists attending a sporting event*. Presented at the annual meeting of the North American Society for Sport Management. May 30-June 2, 2007. Fort Lauderdale, FL.
9. Seifried, C. & **Shonk, D.** (2007). *American Professional Sport Facilities: Considerations for the Future*. Working paper No. 07-24 presented at the 9th Annual International Association of Sports Economists Conference. May 26-27, 2007. Dayton, OH.
10. **Shonk, D.J.** & Seifried, C. S. (2006). *Conceptualizing Service Quality in Active versus Spectator Sport*. Presented at the International Conference on Sport and Entertainment Business. November 8-11, 2006. Columbia, SC.
11. **Shonk, D.J.** & Bravo, G. (2006). *Organizational Support, Commitment and Cooperation: A Framework of Network Relationships for Sporting Events*. Presented at the annual meeting of the North American Society for Sport Management. May 31-June 3, 2006. Kansas City, MO.
12. Seifried, C.S. & **Shonk, D.J.** (2005). *Professional Sport Facilities: A Tool for Human Extensibility*. Presented at the International Conference on Sport and Entertainment Business. November 9-12, 2005. Columbia, SC.
13. **Shonk, D.J.** & Seifried, C. S. (2005). *Salient factors in the planning of a sporting event: Conceptualizing a systems-based approach*. Presented at the International Conference on Sport and Entertainment Business. November 9-12, 2005. Columbia, SC.
14. **Shonk, D.J.** & Strode, J.P. (2004). *Sporting Event Management*. Presented at the annual meeting of the Ohio Association for Health, Physical Education, Recreation and Dance. December, 2004. Columbus, Ohio.

Non-Refereed Abstracts and Presentations for Conferences (n=1)

1. **Shonk, D.J.** (2011). *Team-based learning in sport management*. Presentation at the Teaching and Learning Fair at the annual meeting of the North American Society for Sport Management. June 3, 2011. London, Ontario, Canada.

GRANTS & EXTERNAL FUNDS (n=5)

1. **Shonk, D.J.** (2009). Creating a Service Learning Course Workshop. Submitted application to the James Madison University Office of Community Service-Learning for funding in the amount of \$300 to be used for a service learning component within KIN 435 class (unfunded).
2. **Shonk, D.J.** (2009). Funding for 2 professional development conferences for 14 students and 1 faculty member: Sport Industry Networking & Career (SINC) Conference in Washington, DC on March 6-7, 2009; and the Sport Event Marketing Experience (SEME) Conference in Washington, DC on March 27-28. Funded by the James Madison University College of Integrated Science & Technology in the amount of \$750.
3. **Shonk, D.J.** (2008). Purchase of the 3rd Annual Sports Business Resource Guide & Fact Book and funding for professional development. Funded by the James Madison University College of Integrated Science & Technology/ Department of Kinesiology in the amount of \$838.
4. Pack, S. & **Shonk, D.J.** (2007). Assessing host region service quality and satisfaction of event rights holders. Research initiation grant submitted to the University of Louisville Office of the Senior-Vice President of Research for year 2006-2007 in the amount of \$5,000 (unfunded).
5. **Shonk, D.**, Moorman, A., Hums, M., Pack, S., Greenwell, C., & Crawford, S. (2007). *Paving avenues for social capital in sport (PASS)*. International student exchange program proposal for summer 2007. Submitted to the Department of State, Bureau of Educational and Cultural Affairs in the amount of \$279,526.00 (unfunded).

RESEARCH REPORTS (n=3)

1. **Shonk, D.J.**, Bosley, A.T., & DeMichele, P.E. (2012). *Bridgeforth Stadium: Examining the fan experience from a service perspective: Findings and Recommendations*. Report prepared for James Madison University Athletics Marketing: Harrisonburg, VA.
2. **Shonk, D.J.** (2006). *Service Quality Findings at the MLS All-Star Game*. Report prepared for, and presentation made to representatives from the Columbus Crew, Experience Columbus, Greater Columbus Sports Commission & Major League Soccer: Columbus, OH.
3. **Shonk, D.J.** & Greenwell, T.C. (2010). *Site selection study of NASC event rights holders*. Report prepared for and submitted to the National Association of Sports Commissions: Cincinnati, OH.

RESEARCH SUPERVISIONUndergraduate Honors Research

James Madison University

1. Erin Parker (Chair, Honors Thesis, 2011)
Title: *The impact of social media on sport marketing*
2. Olivia Alford (Chair, Honors Thesis, 2011)
Title: *The effects of leadership style on the overall productivity of an organization*
3. Rob Ennis (Chair, Honors Thesis, 2009)
Title: *Where to draw the line on ergogenic aids in athletics*
4. Keith Baulsir (Chair, Honors Project, 2008)
Title: *Anheuser-Busch: Case Study in Sport Marketing*

Undergraduate Independent Study

James Madison University

1. John D. “Robbie” Powell III (Chair, 2011)
Title: *A Plan to Develop River Ridge Driving Range & Batting Cages, LLC*

Graduate Student Committee Membership, Masters Thesis

James Madison University

1. Susan Stiteler (Committee Member, M.S. Thesis, 2012)
Thesis Title: *An Exploratory Study of Group Exercise Participants: Factors Contributing to Retention in a Medical Non-Profit Fitness Setting.*
2. Thomas Deary (Chair, M.S. Thesis, 2008)
Thesis Title: *Examining University Presidents’ perceptions about a Playoff System in the Football Bowl Series.*
3. Amanda Howard (Committee Member, M.S. Thesis, 2007)
Thesis Title: *Attitudes of NCAA Division I Swimmers and Coaches on Hour Limitations during playing season and proposed voluntary individual training.*

TEACHING

Level of Instruction	Sections Taught
Undergraduate	56
Graduate	11
Total	67

Undergraduate Courses TaughtJames Madison University**KIN 333/SRM 333: Management in Sport, Recreation and Fitness Settings**

[Fall 2008; Spring 2009; Spring 2010 (2 sections); Fall 2010; Spring 2011; Fall 2012; Spring 2013 (2)]. This course is designed to provide students with the knowledge to apply management principles and theories to specific professional organizations in the sport and recreation industry.

KIN 435: Sport Promotion & Sales

[Fall 2007 (2); Spring 2008 (2); Summer 2008; Fall 2008; Spring 2009; Summer 2009; Fall 2009; Spring 2010; Fall 2010; Spring 2011; Fall 2011; Spring 2012; Fall 2012 (2); Spring 2013]. This course examines how marketing, promotional activities, public relations and sales efforts are closely intertwined and impact the success or failure of organizations in the sport industry.

KIN 436: Facilities Management in Sport and Recreation Settings

[Summer 2008]. This course is designed to inform students of the principles and practices of planning, funding, and managing sport and recreational facilities and events.

KIN 482: Internship in Sport and Recreation Management

[Summer 2008; Summer 2009; Summer 2010; Summer 2011 (2); Summer 2012]. The purpose of the internship is to provide a full-time professional experience which affords the opportunity to apply theory and methodology under qualified supervision from the cooperating agency and the university.

University of Louisville**SPAD 381: Principles of Sport Administration**

[Fall 2006; Summer 2007]. This course focused on the principles and theory of administration and management as they apply to the administration and management of sport, fitness, leisure, and recreation services and programs.

SPAD 472: The Sport Industry

[Fall 2006; Spring 2007]. This was a senior-level seminar-type course. Heavy emphasis was placed on assigned reading and critical, analytical discussions of timely topics in the sport industry. A portion of the course focused on professional preparation. The function of the course was to provide Sport Administration students with a broad appreciation and understanding of the sport industry.

The Ohio State University**EDU PAES 102: Responding to Emergencies & Adult CPR Lecture & Lab**

[Fall 2003 Lecture; Fall 2003 Lab (2); Winter 2004 Lecture; Winter 2004 Lab (2); Spring 2004 Lecture; Spring 2004 Lab; Fall 2004 Lecture; Fall 2004 Lab (2); Winter 2005 Lecture (2); Winter 2005 Lab] The purpose of the American Red Cross First Aid: Responding to Emergencies course was to provide the citizen responder with the knowledge and skills necessary in an emergency to help sustain life, reduce pain, and minimize the consequences of injury or sudden illness until professional medical help arrives.

EDU PAES 137: Sport for the Spectator – The Ohio State University

[Spring 2006 (2)]. This course examined American sport through a multitude of lenses in an attempt to broaden a spectator's perspective and knowledge of sport. This class focused on current and underlying issues which may impact a spectator's view of sport.

EDU PAES 147: Conditioning Activities (Traditional & On-line delivery)

[Fall 2003; Winter 2004 (Online); Spring 2004]. This course was designed to introduce students to the principles of wellness, exercise behavior, conditioning, and the importance of physical activity on improving an individual's health and quality of life.

Graduate Courses TaughtJames Madison University**KIN 501: Workshop in Kinesiology (Sport Marketing)**

[Summer 2009; Summer 2010; Fall 2011]. This course provides the student with an examination and utilization of basic marketing principles in the areas of sport and recreation. Topics will include sport products and services, marketing strategies, consumer behavior, research and information management, promotions, positioning and sponsorship.

KIN 655: Research Techniques

[Fall 2008; Fall 2009; Fall 2010; Fall 2011; Fall 2012]. This course was taught as part doctoral seminar and part master's research course. It provides an introduction to the methodology of quantitative and qualitative research techniques as utilized in sport and recreation.

University of Louisville**HSS 604: Research Methods in Health and Sport Studies**

[Spring 2007; Summer 2007]. This course provided an introduction to the methodology of quantitative and qualitative research techniques as utilized in health and sport sciences.

SPAD 692: Internship in Sport Administration – University of Louisville

[2006-2007]. The purpose of the internship is to provide a full-time professional experience which affords the opportunity to apply theory and methodology under qualified supervision from the cooperating agency and the university.

Student Evaluations (1=Poor; 5=Excellent)

James Madison University (Overall Rating out of 5)

2011-2012 School Year: 4.73

2010-2011 School Year: 4.45

2009-2010 School Year: 4.78 (Fall semester only)

2008-2009 School Year: 4.72

2007-2008 School Year: 4.24

University of Louisville (Overall Rating out of 5; School Average 4.19)

2006-2007 School Year: 4.20

The Ohio State University (Overall Rating out of 5; University Average = 4.3)

2005-2006 School Year: 4.56

2004-2005 School Year: 4.56

2003-2004 School Year: 4.47

Invited Lectures (n=6)

1. **Shonk, D.J.** (2011, December 10). *The impact and governance of intercollegiate athletics in the United States*. Presentation made at the seminar on Global College Sport Management: Operational Management for College Sports in Korea and North America. Yonsei University (Seoul, Korea).
2. **Shonk, D.J.** (2010, May). *Interorganizational Support and Commitment: A framework for sporting event networks*. Published manuscript presented to the EDU PAES Doctoral Seminar on Current Research in Sport Management class at The Ohio State University (Columbus, Ohio, USA).
3. **Shonk, D.J.** (2006, April). *Risk Management*. Lecture presented to the EDU PAES 607, Legal Aspects of Sport class at The Ohio State University (Columbus, Ohio, USA).
4. **Shonk, D.J.** (2006, April). *Service quality, satisfaction and intent to return among tourists attending a sporting event*. Paper presented to the EDU PAES Doctoral Seminar on Current Research in Sport Management class at The Ohio State University (Columbus, Ohio, USA).
5. **Shonk, D.J.** (2006, February). *Service quality, satisfaction and intent to return among tourists attending a sporting event*. Paper presented to the SPAD 661 Doctoral Seminar on Current Research in Sport Management class at the University of Louisville (Louisville, KY, USA).
6. **Shonk, D.J.** (2005, November). *Introduction to Sport Tourism*. Lecture presented to the EDU PAES 808: Effective Management of Sport Delivery Systems class at The Ohio State University (Columbus, Ohio, USA).

SERVICE

Professional

Editorial Board:

- Member, Sport Management Education Journal (Term: January 2013-December 2016)

North American Society for Sport Management Executive Council

- Member-at-Large (Elected), May 2011 – May 2013
- NASSM Student Research Competition Award Committee (Chair), 2013
- NASSM Doctoral Research Grant Award Committee (Chair), 2013
- NASSM Distinguished Educator Award Committee Member, 2012

Section Head:

- Reviews of Organizational Theory/Culture, North American Society for Sport Management Annual Conference, November 2011

Ad Hoc Reviewer:

- Journal of Sport Management (2 manuscripts), January 2013, May 2013
- European Sport Management Quarterly (2 manuscripts), January 2013, April 2013
- International Journal Human Movement Science (1 manuscript), December 2012
- Journal of Sport Administration & Supervision (2 manuscripts), November 2012
- Sport Management Review (1 manuscript), August 2011
- International Journal of Sport Management & Marketing (2 manuscripts), June 2011, May 2013
- International Journal Managing Service Quality, (2 manuscripts) January, 2006 & June, 2005

Abstract Reviewer:

- North American Society for Sport Management Annual Conference, November 2009 (25 abstracts reviewed in organizational theory/culture category)

Textbook Reviewer:

- *Managing People in Sport Organizations: A Strategic Human Resource Management Perspective*: Routledge (Compensated).

University

Member:

- Internal Analysis Team of the Madison Futures Commission Focus Group, James Madison University, January 23, 2013
- Faculty Senate Representative for SHSRM, James Madison University, 2012 – Present
- Academic Policies Committee, James Madison University, 2012 – Present
- Madison Teaching Fellow (Team-based learning), James Madison University, 2009-2010
- Sport Media Relations Program Review Committee, Co-Chair of Peer Study sub-committee, James Madison University (Fall, 2009)
- Hospitality, Tourism, Sport & Recreation Management Task Force, James Madison University, 2008
- Council of Graduate Students, The Ohio State University, 2006
- University Area Safety Initiative, The Ohio State University, 2006

Presenter:

- Co-Presenter, Center for Faculty Innovation, *Team-based learning*, James Madison University, 2010

College

Member:

- Search Committee for School of Hospitality, Sport & Recreation Management (Administrative Support Position), James Madison University, Fall 2010.
- Self Study Standard 3 Committee, College of Education & Human Development, University of Louisville, 2006

Presenter:

- Presenter (twice) at James Madison University's Spring *CHOICES* Program, April 2012.
- College of Integrated Science & Technology Open House, James Madison University (November 3, 2007)

- College of Integrated Science & Technology Faculty Research Day, James Madison University (2007, 2008).
- Participated in College of Education & Human Development Welcome Weekend for new students, University of Louisville (August 18, 2006)
- Recruited new honors students for College of Education & Human Development, Accolade Program, University of Louisville (September 9, 2006)

Departmental

Chair:

- Sport & Recreation Management Search Committee (Renewable term -Lecturer position), James Madison University, 2010
- Sport & Recreation Management Search Committee (Assistant Professor), James Madison University, 2008-2009
- Sport & Recreation Management Search Committee (Assistant Professor & Assistant/Associate Professor), 2007-2008

Chaperone:

- SEME East Conference, James Madison University, 2008
- Sport Industry Networking Conference, 2008, 2009, 2010, 2011, 2012

Coordinator:

- Undergraduate Coordinator, Sport & Recreation Management Program, James Madison University (2008-2010)

Editor:

- School of Hospitality, Sport & Recreation Management Newsletter, 2011-present
- Sport & Recreation Management Newsletter, James Madison University 2008-2010
- Sport Administration Department Newsletter, University of Louisville, 2006-2007

Member:

- Sport & Recreation Management Search Committee (Tenure-Track position), Fall 2011- Spring 2012
- Sport & Recreation Management Search Committee (Renewable Term position), Spring 2012
- Sport & Recreation Management Search Committee (Renewable Term position), Spring 2011
- School of Health and Sport Sciences Curriculum Committee, University of Louisville, 2007

Presenter:

- Choices Program for Incoming Students/Parents, Fall 2010, Spring 2012

Volunteer Coordinator:

- Super Bowl Volunteer Team. One of two faculty who travelled with eleven students to New Orleans, LA to volunteer for various events leading up to Super Bowl XLVII, Jan 29-Feb 4, 2013.
- Sport & Recreation Management volunteer opportunity. Oversaw 15 students who planned opening day activities for the Keezletown Area Baseball League in April, 2009-2011

Other:

- Administered Department of Kinesiology Assessment Test for Exercise Science (2/12/08), James Madison University

Community

Assistant Coach

- Rockingham County Basketball, Harrisonburg, Virginia, Spring 2011
- YMCA Basketball, Louisville, Kentucky, 2007

Head Coach

- Rockingham County Basketball, Harrisonburg, Virginia, Spring 2012
- Keezletown Area Baseball League, Harrisonburg, Virginia, 2008- 2012

Leadership

- Leadership Team, Faith Community Church, Harrisonburg, Virginia, 2011-present
- Missions Team, Faith Community Church, Harrisonburg, Virginia, 2010-2011

Volunteer

- Cub Run Elementary School Watch Dogs program, Penn Laird, VA, 2008- present
- Peak View Elementary School Watch Dogs program, Harrisonburg, VA, 2008
- Harrisonburg and Rockingham Thermal Shelter (HARTS), 2008 - present
- LOVE Louisville Community Service Project, Louisville, Kentucky, 2006
- Big Ten Women's Swimming & Diving Championships, The Ohio State University, Columbus, Ohio, 2006
- Mizuno Mideast Volleyball Qualifier, Greater Columbus Sports Commission, Columbus, Ohio, 2006
- Our Daily Bread Soup Kitchen, Leesburg, Virginia, 1998-1999

HONORS & AWARDS

President's Award for Outstanding Writing, 2010

Paper: *Service Quality and Satisfaction in Campus Recreation: The moderating role of identification*
National Intramural-Recreational Sports Association

Honored by JMU Women's basketball as a Favorite Professor, February 2010

James Madison University

Nominated for Outstanding Junior Faculty Award, 2008-2009

College of Integrated Science, James Madison University

Who's Who Among Emerging Leaders, 2006

Who's Who in America, 2006

Service Award, Autumn 2005 & Autumn 2004

Sport, Fitness and Health Program, The Ohio State University, Columbus, Ohio

Employee of the Year Award, 1991

Salem Professional Baseball Club, Inc., Salem, Virginia

Employee of the Month Award, May 1991

Professional Baseball Club, Inc., Salem, Virginia

PROFESSIONAL MEMBERSHIPS

- National Association for Sport & Physical Education (NASPE), 2005-2008
- North American Society for Sport Management (NASSM), 2003-Present
- Sport Management Association of Australia and New Zealand (SMAANZ), 2007
- Sport Marketing Association (SMA), 2008

ADDITIONAL COURSES ATTENDED

University of Maryland, College Park, College Park, MD, Summer, 1996
Sport in American Society, Sport Psychology

CERTIFICATIONS

First Aid & Adult Infant and Child CPR, 2003-2006
American Red Cross, Greater Columbus, Ohio Chapter

Fundamentals of Instructor Training, 2003-2006
American Red Cross, Greater Columbus, Ohio Chapter

Sport Administration and Finance Level, December, 2001
United States Sports Academy, Daphne, AL