

REGISTRY OF SPORT MARKETING ASSOCIATION RESEARCH FELLOWS

The prestigious SMA Research Fellow award recognizes individual scholars who have shown excellence in the area of sport marketing research, honoring the work that they have disseminated through SMA conferences and its official journal, *Sport Marketing Quarterly*.

— 2023 —

Yong Jae Ko
Jason Simmons

University of Florida
University of Cincinnati

— 2022 —

Khalid Ballouli
Nels Popp
Matthew Walker
Daniel Wann

University of South Carolina
University of North Carolina
University of North Texas
Murray State University

— 2021 —

Kevin Byon

Indiana University

— 2020 —

Jeffrey James

Florida State University

— 2018 —

Bob Heere

University of North Texas

— 2017 —

Brendan Dwyer

Virginia Commonwealth University

— 2016 —

Stephen Shapiro
Patrick Walsh

University of South Carolina
Syracuse University

— 2014 —

Joris Drayer
Nancy Lough
Brenda Pitts
James Zhang

Temple University
University of Nevada, Las Vegas
Georgia State University
University of Georgia

— 2013 —

Gregg Bennett
Daniel Funk
Chris Greenwell
Richard Irwin
Stephen Ross
David Stotlar
Galen Trail

Texas A&M University
Temple University
University of Louisville
University of Memphis
University of Minnesota
University of Northern Colorado
Seattle University