

BERK UZUN
Assistant Professor (Sport Management)

Department of Health and Human Performance
East Texas A&M University, Commerce, TX
Berk.uzun@etamu.edu

EDUCATION

University of Florida, Gainesville, FL August 2026
Doctor of Philosophy; Major: Sport Management

Ankara Hacı Bayram Veli University, Ankara, Türkiye December 2020
Master of Science; Major: Public Administration
Minor: Disaster Management

University of Georgia, Athens, GA November 2015 – January 2017
Visiting Scholar; International Center of Sport Management

Middle East Technical University June 2007
Bachelor of Science; Major: Civil Engineering
Minor: Hydraulics, Water Resources, Coastal and
Harbor Engineering

RESEARCH EXPERTISE

My research centers on the intersection of sport management, environmental sustainability, and emerging technologies, with a particular focus on the bidirectional relationship between sport and environment.

Grounded in sport ecology and sport geography, I apply tools such as geospatial analytics, artificial intelligence, and natural language processing to investigate how sport organizations, events and fans interact with the environment. My work aims to generate actionable insights that support sustainable event planning, policy development, and environmentally responsible fan engagement.

Specific Research Topics

1. Impact of Fan Travel and Sport Event Mobility Using Geospatial Analytics

Applying GPS data, gravity models and space-time cube analysis to quantify fan travel emissions, identify mobility patterns, and inform sustainable transportation strategies for sport events using a big data driven approach.

2. Natural Language Processing of Sport Facilities and Fan Perception

Using sentiment analysis and topic modeling to evaluate how fans discuss sustainability efforts and environmental performance in online stadium reviews and social media content.

3. Sustainability Policies and Practices in Collegiate Athletics

Examining the adoption of sustainability policies and practices among athletic departments, with a focus on different levels of governance structures among stakeholders.

ACADEMIC AND PROFESSIONAL APPOINTMENTS

East Texas A&M University, Health and Human Performance Assistant Professor of Sport Management	August 2026 – Present
University of Florida, Sport Management Graduate Assistant	August 2022 – August 2026
Ministry of Youth & Sports, Board of Inspection Vice President	January 2019 – August 2022
Ministry of Youth & Sports, Minister Special Advisor	January 2019 – August 2022
Ministry of Youth & Sports, Board of Inspection Chief Inspector	January 2015 – August 2022
Ministry of Environment, Urbanization & Climate Change, Board of Inspection Inspector, Junior Inspector	January 2008 – January 2015
European Anti-Fraud Office (OLAF), European Union National Investigator	January 2011 – August 2022
Muay Thai Sport Federation, Turkiye Principal Audit	January 2020 – January 2024

ACADEMIC WORK

Accepted for Publication

1. Nothen, G., Acaf, Y., O’Sullivan, B., Houlihan, G., **Uzun, B.**, Ross, W. (2025). Sport and climate change: research evidence and emerging concerns. *Movimento*, 31, p.e31040, <https://doi.org/10.22456/1982-8918.144750>
2. *Yun, L., Francis, J., Garrison, K., Kim, J., Lee, T., Lei, Y., Santana, W. F., **Uzun, B.**, Cunningham, G. B. (2024). Theory in Sport Management. Research Methods and Design in Sport Management, 3rd Edition, Human Kinetics (Ahead of print)

*Book chapters

COURSES TAUGHT / GUEST SPEAKER / SHADOWED

1. SPM3703 Sport Performance Analytics (Instructor of Record - Online)	Spring 2025
2. SPM4104 Facility Design and Management	Spring 2023
3. SPM5506 Sport Finance	Spring 2023
4. HLP6535 Research Methods	Fall 2023

- | | |
|--|------------------------|
| 5. SPM3204 Ethical Issues in Sport | Spring 2022, Fall 2023 |
| 6. SPARKS - Sport Management Doctoral Student Seminars, Sport Management, University of Michigan | Fall 2024 |

GRANTS, SCHOLARSHIPS & AWARDS

- | | |
|--|-------------|
| 1. International Center (UF), Outstanding Merit Award | March 2026 |
| 2. An Interdisciplinary Spatiotemporal Analysis of Human Behavior and Economic Activity During Mega Events in Urban Settings: A Natural Experiment (Submitted, \$400,000, Assisted as a Graduate Assistant) | August 2025 |
| 3. Office of Research (UF), Conference Travel Grant \$400 | July 2025 |
| 4. Graduate Student Council (UF), Conference Travel Grant \$500 | July 2025 |
| 5. Graduate Student Council (UF), Conference Travel Grant \$400 | May 2025 |
| 6. Sport Ecology Group; Conference Travel Scholarship \$500 | July 2024 |
| 7. International Biathlon Union (IBU), Research Grant Program, Assessing Scope 3 Fan Travel Emissions - €20,000 (Joint project with Texas A&M University – Assisted as a Graduate Assistant) | 2023-2024 |
| 8. The Entrepreneurship Competence Framework for Youth @ Work (EntreComp), Co-PI, Project partners: Belgium, Italy, Moldova, Spain, Turkiye, - €60,000 (Assisted as a national delegate) | 2020-2023 |
| 9. Erasmus+ Projects, Junior Inspection Training, Project partners: Poland (3 inspectors), Luxembourg (3 inspectors), Romania (4 inspectors), Finland (2 inspectors), Italy (2 inspectors), Germany (2 inspectors), - €20,000 (PI) | 2019-2022 |
| 10. Ministry of Youth & Sports; Visiting Scholarship - \$50,000 (PI) | 2015-2017 |
| 11. Erasmus+ Project, Recycling Practices in Stuttgart, Germany - €2,000 | 2014 |
| 12. Erasmus+ Project, Green Construction Practices in Brussels, Belgium - €2,000 | 2011 |

REFEREED CONFERENCE PRESENTATIONS

- Uzun, B.,** Chang, S. H., Kim, J. (2026). Identifying Stadium Servicescape Dimensions Through NLP Analysis of Online Fan Reviews, European Association for Sport Management (EASM), Thessaloniki, Greece.
- Francis, J., Wegner, C., **Uzun, B.,** Grant, R. (2026). Advancing Environmental Sustainability in Sport-for-Development: The Next Frontier, European Association for Sport Management (EASM), Thessaloniki, Greece.
- Uzun, B.,** & Jakar, G. (2026). Space-Time Cube Analysis of Urban Human Micromobility and Sport Events Using Mobile Phone Data, North American Society for Sport Management (NASSM), San Juan, Puerto Rico.
- Uzun, B.,** Bae, Y., Jakar, G., McCullough B. (2025). Exploring Scope 3 Emissions of Winter Sport Event: A Gravity Modelling Approach with Cell Phone Data Analytics, European Association for Sport Management

(EASM), Budapest, Hungary.

5. **Uzun, B.,** & Jakar, G. (2025). Green Fields and Blue Skies: A Scoping Review of the Relationship Between Sport and the Environment, North American Society for Sport Management (NASSM), San Diego, CA.
6. **Uzun, B.,** Bae, Y., Jakar, G., McCullough B. (2025). Modelling Scope 3 Environmental Impacts of Sport Fans: A Conceptual Framework, North American Society for Sport Management (NASSM), San Diego, CA.
7. Jakar, G., McCullough B., **Uzun, B.** (2024). Sustainable Modes of Transportation and Large College Sport Events: Bike-share Usage in Austin, Texas, North American Society for Sport Management (NASSM), Minneapolis, MN.
8. Ross, W. J., Jakar, G., **Uzun, B.** (2024). Environmental Threats to Sport Infrastructure: The Case of Waterfront Sport Venues, European Association for Sport Management (EASM), Paris, France.

CAMPUS, COMMUNITY, & PROFESSIONAL SERVICE

- | | |
|--|-----------|
| 1. Student Representative, Sustainability Committee
<i>North American Society for Sport Management</i> | June 2025 |
| 2. Moderator for the 2025 NASSM Conference (Sport Ecology Session)
<i>North American Society for Sport Management</i> | June 2025 |
| 3. PhD student representative of Department Chair Search Committee
<i>Department of Sport Management, University of Florida</i> | Fall 2024 |
| 4. Moderator for the 2025 NASSM Conference (Governance, Policy, Law: Disability Law)
<i>North American Society for Sport Management</i> | June 2024 |

PROFESSIONAL INDUSTRY EXPERIENCE

Projects Audited and Investigated (Examples)

1. Besiktas FC Tax Relief Agreement
Contribution: Commissioner of negotiations and setting tax relief agreement between the government and the sport club (Total amount of \$7,000,000).
2. Corendon Airlines Park Antalya Stadium, Bidding and Planning
Contribution: Investigating bidding rigging, overpayments, forgery of official documents (Bid amount \$103,000,000).
3. Edirne Olympic Swimming Pool, Construction and Expenditures
Contribution: Investigating manufacturing problems, procurement fraud, corruption of officials (Bid amount \$15,000,000).
4. Erzurum Ski Center Jumping Towers, Construction Error and Fatal Accident
Contribution: Investigating the collapse of towers and decease of an Olympic skiing athlete (Bid amount \$113,000,000).

Audited Sport Federations – Annual Inspections (Examples)

Basketball, Volleyball, Gymnastics, Taekwondo, Rafting, Judo, Tennis

Audited Governmental Organizations (Examples)

General Directorate of Sport Events, General Directorate of Sport Betting, General Directorate of International Organization and External Relations, Department of Athlete Health, Department of Sport Education, Department of Sport Organizations.

Contribution: Advising these stakeholders in their operations, including event management, human resources, national/international event participation, budgeting and administrative works.

Publicly Funded Survey Projects

1. Workload of the coaches; training schedules and effective planning (Karabuk & Burdur Provinces)
2. Current status of facilities, maintenance and repair needs, further investment planning (Kilis & Isparta Provinces)
3. General condition, capacity and readiness of sports facilities to serve during the COVID-19 pandemic (Nigde & Kirsehir Provinces)

Contribution: Securing funds, planning and communicating the results with related stakeholders.

Training Programs Supervised

1. Introductory Policy & Law Training for Junior Inspectors (61 participants)
2. Improving IT Skills of Junior Inspectors (61 participants)
3. Orientation of Staff, New Trends in Auditing (250 participants)
4. Project and Grant Writing for EU (61 participants - EU Funded)
5. Training of Sport Experts: Introduction to Inspection Techniques (162 participants)
5. Training of Junior Inspectors: Laws, Policies and Regulations in Youth & Sport (61 participants)
6. Introduction to Erasmus+ : ABC's of EU Projects and Funds (30 participants, organized jointly with Turkish National Agency of EU, funded by EU)
7. Getting Ready for the Qualification Exam: Junior Inspectors Training Camp (61 participants)
8. Sharing the Experience: Practices of Sport Federations (Workshop, 169 participants representing 64 Sport Federations of Türkiye)

ACADEMIC & PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management (NASSM)	2022 - Present
European Association for Sport Management (EASM)	2023 - Present