

Dr. Kadie A. Otto

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

Ph D, Florida State University, 2003.
Major: Sport Management

MS, Florida State University, 2000.
Major: Sport Management

BS, Plymouth State University, 1997.

Academic, Government, Military, and Professional Positions

Academic

Director, School of Marketing, Entrepreneurship, Sport Management and Hospitality & Tourism Management, Western Carolina University. (July 1, 2020 - Present).

Interim School Director, Marketing, Entrepreneurship, Sport Management, and Hospitality & Tourism, Western Carolina University. (July 1, 2019 - June 30, 2020).

Professional Memberships

College Athletes Rights & Empowerment Faculty Coalition, CARE-FC, Working Group Member, National. (January 2015 - Present).

Journal of Legal Aspects of Sport, JLAS, Journal Article Review Board, National. (May 2012 - Present).

American Association of University Professors (AAUP), Member, National. (December 2010 - Present).

Sport and Recreation Law Association, Member, National. (2005 - Present).

Development Activities Attended

Tutorial, "AoL Faculty Workshop: Creating Videos with Panopto", AoL in conjunction with Coulter Faculty Commons. (April 5, 2018).

Tutorial, "Blackboard Support", Coulter Faculty Commons. (January 2016).

Tutorial, "Blackboard Support", Coulter Faculty Commons. (August 2015).

Tutorial, "Blackboard Support", Coulter Faculty Commons. (June 2015).

Workshop, "Writing Workshop", Coulter Faculty Commons. (June 2015).

TEACHING

Teaching Experience

Western Carolina University

LAW 420, Risk Mgt & Liability in Sport, 4 courses.
SM 340, Sport Ethics, 16 courses.
SM 350, Global Sport and Culture, 2 courses.
SM 380, Independent Study, 1 course.
SM 420, Risk Mgt Liability in Sport, 6 courses.
SM 615, Critical Issues in Sport, 4 courses.

Directed Student Learning

Undergraduate Honors Project or Thesis, "Should parents allow their children to play sports that are inherently dangerous to their mental health?," College of Arts and Sciences. (January 2018 - May 2018).

Advised: Rachel Fields

Undergraduate Honors Project or Thesis, "Is 'The Sport Ethic' different for male v. female college athletes?," Business Law, Hospitality and Tourism and Sport Management. (August 2017 - December 2017).

Advised: Enyde Frazier

Undergraduate Honors Project or Thesis, "Coming out in sports: Lesbian & gay athletes," College of Arts and Sciences. (May 5, 2016).

Advised: Jessica Bass

Undergraduate Honors Project or Thesis, "Reputational Risk Management of the NFL," Business Administration and Law and Sport Management. (January 2015 - May 2015).

Advised: Asha Evans

RESEARCH

Published Intellectual Contributions

Books

Otto, K. A. (2019). *Applied Ethics for Sport Managers* (pp. 250). Durham, NC: Carolina Academic Press.

Book Chapters

Otto, K. A., Lee, J. E., & Hardin, R. (2015). The business of big-time college athletics. *Policy and Governance in Sport: Issues, Organizations, and Practical Applications* (pp. 47-66). Durham, NC: Carolina Press.

Journal Articles

Otto, K. A., & S. N. (2019). Online sport management education: What students' qualitative comments tell us about their perceptions of learning. *The Journal of SPORT*, 7(1), 1-17. <https://digitalcommons.kent.edu/cgi/viewcontent.cgi?article=1062&context=sport>

Otto, K. A. (2016). Ideological Models for College 'Athlete-Centered' Reform. *Journal of Amateur Sport*, 2(1), 141-163.

Periodicals

Otto, K. A. (2018). *The Elephant on the Field* (2nd ed., vol. 30, pp. p. 2-3). WCU Faculty Forum.

Otto, K. A. (2016). *Book symposium on Jay M. Smith and Mary Willingham's Cheated: The UNC scandal, the education of athletes, and the future of big-time college sports.* (5th ed., vol. 28, pp. 7-10). WCU Faculty Forum.

Otto, K. A. (2015). *A tale from the world of sports and ethics* (6th ed., vol. 27, pp. 5-6). WCU.

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).

Otto, K. A., WCU SMA, "CA Fair Pay to Play Panel," SMA, Cullowhee, NC. (November 7, 2019).

Otto, K. A., SRLA, "The U.S. Sup. Ct. declines O'Bannon, but Jenkins looms: Understanding why the odds favor economic liberty for the athletes," Sport and Recreation Law Association, Las Vegas, NV. (February 28, 2017 - March 3, 2017).

Otto, K. A., S. N., 28th Annual Sport and Recreation Law Association Conference, "Face-to-face v. Online Sport Management Undergraduate Education: An exploratory analysis of student evaluations.," Sport and Recreation Law Association, New Orleans, LA. (February 27, 2016).

Otto, K. A., College Sport Research Institute, "Big-Time College Sport in the Shadow of O'Bannon and Jenkins v. NCAA," CSRI, Univ. of South Carolina. (April 22, 2015).

Otto, K. A., College Sport Research Institute, "Ideological Models for 'Athlete-Centered' Reform," CSRI, Univ. of South Carolina. (April 20, 2015).

Otto, K. A., Sport and Recreation Law Association, "Want to Cure the Sport Industry's Legal Ills? Teach Ethics," SRLA, Charlotte, NC. (March 4, 2015).

Media Contributions

Book

Alternative models of sports development in America: Solutions to a crisis in education and public health. (2018).

Champions way: Football, Florida, and the lost soul of college sports. (November 2017).

What if the NCAA was a state actor? Here, there, and beyond. (2015).

Cheated: The UNC scandal, the education of athletes, and the future of big-time college sports. (2015).

Internet

WalletHub.com. (March 11, 2015).

Magazine

The Western Carolina Magazine. (November 18, 2015).

Newspaper

Stony Brook University School of Journalism. (December 5, 2018).

Western Carolinian. (January 13, 2016).

The New York Times. (August 5, 2015).

Other

Roger Williams University Law Review. (2015).

TV

Jigsaw Productions. (December 20, 2017).

CNN. (April 23, 2015).

BBC World News, Sportshour. (March 18, 2015).

Contracts, Grants and Sponsored Research

Grant

Otto, K. A., Grant, "The U.S. Sup. Ct. declines O'Bannon, but Jenkins looms: Understanding why the odds favor economic liberty for the athletes", Chancellor's Travel Grant, Western Carolina University, \$1,200.00, Funded. (sub: January 2017, end: March 2017).

Otto, K. A., Cozart, L. (Co-Principal), Bigby, J. (Co-Principal), Bailey, M. (Co-Principal), Jackson, C. (Co-Principal), Grant, "Alumni as Highly-Identified Fans: A Proposal for the Development and Implementation of an Online Community", Honors College, Western Carolina University, \$1,247.00, Funded. (end: April 2015).

Otto, K. A., Grant, "Want to Cure the Sport Industry's Legal Ills? Teach Ethics.", Chancellor's Travel Funds, Western Carolina University, \$1,000.00, Funded. (end: February 2015).

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*.

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.

SERVICE

University Service

Committee Chair, Faculty Senate. (May 2020 - Present).

Committee Chair, Faculty Senate Rules Committee. (August 2019 - Present).

Administrative Assignment, Interim School Director. (July 1, 2019 - Present).

Committee Member, Athletics Committee. (May 2018 - Present).

Committee Member, College Collegial Review Committee (CRC). (August 2016 - Present).

Committee Member, University CRC Review. (August 2016 - Present).

Chair-Elect, Faculty Senate. (May 2019 - May 2020).

Committee Member, COB Dean's Search Committee. (December 2017 - December 2018).

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

Discussant, UCRC TPR. (May 11, 2018).

Discussant, Univ. CRC TPR Panel. (May 11, 2018).

Attendee, Meeting, AoL Faculty Workshop. (April 5, 2018).

Faculty Advisor, Open House. (March 24, 2018).

Committee Member, Grievance Committee. (May 2014 - May 2017).

Committee Member, Hearing Committee. (May 2014 - May 2017).

Committee Member, Faculty Senate. (January 2016 - May 2016).

Committee Member, Tuition & Fees. (May 2015 - May 2016).

Committee Member, Dean's Advisory Committee. (August 2012 - May 2015).

College Collegial TPR Review Committee. (August 2009 - May 2015).

Committee Member, School Tenure Promotion Review (TPR) Committee. (August 2009 - May 2015).

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

Awards and Honors

Service, Professional

Acknowledgement in book - Alternative models of sports development in America, Author: David Ridpath Publisher: Ohio University, Service, Professional, National. (January 2018).

Acknowledgement in Book - "Cheated: The UNC scandal, the Authors: Mary Willingham & Jay Smith, Service, Professional. (April 2015).