

Logan Schuetz

TEXAS A&M UNIVERSITY - COMMERCE
DEPARTMENT OF HEALTH AND HUMAN PERFORMANCE
COLLEGE OF EDUCATION AND HUMAN SERVICES
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EDUCATION

- May 2022 **Ph.D., Sport Administration**
Doctoral Minor: Applied Statistics and Research Methods
College of Natural and Health Sciences
University of Northern Colorado, Greeley, CO
- July 2015 **M.S., Athletic Administration**
School of Public Health
Indiana University, Bloomington, IN
- May 2014 **B.S., Sport Management & Marketing**
School of Public Health
Indiana University, Bloomington, IN

ACADEMIC APPOINTMENTS

- June 2022– **Assistant Professor of Sport Management**
Department of Health & Human Performance
Texas A&M University - Commerce, Commerce, TX
- June 2022– **Graduate Program Director – Sport Management**
Department of Health & Human Performance
Texas A&M University - Commerce, Commerce, TX
- 2019-2022 **Graduate Research & Teaching Assistant**
Department of Sport and Exercise Science
University of Northern Colorado, Greeley, CO
- 2014–2015 **Graduate Teaching Assistant**
School of Public Health
Indiana University, Bloomington, IN

TEACHING ACTIVITY

Instructor of Record Courses

Texas A&M University - Commerce

HHPS 521	Finance and Economics in Sport	Winter 2022
HHPS 520	Governance and Ethics in Sport	Fall 2022
HHPS 566	Issues in International Sport	Fall 2022
HHPK 537	Internship in Health, Kinesiology, & Sport Studies	Fall 2022

University of Northern Colorado

SES 450	Sport Leadership & Ethics – 4.92*	Spring 2022
SES 270	Introduction to Sport Administration - 4.87*	Fall 2021

SES 300	Management of Sport Organizations – 5.00*	Spring 2021
SES 390	Pre-Internship Seminar in Sport Administration - 5.00*	Spring 2021
SES 300	Management of Sport Organizations - 4.81*	Fall 2020
SES 313	Coaching and Officiating of Basketball - 4.85*	Spring 2020
SES 313	Coaching and Officiating of Basketball - 5.00*	Fall 2019

Instructor of Record Activity Courses

University of Northern Colorado

SES 111	Introduction to Bowling	Fall 2021
SES 104	Introduction to Volleyball	Spring 2020
SES 100	Introduction to Basketball	Fall 2019

Indiana University

SPH I 211	Intermediate Basketball	Spring 2016
SPH I 119	Personal Fitness	Spring 2016
SPH I 111	Introduction to Basketball	Fall 2015
SPH I 119	Personal Fitness	Fall 2015

Graduate Teaching Assistant Courses

University of Northern Colorado

SES 560	Issues & Ethics in Sport Management	Spring 2021
SES 570	Administration of Sport Organizations & Employees (Online)	Fall 2020
SES 560	Issues & Ethics in Sport Management (Online)	Summer 2020
SES 570	Administration of Sport Organizations & Employees (Online)	Fall 2019

Undergraduate Teaching Assistant Courses

University of Northern Colorado

SES 270	Introduction to Sport Administration	Fall 2020
SES 270	Introduction to Sport Administration	Fall 2019

Indiana University

SPH M 428	Strategic Management in Sport Organization	Spring 2016
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INDUSTRY EXPERIENCE

2018–2019	Director, Ticket Sales & Operations Colorado State University, Fort Collins, CO – <i>Devised policies, managed operations, and developed day-to-day sales and ticketing operations strategies</i>
2017–2018	Coordinator, Ticket Operations University of Wisconsin, Madison, WI – <i>Oversaw and managed the daily operations for football and men's basketball ticketing</i>
2016–2017	Ticket Operations Assistant University of Notre Dame, South Bend, IN – <i>Prepared daily revenue reports for men's basketball ticket sales and weekly hockey ticket sales</i>
2013–2016	Assistant Athletic Event Manager Indiana University, Bloomington, IN

– Primary event manager for wrestling, field hockey, and softball. Secondary manager for men's basketball and football

2015–2016

Community Relations Assistant

Indianapolis Colts, Indianapolis, IN

– Raised over \$600,000 in donations for the season and had the highest donation total in the NFL

2013–2016

Ticket Operations Assistant

Indiana University, Bloomington, IN

– Identified and sold season, group and individual ticket sales with local groups and organizations

REFEREED JOURNAL ARTICLES

Wu, X., **Schuetz, L.**, Lee, M., Payne, L., Shinew, K. J. (accepted). "We do revolve our lives around it" - The meaning and significance of being a collegiate women's basketball fan. *Journal of Leisure Research*. DOI: TBD.

Schuetz, L., Oja, B. D., Dahlin, S., Romano, A. (accepted). The influence of emotions in the collegiate sport workplace: An analysis of sport employee pride, passion, and engagement. Submitted to *Journal of Issues in Intercollegiate Athletics*.

Schuetz, L., Otto, M. G., & Oja, B. D. (2022). A political perspective of leadership: Examining the political skill of sport managers. *Journal of Global Sport Management*, DOI: 10.1080/24704067.2022.2108482. Ahead-of-print.

Schuetz, L., Oja, B. D., Zvosec, C. C., Kim, M., & Kerwin, S. (2022). Autonomy in design: Reconciling sport employee experiences for an enhanced future sport workplace. *Managing Sport and Leisure*, DOI: 10.1080/23750472.2022.2092539. Ahead-of-print.

Schuetz, L., Peak, B., Oja, B. D., & Kim, M. (2021). Developing flourishing among employees in the sport workplace. *Sport, Business and Management*, 11(5), 647-665.

Kim, M., Zvosec, C. C., Oja, B. D., & **Schuetz, L.** (2021). Contextualizing grit in sport: The development of the sport employee work grit model. *European Sport Management Quarterly*, DOI: 10.1080/16184742.2021.1936114. Ahead-of-print.

ARTICLES UNDER REVIEW

Romano, A., **Schuetz, L.**, Hajek, T., & Otto, M. G. (First Review). Women employees in the sport industry: Organizational elements of workplace and job engagement. Submitted to *Journal of Sport & Social Issues*.

Romano, A., **Schuetz, L.**, Oja, B. D., & Lower-Hoppe, L. M. (First Review). Skating to legitimacy: Institutional work practices within university club hockey. Submitted to *Leisure Sciences*.

Hajek, T., Lee, Y., & **Schuetz, L.** (First Review). Bet on it: Exploring sports betting partnerships in professional sport. Submitted to *Journal of Emerging Sport Studies*.

BOOK CONTRIBUTIONS

Schuetz, L. (2021). Thematic analysis. In M. K. E. Lahman (Ed.), *Writing and representing qualitative research*

(pp. 125-127). Thousand Oaks, CA: Sage.

Schuetz, L., Hajek, T., & Romano, A. (2022). Encompassing a university's spirit: The importance of brand equity in intercollegiate athletics. Schwarz, E.C., Brannigan, K.J., Cattani, K.P., & Hunter, J.D. (Eds.), *Advanced theory and practice in sport marketing* (4th ed., pp. 173-176). New York, NY: Routledge.

REFEREED CONFERENCE PRESENTATIONS

Romano, A., **Schuetz, L.**, & Morse, A. (October 2022). Using eye-tracking to understand real-time consumer behaviors during Division I Basketball. To be presented at the annual conference of the Sport Marketing Association (SMA), Charlotte, NC.

Schuetz, L., Romano, A., Oja, B. D., & Lower-Hoppe, L. M. (September 2022). Institutional work practices within a club sport team: implications of professionalization. Presented at the annual conference of the European Association for Sport Management (EASM), Innsbruck, Austria.

Kim, M., Oja, B. D., **Schuetz, L.**, Doh, P., Eggers, M. (September 2022). The social and mental well-being effects of employee involvement in sports and leisure activities with colleagues. Presented at the annual conference of the European Association for Sport Management (EASM), Innsbruck, Austria.

Oja, B. D., Kim, M., Nite, C., Hill, J., **Schuetz, L.** (September 2022). Innovation practices in sport organizations: examining institutional pressures and agency. Presented at the annual conference of the European Association for Sport Management (EASM), Innsbruck, Austria.

Schuetz, L. (June 2022). Sport management speed dating: A strategy for improving the idea generation of students. Presented at the Teaching & Learning Fair for the North American Society for Sport Management (NASSM), Atlanta, GA.

Schuetz, L. (June 2022). Organizational politics and leader political skill: An examination of perceptions in collegiate sport organizations. Presented at the annual conference of the North American Society for Sport Management (NASSM), Atlanta, GA.

Wu, X. & **Schuetz, L.** (March 2022). "It's been a healthy part of my life" – Meanings of being women's basketball season ticket holders among older women. Presented at the annual conference for the Academy of Leisure Sciences (TALS), Virtual.

Schuetz, L., Otto, M. G., Martyn, J. & Oja, B. D. (February 2022). Political arenas: Building engagement through political skill and person-organization fit. Presented at the annual conference of the Applied Sport Management Association (ASMA), Indianapolis, IN.

Baer, N., **Schuetz, L.**, Zvosec, C. C., & Oja, B. D. (February 2022). What can we learn? An exploration of former sport employees' well-being and sense of meaningful work. Presented at the annual conference of the Applied Sport Management Association (ASMA), Indianapolis, IN.

Hajek, T., Lee, Y., & **Schuetz, L.** (October 2021). Bet on it: Exploring sport betting partnerships in professional sport. Presented at the annual conference for the Sport Marketing Association (SMA), Las Vegas, NV.

Romano, A., **Schuetz, L.**, & Hajek, T. (August 2021). Women employees in the sport industry: organizational elements of workplace and job engagement. Presented at the annual conference of the Asian Association for Sport Management (AASM), Virtual.

Schuetz, L. & Oja, B. D. (June 2021). Jigsawing to improve student engagement in sport management classrooms. Presented at the Teaching & Learning Fair for the North American Society for Sport Management (NASSM), Atlanta, GA.

Schuetz, L., Otto, M.G., & Oja, B. D. (June 2021). Examining the political skill of sport leaders: The effects of social astuteness on employee job engagement and identification. Presented at the annual conference of the North American Society for Sport Management (NASSM), Virtual.

Oja, B. D., Zvosec, C. C., Kim, M., & Kerwin, S., & **Schuetz, L.** (June 2021). Crafting their way forward: An exploration of job design among sport employees. Presented at the annual conference of the North American Society for Sport Management (NASSM), Virtual.

Schuetz, L. & Wong, D. (May 2021). Ethnography research application in sport. Presented at the annual Research Evening Conference at the University of Northern Colorado, Virtual.

Schuetz, L., Romano, A., & Hisaki, M. (April 2021). Skating to maintain legitimacy: Institutional work processes of university club hockey. Presented at the annual Research Evening Conference at the University of Northern Colorado, Virtual.

Schuetz, L. & Brannigan, K. (February 2021). An interview with Lee Biglin – Director of Ticket Operations & Analytics from Ohio State University about ticketing and revenue generation during Covid-19. Presented at the annual conference of the Applied Sport Management Association (ASMA), Virtual.

Brannigan, K., **Schuetz, L.,** & Oja, B. D. (February 2021). Understanding CRM implementation and employee engagement in collegiate athletics: Unlocking improved workplace performance. Presented at the annual conference of the Applied Sport Management Association (ASMA), Virtual.

Schuetz, L. (November 2020). Meaningful work, job engagement, and paths to well-being among elite level collegiate sport officials. Presented at the annual Research Evening Conference at the University of Northern Colorado, Virtual.

Schuetz, L. & Oja, B. D. (May 2020). Using Kahoot! game-based learning in the sport management classroom. Presented at the Teaching & Learning Fair for the North American Society for Sport Management (NASSM), Atlanta, GA.

Schuetz, L., & Oja, B. D. (May 2020). The impact of pride and passion on job engagement with sport employees. Presented at the annual conference of the North American Society for Sport Management (NASSM), Virtual.

Fowler, B., **Schuetz, L.,** & Morse, A. (May 2020). Utility maximization and player procurement: An investigation of major league baseball. Presented at the annual conference of the North American Society for Sport Management (NASSM), Virtual.

INVITED PRESENTATIONS

Sport Sales & Corporate Sponsorships. University of Wisconsin-Parkside. Undergraduate course, Sport Marketing – Dr. Kyle Brannigan, September 2022.

Leadership Styles in Intercollegiate Athletics Administration. West Virginia University. Graduate course, Organizational Behavior of Sport – Dr. Brent D. Oja, March 2022.

Industry Insider into Intercollegiate Athletics. University of Northern Colorado. Undergraduate

course, Sport Marketing – Dr. Alan Morse, April 2021

Approaches of Leadership in Sport. University of Northern Colorado. Graduate course, Administration of Sport Organizations and Employees – Dr. Brent D. Oja, November 2020.

Career Pathways in Sport and Higher Education. University of Northern Colorado. Graduate course, Sport and Higher Education – Dr. Alan Morse, October 2020.

Ethnography in Sport. University of Northern Colorado. Graduate course, Educational Ethnography – Dr. Maria Lahman, March 2020.

Sport and Social Media Marketing. University of Northern Colorado. Undergraduate course, Introduction to Marketing – Dr. Vishwanathan Iyer, November 2019.

Interviewing in Sport - Cover Letter and Resume Guidance. University of Northern Colorado. Undergraduate course, Management of Sport Organizations – Dr. Bomin Paek, October 2019.

Sport Employee Pride and Passion. University of Northern Colorado. Graduate course, Critical Thinking and Ethics in Sport – Dr. Brent D. Oja, September 2019.

Human Resources in Sport. University of Northern Colorado. Undergraduate course, Management of Sport Organizations – Dr. Bomin Paek, September 2019.

GRANT FUNDING

Schuetz, L. (2022). Using Eye-Tracking to Understand Real-Time Consumer Behaviors During Division I Basketball. Texas A&M University – Commerce, Faculty Development Grant. **Funded: \$700.**

Schuetz, L. (2022). Political Skill, Organizational Leadership, and Employee Performance: The Role of Athletic Administrators in Intercollegiate Athletics. University of Northern Colorado - Graduate School Association Research and Travel Grant. **Funded: \$750.**

Schuetz, L., & Oja, B. D. (2021). Principal Investigator. From the ground-up: Empowering sport employee decision-making. North American Society for Sport Management - Doctoral Research Grant. **\$1,650. Funded.**

Schuetz, L., Romano, A., & Hajek, T. (2021). Principal Investigator. Women employees in the sport industry: Organizational elements of workplace and job engagement. University of Northern Colorado - Graduate School Association Research and Travel Grant. **\$285. Funded.**

Hajek, T., Lee, Y., & **Schuetz, L.** (2021). Co-Investigator. Bet on it: Exploring sport betting partnerships in professional sport. University of Northern Colorado - School of Sport and Exercise Science Academic Research Grant. **\$250. Funded.**

Schuetz, L., Otto, M. G., & Oja, B. D. (2020). Principal Investigator. Examining the political skill of sport leaders: The effects of social astuteness on employee job engagement and identification. University of Northern Colorado - Graduate School Association Research and Travel Grant. **\$250. Funded.**

HONORS AND AWARDS

<i>Winner</i> , Doctoral Research Award, North American Society for Sport Management	2021
<i>Research Fellow</i> , North American Society for Sport Management	2020–2022
<i>Finalist</i> , Graduate Research Symposium Award, University of Northern Colorado	2021

<i>Finalist</i> , Graduate Research Symposium Award, University of Northern Colorado	2020
<i>Finalist</i> , Student Research Competition Award, North American Society for Sport Management	2020

UNIVERSITY SERVICE

Texas A&M University - Commerce

<i>Member</i> , Hearing Committee, College of Education & Human Services	2022–
<i>Internship Coordinator</i> , Department of Health & Human Performance	2022–
<i>Chair</i> , Sport & Recreation Management Undergraduate & Graduate Programs	2022–

University of Northern Colorado

<i>Ambassador</i> , Graduate Council, Graduate Student Association	2019–2022
<i>Member</i> , Understanding & Navigating Inclusion Through Education (UNITE)	2019–2022
<i>Coordinator</i> , External Relations Committee, Graduate Student Association	2019–2022

MEMBERSHIPS

Applied Sport Management Association (ASMA)	2019–
North American Society for Sport Management (NASSM)	2019–
Sport Marketing Association (SMA)	2019–
National Association of Collegiate Director of Athletics (NACDA)	2016–
National Association of Athletic Ticket Sales & Operations (NAATSO)	2016–