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Dr Samantha Roberts

(nee Gorse)

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Current Role

Assistant Professor in Sport & Recreation Management, Department of Health & Human Performance, Texas A&M University-Commerce

Previous Role

Senior Lecturer in Sport Management, School of Marketing & Management (SMM), Faculty of Business & Law, Coventry University, United Kingdom

Qualifications

- 2014 PhD (submitted Oct., 2013; awarded Jan., 2014)
Thesis entitled 'Corruption in International Sport – Implications for Sponsorship Management'
Coventry University, UK
- 2004 MA International Business
University of Wolverhampton, UK
- 2002 BA(Hons) Marketing & Sport Studies
University of Wolverhampton, UK

Publications

Chapters in Books

Roberts, S. & Bolton, C. (forthcoming) Corruption in International Sport, chapter in *International Sport Management*, Champaign, IL: Human Kinetics

Bolton, C. & Roberts, S. (forthcoming) WADA and Ethics in Sport, chapter in *International Sport Management*, Champaign, IL: Human Kinetics

Chadwick, S., Roberts, S. & Cowley, R. (2017) The Impact of Sports Corruption on Organisational Stakeholders, *Sport Corruption*, Abingdon, UK: Routledge

Roberts, S. & Bolton, C. (2017) Approaches to Compliance & Reform, *Sport Corruption*, Abingdon, UK: Routledge

Byers, T. & Gorse, S. (2014) Managing people and the role of volunteers, chapter in *The Business of Event Management*, London, UK: FT Prentice Hall

Burton, N., Chadwick, S. & Gorse, S. (2011) Building an Entrepreneurial Sports Empire: The Case of Red Bull, chapter in *Sports Entrepreneurship: Theory & Practice*, Morgantown, WV: Fitness Information Technology Publishers

Consultancy Reports

Gorse, S. & Chadwick, S. (2011) *The Prevalence of Corruption in International Sport – A Statistical Analysis*, Consultancy Report for the Remote Gambling Association, available from:
http://www.rga.eu.com/data/files/Press2/corruption_report.pdf

Articles in Journals (in progress and in print)

Roberts, S., Chadwick, S. & Anagnostopoulos, C. (2017) Sponsorship programmes and corruption in sport: management responses to a growing threat, *Journal of Strategic Marketing* <http://dx.doi.org/10.1080/0965254X.2017.1344292>

Roberts, S. & Burton, N. (forthcoming) Should I Stay or Should I Go? Managing Sponsor Relations Through Athlete Transgression, *Journal of Global Sport Management*, Special Issue

Roberts, S. (in progress) Emerging Trends in Corruption in Sport: Implications for Sport Management, to be submitted to *Journal of Sport Management*

Roberts, S. (in progress) Commercial Implications of Corruption in International Sport, to be submitted to *Journal of Sport Management/MIT Sloan Management Review*

Roberts, S. (in progress) Doping Scandals as Agents for Change: The Benefits of Trust Violations, to be submitted to *Journal of Management Studies*

Roberts, S. (in progress) Corruption in International Sport: Implications of Trust Violations for Inter-Organisational Relationships, to be submitted to *TBC*

Roberts, S. (in progress) Exposing the Scandal: Media Coverage of Corruption in Sport, to be submitted to *Journal of Sport Management*

Grimley, H., Bason, T. & Roberts, S. (in progress) Legacy Destroyed? The Impact of Stadia Redevelopment on the Legacy of Mega Events, to be submitted to *TBC*

Roberts, S. & Bason, T. (in progress) 'Build It and 'It' Will Come': Stadia Construction and the Super Bowl, to be submitted to *Journal of Sport Management*

Gorse, S. (2013) Commercial Implications of Corruption in Sport, *The International Centre for Sport Security Journal*, 1(4), available from <http://icss-journal.newsdeskmedia.com/Commercial-implications-of-corruption-in-sport>

Gorse, S., Chadwick, S. & Burton, N. (2010) Entrepreneurship through sports marketing: A case analysis of Red Bull, *Journal of Sponsorship*, 3(4): 348-357

Gorse, S. & Chadwick, S. (2010) Conceptualising Corruption in Sport: Implications for Sponsorship Programmes, *The European Business Review*, July/August 2010: 40-45

Contributions to Conferences

Roberts, S. & Burton, N. (2017) 'Breaking Up – Is it hard to do?': Dissolution of the Sponsorship Relationship, paper presented at North American Society of Sport Management (NASSM) conference, Denver, CO

Roberts, S., Bolton, C., Rosselli, A. & Chadwick, S. (2017) Commercial Implications of Corruption in Sport: Tackling a Growing Threat, paper presented at the Applied Sport Management Association (ASMA) conference, Baton Rouge, LA

Dodds, M. & Gorse, S. (2015) The appearance of corruption: Nike's influence on USA Track and Field and its impact on athlete's rights, paper accepted for presentation at Sport and Recreation Law Association (SRLA) conference, Charlotte, NC, USA

Grimley, H., Bason, T. & Gorse, S. (2014) Legacy Destroyed? The Impact of Stadia Redevelopment on the Legacy of Mega Events, paper accepted for presentation at the 22nd European Association of Sport Management (EASM) conference, Coventry, UK

Cowley, R., Gorse, S. & Chadwick, S. (2014) Understanding Consumer Attitudes towards Corruption in Sport: The Case of UK Ice Hockey Fans, paper accepted for presentation at the 22nd European Association of Sport Management (EASM) conference, Coventry, UK

Gorse, S., Chadwick, S. & Byers, T. (2014) Emerging Trends in Corruption in Sport: Implications for Sport Management, paper presented for North American Society of Sport Management (NASSM) conference, Pittsburgh, PA, USA

Gorse, S. & Chadwick, S. (2013) How do Sponsors Respond to the Threat of Corruption in Sport? Paper presented at 21st European Association of Sport Management (EASM) conference, Istanbul, Turkey

Byers, T. & Gorse, S. (2013) Doping Scandals as Agents for Change: The Benefits of Trust Violations, paper presented at British Academy of Management (BAM) conference, Liverpool, UK

Gorse, S., Byers, T., Searle, R. & Legood, A. (2013) Cheating & Corruption in Sport: A conceptual model for multi-level analysis profiling cheats, paper presented at First International Network of Trust Researchers (FINT) conference, Singapore

Gorse, S. & Chadwick, S. (2010) Competition Corruption in International Sport: Implications for Sponsorship Programmes, paper accepted at 18th European Association of Sport Management (EASM) conference, Prague, Czech Republic

Gorse, S. & Chadwick, S. (2010) Conceptualising Corruption in Sport: Implications for Sponsorship Programmes, paper presented at Academy of Marketing conference, Coventry, UK

Gorse, S. & Chadwick, S. (2010) Corruption in Sport: How Might Sponsors React? Paper presented at the Faculty of Business, Environment and Society Research Conference, Coventry University, UK

Gorse, S. & Chadwick, S. (2009) Corruption in Sport – Implications for Sport Managers, paper presented at 17th European Association of Sport Management conference (EASM), Amsterdam, Netherlands

Gorse, S. & Chadwick, S. (2009) A Definition of Corruption in Sport and its Prevalence in Winter Sports, paper presented at the Play the Game conference, Coventry, UK

Speaker Invitations

CTV 7 O'Clock News (Canada) – FIFA Scandal and its implications, June/July 2015

Sport & Betting, 2013 – A Controversial Relationship, hosted by Law in Sport and DLA Piper, London, UK

Income Generation

- European Union FP7 International Research Staff Exchange Scheme (IRSES) Project entitled 'Managing the potential impacts of mega-events', bringing together Coventry University in the UK, Technische Universitat Munchen in Germany, Universidade Federal do Rio de Janeiro in Brazil, Cape Peninsula University of Technology in South Africa and North Carolina State University in the United States of America – £710,500 (€852,000/\$1,120,000) – Researcher
- Remote Gambling Association Consultancy Report – £9,000

- Research Pump Prime Funding, Coventry University, project entitled 'Exposing the Scandal: Media Coverage of Corruption in Sport' – £3,000

Professional Activities

- Reviewer for the European Association of Management (EURAM) Conference
- Organising Committee – European Association of Sport Management (EASM) 2014

Membership of Professional Bodies/Boards

- Member of North American Association of Sport Management (NASSM) – present
- Member of European Association of Sport Management (EASM) – past

Teaching Experience

- Undergraduate modules in sport management, sport marketing, contemporary issues in sport, marketing strategy, strategic management, and research methods (including online/distance learning provision)
- Postgraduate modules in sport management, sport marketing, marketing strategy and research methods
- Modules on the Chartered Institute of Marketing (CIM) Professional Diploma
- Supervision of undergraduate and postgraduate research and internship projects

2017/18 Teaching Schedule

Fall Semester

HHPS 100	Foundations of Sport & Recreation
HHPS 350	Social Issues in Global Sport
HHPS 400	Management of Sport & Recreation
HHPS 535	Sociology of Sport & Physical Activity

2016/17 Teaching Schedule

Fall Semester

HHPS100	Foundations of Sport & Recreation
HHPK444	Administration in Sport & Recreation
HHPK617	Statistics

Spring Semester

HHPS320	Legal & Ethical Issues in Sport
HHPS350	Social Issues in Global Sport
HHPS564	Facilities & Equipment in Kinesiology & Sport

Summer Semester(s)

HHPS 535	Sociology of Sport & Physical Activity
HHPS 539	Sport Law

2015/16 Teaching Schedule

Semester 1

301SEM	Strategic Management in Sport & Events
308SEM	Undergraduate Dissertation
M05ORB	Academic Research Practice for Sport & Events

Semester 2

312SEM	Contemporary Issues in Sport Management
M04ORB	Contemporary Issues in Sport Management
M09SEM	Sponsorship, Endorsement & Naming Rights
M13SEM	Postgraduate Dissertation

- Serving as second supervisor for a PhD student (alongside Professor Simon Chadwick) – research analysing consumer perceptions of transgression in sport
- Serving as second supervisor for a PhD student (alongside Dr Benoit Senaux) – research analysing governance and corruption in sport

2014/15 Teaching Schedule

Semester 1

301SEM	Strategic Management in Sport & Events
308SEM	Undergraduate Dissertation
M08SEM	Sport Marketing & Branding

Semester 2

207SEM	Analysing Sport & Events (Research Methods)
312SEM	Contemporary Issues in Sport Management
M03SEM	Sports Legal Environment & Broadcasting
M09SEM	Sponsorship, Endorsement & Naming Rights
M13SEM	Postgraduate Dissertation

- Serving as second supervisor for a PhD student (alongside Professor Simon Chadwick) – research analysing consumer perceptions of transgression in sport
- Serving as Director of Studies for two Masters by Research students, both looking at different elements of competitive balance in Major League Soccer in the USA and whether a more European style of governance might make the league more competitive globally

International Teaching Experience – Guest Lectures

- University of Arizona Summer School, Coventry University
- University of Arizona Online Lecture
- North Carolina State University – Corruption in International Sport: Implications for Sport Management
- North Carolina State University – Surviving Academia: A European Perspective
- New York University – Corruption in International Sport: Implications for Sport Management
- University of New Brunswick – Corruption in International Sport: Implications for Sport Management
- Louisiana State University – Corruption in International Sport: Implications for Sport Management

Research Interests

Corruption in international sport (and the managerial implications thereof)

Trust and trust restoration in sport

Legacy of Mega Events – the ‘dark side’ of legacy

Sport sponsorship and brand management

Contemporary issues in sport management

Sport law