

Brody J. Rauhley, PhD
brody@educatingbeyond.com



ACADEMIC BACKGROUND

University of Tennessee; Knoxville, TN	Sport Studies (Sport Management)	PhD	May 2010
University of Louisville; Louisville, KY	Sport Administration	MS	May 2006
University of Kentucky; Lexington, KY	Communication	BA	May 2005

ACADEMIC EXPERIENCE

2011-current	Assistant Professor of Sport Administration, University of Cincinnati
2010-2011	Assistant Professor of Sport Management, University of Southern Indiana
2010-2013	Summer Adjunct Professor, Mississippi State University
2007-2010	Graduate Teaching Association, University of Tennessee

Courses Currently Teaching:

- Ethical Issues in Sport
- International Sport Management
- Business of Fantasy Sport

Recent Scholarly Work (sampling):

1. Grappendorf, H., & Rauhley, B.J. (2015). Different activity, same story: Women's perceptions of why fantasy sport is male dominated. *Global Sport Business Journal*, 3(2), 1-15.
2. Rauhley, B.J., Hardin, R., & Billings, A.C. (2015). ESPN and the fantasy sport experience. In J. McGuire, Armfield, & Earnhardt (Eds.) *The ESPN Effect: Academic Studies of the Worldwide Leader in Sports*.
3. Pate, J. R., Hardin, R., & Rauhley, B. J. (2014). Speak for yourself: Analysing how U.S. athletes used self-presentation on Twitter during the 2012 London Paralympic Games. *International Journal of Sport Management & Marketing*, 15(3/4), 141-162.
4. Rauhley, B.J., Billings, A.C., & Rae, C. (2014). As time goes by: Deciphering the fantasy sport playing teenager. *Sport Marketing Quarterly*, 23(4), 187-197.
5. Rauhley, B.J., & Hardin, R. (2014). Sport fans and online data collection: Challenges and ethics. *Journal of Applied Sport Management*, 6(3), 1-15.
6. Pate, J. R., Rauhley, B. J., & Mirabito, T. (2014). Displaying disability: A content analysis of person-first language on NCAA Bowl Championship Series college athletic department websites. *Journal of Applied Sport Management*, 6(1), 1-24.
7. Rauhley, B.J., & Hardin, R. (2014). Fantasy sport: More than a game. In A.C. Billings, & M. Hardin (Eds). *Routledge Handbook of Sport and New Media*. (pp. 237-246). New York: Routledge.
8. Hardin, R., Rauhley, B., & Veraldo, C. (2013). Game day experience through the lens of critical incidents technique. *Journal of Applied Sport Management*, 5(4), 1-26.
9. Hardin, R., Rauhley, B., & Veraldo, C. (2013). Collegiate athletic directors' perception of academic research: A qualitative analysis. *Journal of Contemporary Athletics*, 8(1), 37-52.
10. Rauhley, B.J., & Hardin, R. (2013). Meeting the informational needs of the fantasy sport user. *Journal of Sports Media*, 8(2), 53-80.
11. Rauhley, B.J., & Billings, A.C. (2013). Infiltrating the boys' club: Motivations for women's fantasy sport participation. *International Review for the Sociology of Sport*, 48(4), 435-452.
12. Lee, J., Rauhley, B.J., Brown, N., & Billings, A.C. (2013). The effects of fantasy football participation on team identification, team loyalty and NFL fandom. *Journal of Sports Media*, 8(1), 207-227.

Books

- Billings, A.C., & Rauhley, B.J. (2014). *The fantasy sport industry: Games within games*. London: Routledge.

Past and Upcoming Presentations (sampling):

1. **Ruihley, B.J.**, (Moderator & Panelist). (**In Review**, *International Association for Communication and Sport*). The reality of fantasy sports: Examining identity, vicarious management, and current issues in fantasy sports. Submitted on October 16, 2015. **Ruihley, B.J.**, & Grappendorf, H. (**In Review**, *International Association for Communication and Sport*). Sport communication collaboration. Submitted on October 16, 2015.
2. **Ruihley, B.J.**, & Pate, J.R. (2015, April). *Loving college athletics: examining the role of emotion and love in college athletic branding*. 8th Annual CSRI Conference on College Sport. Columbia, SC.
3. **Ruihley, B.J.** (2015, April). Panelist. *ESPN and the fantasy sport experience*. Broadcast Educator's Association 2015. Las Vegas, NV.
4. **Ruihley, B.J.**, & Pate, J.R. (2015, March). *For the love of sport: Examining sport emotion through a Lovemarks lens*. International Association for Communication and Sport. Charlotte, N.C.
5. **Ruihley, B.J.**, & Hardin, R. (2015, March). *Sport fans and online data collection: Challenges and ethics*. International Association for Communication and Sport. Charlotte, N.C.
6. Grappendorf, H., Aicher, T. & Ruihley, B. J. (2015, February). *How do we increase diversity in sport management? A program to increase female students*. Global Sport Business Association Conference, (GSBA); Nassau, Bahamas. Non-presenter.
7. **Ruihley, B.J.** (2015, January). *Beyond white guys: Demographic trends among non-fantasy participants*. Fantasy Sport Trade Association. Las Vegas, NV.
8. Hardin, R., & Ruihley, B.J. (2014, November). *Gameday food and beverage: The perspective of college football fans*. Sport Entertainment & Venues Tomorrow Conference (SEVT); Columbia, SC. (Accepted on September 15, 2014).
9. Yu, K., & Ruihley, B.J. (2014, November). *The effective decision making method for Korea's Muju Taekwondo Theme Park event programs*. SEVT, Sport Entertainment & Venues Tomorrow Conference (SEVT); Columbia, SC. (Accepted on September 15, 2014).
10. Grappendorf, H., & Ruihley, B.J. (2014, October). *Different activity, same story: Women's perceptions of why fantasy sport is male dominated*. World Association for Sport Management, Madrid, Spain. (Accepted on August 1, 2014). Non-presenter.
11. **Ruihley, B.J.** (2014, April). Panelist: *Researching the fantasy sport user*. Broadcast Educator's Association. Las Vegas, NV.
12. **Ruihley, B.J.**, & Pratt, A. (2014, March). *Examining athletic directors' perceptions of public relations in college athletics: A replication*. International Association for Communication and Sport. New York, NY.
13. **Ruihley, B.J.**, Billings, A.C., & Marshall, C. (2014, March). *Understanding year one: youth sport fandom and fantasy sport participation*. International Association for Communication and Sport. New York, NY.
14. Gearhart, C., Ruihley, B.J., Keaton, S.A. (2014, March). *Self-disclosure on fantasy sport league message boards: motivations, perceived appropriateness, and satisfaction*. International Association for Communication and Sport. New York, NY.
15. Billings, A.C., & Ruihley, B.J. (2014, January). *The wonder years: Youth sport fandom and fantasy sport participation*. Fantasy Sport Trade Association. Las Vegas, NV.
16. Pate, J. R., Hardin, R., & Ruihley, B. J. (2013, May). *The social media games: An analysis of Paralympic athletes' tweets*. 2013 North American Society for Sport Management Conference. Austin, TX. Non-presenter.