

Dr. Charlie T. Parrish

Western Carolina University
School of Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism Management
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Education

Ph D, George Mason University, 2014.
Supporting Areas of Emphasis: School of Recreation, Health, & Tourism
Dissertation Title: Event planner perceptions of a college football stadium as an event and meeting venue: A qualitative study of site selection attributes

MS, Georgia Southern University, 2007.

BS, Armstrong Atlantic State University, 2002.

BSED, Armstrong Atlantic State University, 2002.

Academic, Government, Military, and Professional Positions

Academic

Associate Professor, Western Carolina University. (March 2020 - Present).

Assistant Professor, Western Carolina University. (August 2014 - February 2020).

Licensures and Certifications

Applying the Quality Matters Rubric, Quality Matters. (April 2, 2015 - Present).

Professional Memberships

Society for American Soccer History, SASH. (December 2019 - Present).

Meeting Professionals International, MPI, International. (April 1, 2013 - Present).

North American Society for Sport Management, NASSM, International. (August 1, 2009 - Present).

Development Activities Attended

Institute, "Summer Institute of Teaching and Learning (SiTL)", Coulter Faculty Commons and North Carolina Center for the Advancement of Teaching, Cullowhee, North Carolina, United States. (May 22, 2018 - May 24, 2018).

Seminar, "Venue design in-depth: Mercedes-Benz Stadium", Green Sports Alliance, 1 credit hours. (January 31, 2018).

Workshop, "Proctoring Distance Exams", COB AOL, Cullowhee, North Carolina, United States. (November 28, 2017).

Conference, "North Carolina Student Transition Resource Initiative for Veteran's Education", NC STRIVE, Clyde, North Carolina, United States. (April 21, 2017).

Workshop, "Faculty role in reporting academic integrity", COB AoL, Cullowhee, North Carolina,

United States. (February 18, 2016).

Tutorial, "2nd Year Reappointment Dossier Preparation Q & A", WCU Office of the Provost. (August 31, 2015).

Workshop, "Dossier Development Workshop", Office of the Provost & Coulter Faculty Commons, Cullowhee, NC, USA. (April 29, 2015).

Workshop, "Quality Matters (Design for Online Courses)", Coulter Faculty Commons, Cullowhee, NC, USA. (April 1, 2015).

Workshop, "WCU Community Scholarship Incubator", WCU Provost Office, Fontana Dam, NC, USA. (February 27, 2015 - February 28, 2015).

Tutorial, "GradesFirst Tutorial", WCU Advising Center, Cullowhee, NC, USA. (February 20, 2015).

Workshop, "Blackboard Advanced Topic - Best Practice in Course Design", Coulter Faculty Commons, Cullowhee, NC. (January 23, 2015).

TEACHING

Teaching Experience

Western Carolina University

SM 260, Intro to Sport Mgt, 12 courses.

SM 283, Apprenticeship, 2 courses.

SM 350, Global Sport and Culture, 4 courses.

SM 380, Independent Study, 1 course.

SM 423, Sport and Culture, 1 course.

SM 435, Sport Event & Fac Mgt, 5 courses.

SM 445, Sport Administration, 4 courses.

SM 484, Internship in Sport Mgt, 6 courses.

SM 485, Internship in Sport Mgt, 4 courses.

SM 495, Sport Management Strategy, 5 courses.

SM 620, Sport Admn & Governance, 3 courses.

SM 672, Sport in Global Marketplace, 6 courses.

SM 684, Internship in Sport Mgt, 2 courses.

Non-Credit Instruction

Guest Lecture, WCU College of Business (Sport Management), 55 participants. (February 18, 2019 - February 20, 2019).

Guest Lecture, WCU College of Business (Sport Management), 35 participants. (March 14, 2018).

Guest Lecture, WCU College of Business (Sport Management), 35 participants. (March 12, 2018).

Guest Lecture, WCU College of Business (Sport Management), 45 participants. (March 15, 2017).

Guest Lecture, WCU College of Business (Sport Management), 45 participants. (March 13, 2017).

Guest Lecture, WCU College of Business (Sport Management), 60 participants. (April 25, 2016 -

April 27, 2016).

Guest Lecture, WCU College of Business (Sport Management), 48 participants. (October 30, 2015).

Guest Lecture, WCU College of Business (Sport Management), 48 participants. (October 28, 2015).

Guest Lecture, WCU College of Business (Sport Management), 48 participants. (October 19, 2015 - October 23, 2015).

Directed Student Learning

Directed Individual/Independent Study, College of Business. (January 2020 - Present).
Advised: Zachary Bryson

Center for the Study of Free Enterprise Post Baccalaureate Fellowship Advisor, College of Business. (July 2018 - May 2019).
Advised: Jamee Pelcher

Undergraduate Honors Project or Thesis, Health, Physical Education and Recreation. (April 2018).
Advised: Eynde Frazier

Undergraduate Honors Project or Thesis, College of Business. (April 2015).
Advised: Kayla Heineiky

Awards and Honors

2020 College of Business Undergraduate Professor of Excellence, Western Carolina University College of Business, Teaching; College. (April 24, 2020).

Student Nominated Faculty Member of the Year Award (Nominee), WCU Student Government Association, Teaching, University. (April 2019).

Student Nominated Faculty Member of the Year Award (Nominee), WCU Student Government Association, Teaching, University. (April 2017).

WCU Center for Service Learning Recognition of Teaching Excellence, Center for Service Learning, Teaching, Department. (April 2017).

WCU Service Learning Award Nominee, Center for Service Learning / Office of the Provost, Teaching, University. (April 2017).

WCU Service Learning Certificate of Recognition, WCU Service Learning, Teaching, University. (April 18, 2016).

RESEARCH

Published Intellectual Contributions

Books

Bravo, G., Lopez de D'Amico, R., & Parrish, C. (2016). *Sport in Latin America: Policy, Organization, Management* (pp. 320 pages). London: Routledge. www.taylorandfrancis.com/books/details/9780415745895/

Book Chapters

- Parrish, C., Li, H., & Nauright, J. (2020). Association Football. *The Routledge Handbook of Global Sport* (pp. 25). London: Routledge. <https://www.crcpress.com/Routledge-Handbook-of-Global-Sport/Nauright-Zipp/p/book/9781138887237>
- Bravo, G., & Parrish, C. (2019). Sport in Latin America and Caribbean. *International Sport Management* (pp. pp. 47-60). Champaign, Illinois: Human Kinetics. <https://us.humankinetics.com/products/international-sport-management-2nd-edition>
- Parrish, C., & Pelcher, J. (2018). Football in the United States. *Palgrave International Handbook of Football and Politics* (pp. 531-555). Basingstoke: Palgrave. <https://www.palgrave.com/gp/book/9783319787763>
- Parrish, C., & Nauright, J. (2017). Football in North America. *Routledge Handbook of Football Studies* (pp. 468-478). London: Routledge. <https://www.routledge.com/Routledge-Handbook-of-Football-Studies/Hughson-Moore-Spaaij-Maguire/p/book/9780415815109>
- Bravo, G., Parrish, C., & Lopez de D'Amico, R. (2016). Introduction: Sport in Latin America. *Sport in Latin America: Policy, Organization, Management* (pp. 1-18). London: Routledge. www.taylorandfrancis.com/books/details/9780415745895/
- Parrish, C., Lee, S., & Kim, J.-H. (2016). Business development strategies among football clubs in Argentina. *Sport in Latin America: Policy, Organization, and Management* (pp. 270-281). London: Routledge. www.taylorandfrancis.com/books/details/9780415745895/
- Sibaja, R., & Parrish, C. (2015). Pipes, Cracks, and Caudillos: Argentina, the World Cup, and identity politics. *Legacies of Great Men in World Soccer: Heroes, Icons, Legends* (pp. pp. 27-42). London: Routledge. www.routledge.com/products/9781138929210
- Parrish, C., & Nauright, J. (2015). Whips, Darts, and Dips: The rollercoaster ride of men's professional soccer in Washington D.C.. *DC Sports: A Nation's Capital at Play* (pp. 147-164). Little Rock, AR: University of Arkansas Press. <https://www.uapress.com/product/dc-sports/>
- Parrish, C. (2015). Building Character and Socialising a Revolutionary: Sport and leisure in the life of Ernesto "Che" Guevara. *Sport and Revolutionaries: Reclaiming the Historical Role of Sport in Social and Political Activism* (pp. Chapter 6). London: Routledge. www.routledge.com/products/9781138854932

Journal Articles

- Parrish, C., & Tyler, D. (2018). Superclásicos and rivalry antecedents: Exploring soccer club rivalries in Argentina, Brazil, and Mexico. *Soccer and Society*, 19(5-6), 766-782. <https://www.tandfonline.com/doi/full/10.1080/14660970.2017.1399604>
- Parrish, C. (2018). Origin, diffusion, and development of polo: an east to west cultural flow. *Sport in Society*, 21(8), 1158-1169. <http://www.tandfonline.com/doi/full/10.1080/17430437.2018.1442207>
- Lee, S., Parrish, C., & Kim, J.-H. (2015). Sports stadiums as meeting and corporate/social event venues: Perspectives from meeting/event planners and sport facility administrators. *Journal of Quality Assurance in Hospitality and Tourism*, 16(2), 164-180. www.tandfonline.com/doi/full/10.1080/1528008X.2015.1013406#.VUQ67U10zDc

Other

Lee, S. ., & Parrish, C. (2018). (*White Paper Submitted to Washington Nationals*) *Stadiums as corporate and social event venues* (pp. 5).

Parrish, C. (2017). Pumas, Jaguars, and the evolving rugby market in Argentina. *Advanced Theory and Practice in Sport Marketing (3rd Ed.)* (ed., pp. 5). London: Routledge. <https://www.routledge.com/Advanced-Theory-and-Practice-in-Sport-Marketing-3rd-Edition/Schwarz-Hunter/p/book/9781138061583>

Presentations Given

Parrish, C. (Presenter & Author), Otto, K. A. (Presenter & Author), Dodson, C. (Presenter & Author), Gregory, L. (Presenter & Author), 2020 College Sports Research Institute (CSRI) Annual Conference, "Talent migration in NCAA Division I tennis: An exploratory study," University of South Carolina, Columbia, SC. (April 1, 2020 - April 3, 2020).

Parrish, C. (Presenter & Author), Lee, S. . (Presenter & Author), North American Society for Sport Management, "Professional sports stadiums as meeting and event venues: Importance-Performance Analysis of features and services," North American Society for Sport Management (NASSM), Marriott Harbourfront Halifax, Halifax, Canada. (June 5, 2018 - June 9, 2018).

Parrish, C. (Presenter & Author), Lee, S. ., Applied Sport Management Association Conference, "Stadiums as corporate/social event venues: Exploring FIT among event types," Applied Sport Management Association, Baylor University, Waco, TX. (February 15, 2018 - February 17, 2018).

Lee, S. (Presenter & Author), Parrish, C. (Presenter & Author), MPI World Education Congress, "Professional Sport Stadiums as a Meeting/Event Venue: Moderating Impact of Prior Attendance Experience on Variety Seeking Behavior Influencing Consumer Attitude in Meeting/Event Planners' Unique Venue Selection," Meeting Professionals International, Harrah's Atlantic City Waterfront Conference Center, Atlantic City, NJ. (June 11, 2016 - June 14, 2016).

Parrish, C., College Sports Research Institute, "A College Football Stadium as an Event Venue: A Qualitative Study of Site Selection Criteria," University of South Carolina, Downtown Columbia Marriott Hotel, Columbia, SC. (April 20, 2016 - April 22, 2016).

Lee, S. (Presenter & Author), Parrish, C. (Author Only), 8th International Conference on Service Management, "Impact of Prior Experience on Consumer Attitude and Variety Seeking Behavior in Meeting/Event Planners' Venue Selection: Sport Stadiums as a Meeting/Event Service Venue," Virginia Tech, Crystal Gateway Marriot, Washington D.C., DC. (November 29, 2015).

Media Contributions

Internet

Sport in American History. (May 14, 2016).

Wallehub.com. (July 27, 2015).

Magazine

Out of Bounds Magazine. (November 1, 2015).

Other

Perspective: West Virginia University. (April 19, 2017).

International Review for the Sociology of Sport. (2016).

Contracts, Grants and Sponsored Research

Grant

Parrish, C., Grant, "Carolina Hurricanes Expert Panel and Career Fair", WCU Center For the Study of Free Enterprise (Funded), Western Carolina University, \$1,636.30, Funded. (sub: February 7, 2020, start: February 25, 2020, end: February 26, 2020).

Parrish, C., Grant, "Hugo Bustamante Playership Grant", American Youth Soccer Organization (Funded), Other, \$1,000.00, Funded. (sub: January 2017, start: March 1, 2017, end: February 28, 2018).

Parrish, C., Grant, "Stadiums as corporate event venues: Exploring FIT among event types", WCU Chancellor's Travel Fund (Funded), Western Carolina University, \$1,200.00. (sub: January 2018, start: February 14, 2018, end: February 18, 2018).

Parrish, C., Grant, "Town of Waynesville (NC) Appropriation Funding", Town of Waynesville (NC) (Not Funded), Local, Not Funded. (sub: March 30, 2017, end: March 30, 2017).

Parrish, C., Grant, "Hugo Bustamante Playership Grant", American Youth Soccer Organization (Funded), Other, \$1,000.00, Funded. (sub: January 25, 2016, start: March 1, 2016, end: February 28, 2017).

Parrish, C., Grant, "A college football stadium as an event venue: A qualitative study of site selection criteria", WCU Chancellor's Travel Fund (Funded), Western Carolina University, \$1,033.00, Funded. (sub: February 2016, start: April 19, 2016, end: April 22, 2016).

Parrish, C., Grant, "Town of Waynesville (NC) Appropriation Funding", Town of Waynesville (NC) (Not Funded), Local, Not Funded. (sub: March 7, 2016, end: March 7, 2016).

Awards and Honors

NASSH Book of the Year Award: Best Edited Collection, North American Society for Sport History, Scholarship/Research, International. (June 2016).

Intellectual Contributions in Submission

Journal Articles

Parrish, C., Otto, K. A., & Dodson, C. (Under Review) Talent migration in NCAA Division I tennis: An exploratory study. *Sport in Society*.

Parrish, C., & Lam, M. (Under Review) Impact of the COVID-19 pandemic on a grassroots soccer organization in the United States: The case of Asheville City Soccer Club. *Soccer & Society*, 31 pages.

Other Research/Scholarly Activity

"International student athletes in the United States: Exploring patterns of labor migration and influence on winning" (On-Going). (July 2019 - Present).
This study examines descriptive data related to the migration of international tennis student-athletes to U.S. colleges and universities. Also, the study explores the effect international

diversity may have on team winning percentage in the context of collegiate tennis.

"Meeting/event planner evaluation of sports stadiums as meeting/event venues: IPA and FIT analysis of features and services" (Writing Results). (November 2018 - Present).
This manuscript combines findings from two separate peer reviewed conference presentations in 2018 (NASSM and ASMA). The study seeks to identify perceived strengths and weaknesses of sports stadium features and services in the context of producing corporate/social events. Also, the study seeks to understand which types of corporate/social events are a good 'fit' with sports stadiums.

SERVICE

University Service

Committee Member, Search Committee, Associate Director of Employer Engagement (CCPD). (March 2020 - Present).

Committee Member, College of Business Collegial Review Committee. (February 2020 - Present).

Committee Member, Search Committee, Dean for WCU College of Business. (January 21, 2020 - Present).

Grant Proposal Reviewer, Internal, Cory Spaugb Fund. (August 2019 - Present).

Committee Member, Academic Space Advisory Board. (August 2018 - Present).

Task Force Member, WCU Campus Security Authority. (October 2014 - Present).

Task Force Member, WCU Crowd Management Team. (September 2014 - Present).

Student Org Advisor (Non-Professional Org), Sport Management Association (Advisor). (August 2014 - Present).

Committee Member, WCU Mountain Heritage Day Committee. (August 2014 - Present).

Committee Member, Search Committee, Sport Management Faculty Search. (February 2020 - 2020).

Administrative Assignment, AACSB Scholarship Impact Statement. (April 30, 2020 - May 11, 2020).

Student Org Advisor (Non-Professional Org), WCU Flag Football Club. (January 2019 - April 2020).

Committee Member, Search Committee, Hospitality & Tourism Faculty Search. (February 2020 - March 2020).

Faculty Advisor, Student Professional Development Trip (Carolina Hurricanes). (February 25, 2020 - February 26, 2020).

Student Recruiter, WCU Open House (Sport Management Representative). (February 22, 2020).

Session Chair, Sport Management Association Professional Development (Industry Panel). (November 7, 2019).

Committee Member, College of Business Curriculum Committee. (August 2017 - August 2019).

Faculty Advisor, Center for the Study of Free Enterprise. (July 2018 - May 2019).

Student Org Advisor (Non-Professional Org), Sport Management Association Professional Development Trip (Atlanta Braves). (April 27, 2019).

Interaction with Industry, Tryon International Equestrian Center Internship Placement Meeting. (April 12, 2019).

Student Org Advisor (Non-Professional Org), Sport Management Association Professional Development Trip (Asheville Tourists). (April 8, 2019).

Student Research/Creative Production, Graduate Research Symposium (Faculty Advisor). (April 4, 2019).

Workshop Organizer, Sales in Professional Sports Panel Discussion. (March 29, 2019).

Attendee, Graduation, WCU Graduation Ceremony. (December 15, 2018).

Committee Member, Southern Conference All Faculty and Staff Team Award Committee. (October 2018 - November 2018).

Faculty Advisor, WCU College of Business Open House. (November 17, 2018).

Discussant, New student athlete orientation faculty panel. (July 25, 2018).

Committee Chair, Chancellor's Travel Fund Committee. (June 2017 - June 2018).

Committee Member, Sport Management Faculty Search Committee. (March 2018 - May 2018).

Committee Member, WCU One Book Committee. (February 8, 2016 - May 2018).

Attendee, Meeting, Administrative Program Review for MHC (session participant). (April 9, 2018).

Faculty Advisor, Sport Management Association Professional Development Trip (Atlanta Falcons). (March 18, 2018).

Faculty Advisor, WCU College of Business Open House. (February 24, 2018).

Attendee, Graduation, WCU Graduation Ceremony. (December 16, 2017).

Committee Member, Chancellor's Travel Fund Committee. (September 2015 - May 2017).

Internal Reviewer, Center for Career and Professional Development Program Review Team. (December 2016 - March 2017).

Attendee, Graduation, WCU Graduation. (December 17, 2016).

Committee Chair, Innovative Scholarship Award Committee. (March 2016 - April 2016).

Attendee, Meeting, Board of Visitors Luncheon. (March 31, 2016).

Reviewer, WCU Parks and Recreation Program Review Committee. (December 2015 - March 2016).

Attendee, Graduation, WCU Graduation. (December 12, 2015).

Faculty Advisor, Sport Management Association Professional Development Trip (Greenville Drive). (December 3, 2015).

Faculty Advisor, WCU Open House. (October 31, 2015).

Reviewer, Innovative Scholarship Award Committee. (February 27, 2015 - April 2015).

Faculty Advisor, WCU Open House. (March 21, 2015).

Faculty Advisor, WCU Open House. (February 14, 2015).

Professional Service

Reviewer, Journal Article, Soccer & Society. (February 22, 2020 - June 22, 2020).

Reviewer, Journal Article, Soccer & Society. (December 2019 - April 2020).

Reviewer, Journal Article, Sport in Society. (September 2019 - November 2019).

Reviewer, Journal Article, Soccer & Society. (December 2018 - June 21, 2019).

Reviewer, Journal Article, Case Studies in Sport Management. (November 27, 2017 - December 19, 2017).

Reviewer, Journal Article, Soccer & Society. (December 2016 - January 2017).

Reviewer, Journal Article, Soccer & Society. (April 10, 2015 - July 17, 2015).

Public Service

Volunteer, Clyde Youth Basketball. (October 2019 - February 2020).

Volunteer, Clyde Youth Basketball, Clyde. (November 2018 - February 2019).

Volunteer, Tuscola High School / Waynesville Middle School, Waynesville. (September 18, 2018).

Board Member, American Youth Soccer Organization Region 572, Waynesville, NC. (March 20, 2015 - July 2018).

Volunteer, Waynesville Middle School Cross Country, Waynesville. (September 2017).

Event Staff Volunteer, Glory Hound Events Lake Logan Triathlon, Canton, NC. (August 5, 2017).