

Dr. Heidi L. Grappendorf

Western Carolina University

School of Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism Management
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Email: hgrappendorf@email.wcu.edu

Education

Ph D, University of New Mexico, 2001.

Major: Physical Education/Sport Administration

Supporting Areas of Emphasis: Organizational Learning & Instructional Technologies

Dissertation Title: Normative Career Paths of Female NCAA Division I Athletic Directors

MA, University of Northern Colorado, 1996.

Major: Physical Education/Sport Administration

BA, Other US Institution, 1995.

Major: Social Science

Academic, Government, Military, and Professional Positions

Academic

Associate Professor and Director, M.S. Sport Management Program, Western Carolina University. (August 2018 - Present).

Professional Memberships

World Association for Sport Management, WASM, International. (June 1, 2016 - Present).

Global Sport Business Association, GSBA, Associate Editor, International. (February 1, 2014 - Present).

North American Society for Sport Management, NASSM, International. (May 1, 2002 - Present).

TEACHING

Teaching Experience

Western Carolina University

SM 260, Intro to Sport Mgt, 2 courses.

SM 350, Global Sport and Culture, 6 courses.

SM 446, Sport Media, 2 courses.

SM 484, Internship in Sport Mgt, 1 course.

SM 485, Internship in Sport Mgt, 1 course.

SM 620, Sport Admn & Governance, 5 courses.

SM 684, Internship in Sport Mgt, 2 courses.

Directed Student Learning

Undergraduate Honors Project or Thesis, "Buffalo Sabres 2018 Case Study," College of Business. (August 31, 2018 - December 8, 2018).

Advised: Alec Otminiski

Undergraduate Honors Project or Thesis, College of Business. (August 29, 2018 - December 5,

2018).
Advised: Trayvon Simmons

RESEARCH

Published Intellectual Contributions

Books

Grappendorf, H. (2015). *Moving Towards Equity: Women in Sport. Policy and Governance in Sport: Issues, organizations, and practical application*. Durham, NC: Carolina Press.

Book Chapters

Grappendorf, H. (2019). Addressing the gender gap in sports. *Sport Leadership in the 21st Century (2nd ed.)*. Burlington, MA: Jones & Bartlett.

Cintron, A., Grappendorf, H., & Hancock, M. (2019). Despite success, media coverage lags. *Globalized Sport Management in Diverse Cultural Contexts* (pp. 179-199). Routledge. <http://dx.doi.org/10.4324/9780429264344-9>

Grappendorf, H., Hancock, M., & Cintron, A. (2019). Inequalities persist for U.S. women's football. *Globalized Sport Management in Diverse Cultural Contexts* (pp. 200-216). Routledge. <http://dx.doi.org/10.4324/9780429264344-10>

Grappendorf, H. (2017). Addressing the gender gap in sports. *Sport Leadership in the 21st Century*. Burlington, MA: Jones & Bartlett.

Grappendorf, H., & Burton, L. (2017). Bias and the Impact of Bias on Women in Sport Leadership. *Women in Sport Leadership*. London: Routledge.

Grappendorf, H., & Burton, L. J. (2017). The impact of bias in sport leadership. *Women in Sport Leadership* (pp. 47-61). Routledge. <http://dx.doi.org/10.4324/9781315542775-4>

Grappendorf, H., & Simmons, J. (2016). Alienation of female fans: A case study of the NFL. *Sports Marketing Case Studies*. Morgantown, West Virginia.: FIT publishing.

Ruihley, B., & Grappendorf, H. (2016). Attracting female participants to fantasy sport: Is it possible. *Sports Marketing Case Studies*. Morgantown, West Virginia.: FIT publishing.

Journal Articles

Simmons, J., Grappendorf, H., & Hancock, M. (2020). How do sport fans cope with the consequences of fan-family conflict?. *Journal of Sport Behavior*, 43(1).

Ruihley, B., & Grappendorf, H. (2019). Women sport fans' opinion of fantasy activity. *To appear in Journal of Contemporary Athletics*.

Simmons, J., Grappendorf, H., & Hancock, M. (2018). Exploring perceptions of fan-family conflict: New insights into typologies, directionality, and contributors. *International Journal of Sport Management*, 19(2), 163-185.

Hancock, M. G., Grappendorf, H., Wells, J. E., & Burton, L. J. (2017). Career Breakthroughs of Women in Intercollegiate Athletic Administration: What is the Role of Mentoring?. *Journal of Intercollegiate Sport*, 10(2), 184-206. <http://dx.doi.org/10.1123/jis.2017-0012>

Grappendorf, H., & Burton, L. (2016). Are sport management faculty biased? An examination of

faculty perceptions of male and female students' applications for a job in sport. *Global Sport Business Journal*, 4, 1-10.

Samariniotis, H., Aicher, T., & Grappendorf, H. (2016). The perceived effects of the double bind on female head coaches of masculine and feminine sports. *Journal of Contemporary Athletics*, 10, 185-199.

Grappendorf, H., & Ruihley, B. (2015). Different activity, same story: Women's perception of why fantasy sport is male dominated. *Global Sport Business Journal*, 3, 1-15.

Fowler, K., Grappendorf, H., Aicher, T., & Veraldo, C. (2015). Discrimination? Low pay? Long hours? I am still excited. *Advancing Women in Leadership Journal*, 35, 12-21.

Bower, G. G., Hums, M. A., & Grappendorf, H. (2015). Same Story; Different Day: Greatest Challenges of Women Working in Intercollegiate Athletic Administration. *International Journal of Sport Management, Recreation & Tourism*, 19, 12-39. <http://dx.doi.org/10.5199/ijsmart-1791-874x-19b>

Other

Grappendorf, H. (2018). *A review of female sport fans*. Journal of Sport Management.

Presentations Given

Parker, H. (Presenter & Author), Grappendorf, H. (Presenter & Author), Farrell, A. (Presenter & Author), Newell, E. (Presenter & Author), North American Society for Sport Management (NASSM), "Why WIN (Women in NASSM)? Motives and Benefits to Members." (September 2019 - June 2020).

Grappendorf, H. (Presenter & Author), Hancock, M. (Presenter & Author), Grube, A. (Presenter & Author), Veraldo, C. (Presenter & Author), Global Sport Business conference, "Salary negotiation experiences of female sport management professors," Mexico. (September 15, 2019 - February 15, 2020).

Grappendorf, H. (Presenter & Author), Grube, A. J. (Presenter & Author), Hancock, M. (Presenter & Author), Global Sport Business Conference, "Are we asking and are they offering? Salary negotiations by female sport management professors," Mexico. (2019).

Grappendorf, H., Colles, C., Moorman, A., Grappendorf, H., Parker, H., Farrell, A., World Association of Sport Management, "Triumphs and Challenges of Faculty-Led Study Abroad," Chile. (March 2019 - October 2019).

Simmons, J. (Presenter & Author), Cintron, A. (Presenter & Author), Grappendorf, H. (Presenter & Author), European Association for Sport Management, "My spouse's sport fandom is a problem for me: How significant others navigate the outcomes associated with fan-family conflict," Spain. (April 2019).

Grube, A. (Presenter & Author), Grappendorf, H. (Presenter & Author), Global Sport Business Conference, "CIP codes: An introduction," Mexico. (February 2019).

Hancock, M. (Presenter & Author), Grappendorf, H. (Presenter & Author), Global Sport Business Conference, "Message board postings when a female athletic director is hired: How many "isms" can we find," Mexico. (2018).

Grappendorf, H. (Presenter & Author), Riemer, B. (Presenter & Author), Pitts, B. (Presenter & Author), Global Sport Business Conference, "Teaching and supporting faculty in the age of Trump," Mexico. (2018).

- Grappendorf, H. (Presenter & Author), Farrell, A. (Presenter & Author), International Working Group for women in Sport, "Mentoring female sport management students.," Botswana. (2018).
- Veraldo, C. (Presenter & Author), Grappendorf, H. (Presenter & Author), North American Society for Sport Management, "Am I a Fraud? Impostor Syndrome in Sport Management," Canada. (2018).
- Simmons, J. (Presenter & Author), Grappendorf, H. (Presenter & Author), Cintron, A. (Presenter & Author), North American Society for Sport Management, "My Significant Other Puts Their Team Before Me: Spouse/Partner Perceptions of Fan-Family Conflict," Canada. (2018).
- Grappendorf, H. (Presenter Only), "Sport Management Opportunities & Careers," Cal State Bakersfield. (2018).
- Grappendorf, H., Veraldo, C., Farrell, A., Madsen, R., Pitts., B., North American Society for Sport Management, "Taking Advantage of the Opportunity: Negotiation Strategies for Women in Sport Management.," New Orleans, LA. (October 2018).
- Riemer, B. (Presenter & Author), Grappendorf, H. (Presenter & Author), Global Sport Business Conference, "Educating Beyond From Multiple Perspectives: Creating Global Experiences for Sport Management Students.," Mexico. (2017).
- Grappendorf, H. (Presenter & Author), Simmons, J. (Presenter & Author), Hancock, M. (Presenter & Author), Global Sport Business Conference, ""I just want them to leave me the fuck alone.," Mexico. (2017).
- Grappendorf, H., Burton, L. (Presenter & Author), LaVoi, N. (Presenter & Author), Wells, J. (Presenter & Author), Leberman, S. (Presenter & Author), Grappendorf, H. (Presenter & Author), North American Society for Sport Management, "The paradoxical decline of women in coaching: Time for radical structural change," Denver, CO. (2017).
- Hancock, M. (Presenter & Author), Grappendorf, H. (Presenter & Author), Simmons, J. (Presenter & Author), North American Society for Sport Management, ""She enjoys going to the games if she doesn't have to watch the kids": Gender differences in experiences of fan-family conflict.," Denver, CO. (2017).
- Ruihley, B. (Presenter & Author), Grappendorf, H. (Author Only), Summit on Communication and Sport, "Fantasy sport & the non-participant: Perceptions from women sports fans," Phoenix, AZ. (2017).
- Grappendorf, H. (Presenter & Author), Farrell, A. (Presenter & Author), Conference on Sports: Economic, Management, Marketing & Social Aspects., "Men watching the Women's World Cup? Motives for viewing," Athens, Greece. (2016).
- Grappendorf, H. (Presenter & Author), Hancock, M. (Presenter & Author), Burton, L. (Author Only), Wells, J. (Author Only), Global Sport Business Conference, "Collaboration in sport management: Time to examine the dynamics," Miami, FL. (2016).
- Grappendorf, H. (Presenter & Author), Burton, L. (Presenter & Author), Global Sport Business Conference, "Female students can work in women's sports but not men's: Are sport management faculty biased toward female students?," Miami, FL. (2016).
- Ruihley, B. (Presenter & Author), Grappendorf, H. (Author Only), International Association of Communication and Sport Conference, "Sport communication collaboration," Grand Rapids, MI. (2016).

- Simmons, J. (Presenter & Author), Hancock, M. (Presenter & Author), Grappendorf, H. (Presenter & Author), North American Society for Sport Management, "Does the sport fan role cause conflict with the family? Exploring the dynamics," Orlando, FL. (2016).
- Grappendorf, H., Hancock, M., Grappendorf, H., Burton, L., Wells, J., North American Society for Sport Management, "The role of mentoring in career satisfaction and career breakthroughs for women in intercollegiate athletic administration.," Orlando, FL. (2016).
- Grappendorf, H. (Presenter & Author), Aicher, T. (Author Only), Rauhley, B. (Author Only), Global Sport Business Conference, "How do we increase diversity in sport management? A program to increase female students," Miami, FL. (2015).
- Wells, J. (Presenter & Author), Burton, L. (Presenter & Author), Grappendorf, H. (Presenter & Author), National Association Collegiate Women Athletic Administrators Conference, "Networking for career satisfaction: Data from #NACWAA14," Tampa, FL. (2015).
- Danzey-Bussell, L., Hums, M., Pitts, B., Riemer, B., Hancock, M., Grappendorf, H., North American Society for Sport Management, "Empowering the future of Sport Management," Ottawa, Canada. (2015).
- Burton, L. (Presenter & Author), Grappendorf, H. (Presenter & Author), North American Society for Sport Management, "Only in Crisis? Leadership Selection in Intercollegiate Athletics After an Ethical Scandal," Ottawa, Canada. (2015).
- Rogers, C. (Presenter & Author), Grappendorf, H. (Other), University of Cincinnati CECH Diversity Matters Day, "The growth of the sports industry, identity foreclosure and the African-American athlete.," Cincinnati, OH. (2015).
- Grappendorf, H. (Discussant), "Women's Participation in Fantasy Sport," Clemson University. (2015).

Intellectual Contributions in Submission

Journal Articles

- Grappendorf, H., Simmons, J., & Hancock, M. "I will go to the game, while you stay home with the kids." Gender role expectations and fan-family conflict. *Global Sport Management Journal*.
- Rauhley, B., & Grappendorf, H. Recruiting women to a male-dominated activity: A case study of women's non-participation in fantasy sport. *Case Studies in Sport Management*, 14.

SERVICE

University Service

- Committee Member, Research Council Mentoring Sub-Committee. (March 2019 - Present).
- Committee Member, Assurance of Learning Committee. (August 1, 2018 - Present).
- Attendee, Meeting, COB Faculty meetings. (August 1, 2018 - Present).
- College Graduate Curriculum Committee. (August 2018 - Present).
- Program Coordinator, Graduate Program Director. (August 1, 2018 - Present).

Committee Member, Research Council. (August 1, 2018 - Present).

Committee Member, Search Committee, TT Sport Management Assistant professor. (March 15, 2020 - April 25, 2020).

Committee Member, MESH School Director Search Committee. (February 19, 2020 - March 15, 2020).

Attendee, Orientation, Graduate Directors Orientation. (September 2019).

Attendee, Graduation, Masters Graduation. (May 10, 2019).

Committee Member, MESH School Director Search Committee. (March 2019 - April 30, 2019).

Attendee, Meeting, Sport Management Open House. (March 23, 2019).

Attendee, Orientation, New Faculty Orientation. (August 2018).

Professional Service

Editor, Associate, Global Sport Business Journal, NC. (February 6, 2017 - Present).

Editorial Review Board Member, Journal of Intercollegiate Sport, NC. (August 1, 2015 - Present).

Editorial Review Board Member, Journal of Contemporary Athletics, NC. (August 1, 2009 - Present).

Officer, President/Elect/Past, Women in NASSM (WIN) President, NC. (May 25, 2004 - Present).

Reviewer, Journal Article, Sport in Society, NC. (January 8, 2019 - April 8, 2019).

Reviewer, Journal Article, Journal of Sport Management, NC. (September 26, 2018 - October 24, 2018).