

# Nikolas Rawlings Webster, Ph.D.

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February 2024

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## EDUCATION

Ph.D.  
2021  
Florida State University, Tallahassee, FL.  
Concentration: Sport Management.

Dissertation Topic. (2021). *Psychological needs and psychological connection to sport objects*. Doctoral dissertation, Florida State University, Tallahassee, FL. Published at FSU's Digital Repository: <https://diginole.lib.fsu.edu/islandora/object/fsu:796873>.

Committee: Dr. Jeffrey D. James (Advisor – Sport Management), Dr. Amy C. H. Kim (Sport Management), Dr. James Du (Sport Management), & Dr. Pamela L. Perrewé (Management).

M.S.  
2016  
Indiana University, Bloomington, IN.  
Major: Kinesiology. Concentration: Athletic Administration (Sport Marketing).

B.S.  
2014  
Indiana University, Bloomington, IN.  
Major: Kinesiology. Concentration: Exercise Science.

## ACADEMIC APPOINTMENTS

2023 – Present  
Clinical Assistant Professor of Sport Management  
School of Kinesiology  
University of Michigan, Ann Arbor, MI.

2021 – 2023  
Assistant Professor of Recreation and Sport Management  
Conway Medical Center College of Health and Human Performance  
Coastal Carolina University, Conway, SC.

2016 – 2021  
Doctoral Student/Candidate | Graduate Assistant  
Department of Sport Management, College of Education  
Florida State University, Tallahassee, FL.

## PROFESSIONAL EXPERIENCE

2022 – Present  
Founder & Chief Executive Officer (CEO)  
Webster & Etheridge Limited Liability Company  
Myrtle Beach, SC.

2024  
Instructor, Sport Management  
Summer Springboard, Terra Education  
Los Angeles, CA.

- 2022 – 2023 Academic Tutor  
Tutor Me Education, LLC  
Los Angeles, CA.
- 2020 – 2021 Graduate Teaching Assistant  
Jim Moran School of Entrepreneurship  
Florida State University, Tallahassee, FL.
- 2020 – 2021 Student-Athlete Academic Tutor  
Student-Athlete Academic Services (SAAS), Athletic Department  
Florida State University, Tallahassee, FL.
- 2017 – 2019 Lifetime Activities Program (LAP) Coordinator  
Department of Sport Management, College of Education  
Florida State University, Tallahassee, FL.
- 2017 Talent Flow Coordinator  
One Foot Productions & National Basketball Association (NBA)  
All-Star Week, New Orleans, LA.
- 2015 – 2017 Assistant Manager  
Informal Sports, Campus Recreational Sports  
Indiana University, Bloomington, IN.
- 2015 – 2017 Program Assistant  
Informal Sports, Campus Recreational Sports  
Indiana University, Bloomington, IN.
- 2014 – 2016 Graduate Teaching Assistant  
Department of Kinesiology, School of Public Health  
Indiana University, Bloomington, IN.
- 2014 – 2016 Graduate Teaching Assistant  
Physical Activity Instruction Program (PAIP), School of Public Health  
Indiana University, Bloomington, IN.

## **HONORS, AWARDS, AND PRIZES**

- 2020 Academic Leadership Award | Florida State University, Tallahassee, FL.
- 2019 College of Education Scholarship | Florida State University, Tallahassee, FL.  
College of Education Travel Scholarship | Florida State University, Tallahassee, FL.  
Myrtis Langston Watts Endowed Scholarship | Florida State University, Tallahassee, FL.
- 2018 William, J. & Jane G. Montford Excellence in Academics Scholarship | Florida State University, Tallahassee, FL.
- 2014 Recognition Scholarship, Office of Scholarships | Indiana University, Bloomington, IN.
- 2013 Recognition Scholarship, Office of Scholarships | Indiana University, Bloomington, IN.
- 2012 Recognition Scholarship, Office of Scholarships | Indiana University, Bloomington, IN.

## **CURRENT MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS**

North American Society for Sport Management (NASSM)  
Sport Marketing Association (SMA)  
Sport and Recreation Law Association (SRLA)

## **RESEARCH AND ORIGINAL CREATIVE WORK**

### **Refereed Journal Articles**

2. Elliot, K. & Webster, N. R. (2023). An Assessment of Tiered Giving Strategies for Small College Athletic Administrators. *International Journal of Business in Sports, Tourism, & Hospitality Management*, 4(1), 1 – 22.
1. Yazawa, D., Webster, N. R., Du, J., & James, J. D. (2022). Cultural Cues in NBA Jersey Designs: Examining the Role of Acculturation and Psychological Connection in Consumer Purchase Decisions. *International Journal of Sport Management*, 23(4), 292 – 316.

### **Manuscripts Under Review**

4. Webster, N.R. & Elliot, K. (In review). [Title removed].
3. Tweedie, J., Webster, N.R., Du, J., James, J.D. (In review). [Title removed].
2. Webster, N.R., Kota, R., Reid, C., & DiDonato, M. (In review). [Title removed].
1. Webster, N.R. & James, J.D. (In Review). [Title removed].

### **Invited Book Chapters**

1. Webster, N. R. (2024). Using Design Thinking in Sport Entrepreneurship Courses. In J.R. Braunstein-Minkove, J.N. Cooper, R. King-White, M. A. Odio, D.A. Pierce, & E. J. Staurowsky (Eds). *Innovative Pedagogical Practices in Sport Management Education*.

### **Invited Refereed Presentations**

8. Webster, N.R., Kota, R., Reid, C., & DiDonato, M. (presenting 2024, May). *Understanding Evolving Motivations in the Expanding World of Pickleball Participation*. Presentation at North American Society for Sport Management Annual Conference, North American Society for Sport Management, Minneapolis, MN (International).
7. Tweedie, J.W., Webster, N.R., Du, J., James, J.D. (presented 2023, October). *Strategic Outcomes of Sport Team Corporate Social Responsibility in the Community*. Presentation at Sport Marketing Association Annual Conference, Sport Marketing Association, St. Petersburg, FL (International).
6. Kota, R., Reid, C., DiDonato, M., & Webster, N.R. (presented 2023, June). *No Longer in a Pickle: Assessment and Development of the Pickleball Participant Motives Scale*. Presentation at North American Society for Sport Management Annual Conference, North American Society for Sport Management, Montreal, CA (International).

5. Reid, C., DiDonato, M., Kota, R., & Webster, N.R. (presented 2023, June). *Assessment of Classroom Experiences Influencing Student Satisfaction and Dissatisfaction in Sport Management Courses*. Presentation at North American Society for Sport Management Annual Conference, North American Society for Sport Management, Montreal, CA (International).
4. Lovich, J., Siegrist, A., & Webster, N. R. (presented 2022, February). *A Snap, An Amicus Brief, and a Footnote: How the Supreme Court Passed on Protecting College Athletes*. Presentation at Sport and Recreation Law Association Annual Conference, Sport and Recreation Law Association, Atlanta, GA (International).
3. Yazawa, D., Webster, N.R., Du, J., & James, J.D. (presented 2019, November). *NBA Jersey Design: Examining the Role of Cultural Cues in Sport Apparel Purchase Decisions*. Presentation at Sport Marketing Association Annual Conference, Sport Marketing Association, Chicago, IL (International).
2. Walsh, P., Williams, A., & Webster, N. R. (presented 2016, November). *If You Build It, Will They Buy It? Examining the Factors that Lead to Purchase for Athlete Brand Extensions*. Presentation at Sport Marketing Association Annual Conference, Sport Marketing Association, Indianapolis, IN (International).
1. Park, B., & Webster, N. R. (presented 2016, November). *The Influence of Self-Selected Music in Fitness Industry: An Examination of Motivational Music on Sport Participants' Re-patronage Behavior*. Presented at Sport Marketing Association Annual Conference, Sport Marketing Association, Indianapolis, IN (International).

### **Invited Presentations and Lectures**

13. School of Kinesiology, University of Michigan. Ann Arbor, MI. Invited to present "Introduction to Sport Business" to undergraduate students in the SM 100 course (March 2024).
12. Department of Recreation and Sport Management, Coastal Carolina University. Conway, SC. Invited to present "Introduction to Fiscal Management: A Snapshot" to undergraduate students in the RSM 242 course (April 2023).
11. Department of Recreation and Sport Management, Coastal Carolina University. Conway, SC. Invited to present "Introduction to Fiscal Management: A Snapshot" to undergraduate students in the RSM 242 course (December 2022).
10. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Sport Governance: An Overview" to undergraduate students (March 2019).
9. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "NBA Jersey Design: Examining the Role of Cultural Cues in Sport Apparel Purchase Decisions" to graduate students (February 2019).
8. Department of Educational Psychology and Learning Systems, Florida State University. Tallahassee, FL. Invited to present "A Musician's Insight to Performance" to undergraduate students in the College of Education (January 2019).
7. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present "Marketing and Facilities: The Sport Industry" to undergraduate students (November 2018).

6. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present “Sport Governance: The Paralympics” to undergraduate students (November 2018).
5. Department of Educational Psychology and Learning Systems, Florida State University. Invited to present “A Musician’s Insight to Performance” to undergraduate students in the College of Education (September 2018).
4. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present “Sport Finance: Economic Impact Analysis” to undergraduate students (March 2018).
3. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present “Sport Finance: Feasibility” to undergraduate students (March 2018).
2. Department of Sport Management, Florida State University. Tallahassee, FL. Invited to present “Sport Marketing and Sport Facilities” to undergraduate students (November 2017).
1. Department of Kinesiology, Indiana University. Bloomington, IN. Invited to present “Introduction to Sport Marketing” to undergraduate students in SPH M211 (April 2017).

## **TEACHING**

### **Instructor of Record | University of Michigan**

SM 513: Sports, Economic Development, & Urban Revitalization (graduate)  
 SM 440: Sports, Economic Development, & Urban Revitalization (undergraduate)  
 SM 403: Internship in Sport Management (undergraduate)  
 SM 313: Entrepreneurship in Sport (undergraduate)  
 SM 290: Field Experience in Sport Management (undergraduate)  
 SM 241: Sports Economics & Policy (undergraduate)  
 SM 203: Introduction to Sport Management (undergraduate)

### **Instructor of Record | Coastal Carolina University**

SPT 560: Understanding Sport Fan Behavior (graduate)  
 RSM 499 H1: Research in RSM Marketing (Honors course; undergraduate)  
 RSM 499 H1: RSM Marketing Research (Honors course; undergraduate)  
 RSM 494: Area and Facility Management in Recreation and Sport (undergraduate)  
 RSM 482: Special Topics in RSM – Sports Analytics (undergraduate)  
 RSM 369: Marketing and Promotions in Recreation and Sport Management (undergraduate)  
 RSM 352: Commercial Recreation (undergraduate)  
 RSM 290: Fiscal Management in Recreation and Sport Management (undergraduate)

### **Instructor of Record | Florida State University**

SPM 4931: Entrepreneurship in Sport (undergraduate)  
 SPM 4304: Events and Special Projects – Sport Marketing (undergraduate)  
 PEL 1621: Basketball  
 PEL 1121: Golf

### **Instructor of Record | Indiana University**

SPH I221: Advanced Basketball

SPH I111: Beginning Basketball

### **Teaching Assistant | Florida State University**

CTE 5471: Sustainability and Human Rights in the Business World (graduate)  
CTE 4470: Sustainability and Human Rights in the Business World (undergraduate)  
SPM 5726: Issues in Sport Law (graduate)  
SPM 5405: Sport and the Media (graduate)  
SPM 5308: Marketing Sport (graduate)  
SPM 4723: Sport Law (undergraduate)  
SPM 4015: Sport and Film (undergraduate)

### **Teaching Assistant | Indiana University**

SPH M418: Sport Marketing (undergraduate)  
SPH M318: Managing the Sport Enterprise (undergraduate)  
SPH M211: Introduction to Sport Management (undergraduate)

### **Faculty Advisor for Independent Studies & Honors Theses**

3. Deal, E. (2024). *Independent Research in Sports Economics: The NFL Draft*. University of Michigan.
2. Panzano, D. (2023) *College Student Support for Student-Athlete's Ability to Profit from their Name, Image, and Likeness (NIL)*. Honors Thesis, HTC Honors College. Coastal Carolina University.
1. Whitlow, J. (2023). *The Effect of Factors and Constraints on Sporting Attendance*. Honors Thesis, HTC Honors College. Coastal Carolina University.

### **Academic Tutor | Graduate Courses**

Agile Project Management, Corporate Finance and Risk Management, Data Analytics and Decision-Making, English Writing (Law School Course)

### **Academic Tutor | Undergraduate Courses**

Anatomy and Physiology, Clinical Kinesiology, College Statistics, Economics of Strategy, Entrepreneurship Capstone Projects, Event Ethics and Sustainability, Funding Sources, Franchising, Innovation by Design, Intermediate Microeconomics, Leadership Theory, Leadership and Supervision in Recreation, Tourism, and Events, Macroeconomics, Introduction to MATLAB Programming, Physical Geography, Social Innovation and Entrepreneurship, Theory and Practice of Athletic Coaching

## **CONTRIBUTIONS TO CURRICULUM AND COURSE DEVELOPMENT**

### **Original Courses | University of Michigan**

*SM 313: Entrepreneurship in Sport*

Course Description: This course is tailor-made for aspiring entrepreneurs within the realm of sport, offering a comprehensive exploration of entrepreneurship principles and techniques applied specifically to this industry. Through a blend of theory, practical exercises, and real-world case studies, participants will gain invaluable insights into the multifaceted world of sport organizations. This course is designed to equip students with the knowledge and skills needed to not only thrive in the fast-paced sport landscape but to create and lead their own ventures.

## Original Courses | Coastal Carolina University

### *RSM 402: Sport Gaming and Fantasy Sport*

Course Description: This course is designed to provide participants with theoretical and practical knowledge of management, marketing, and analytics within the sport gaming and fantasy sport sectors of the sport industry. Students will be provided with a historical overview of sport gambling and fantasy sports within both domestic (i.e., United States) and global contexts, as well as fundamental principles of entrepreneurship (e.g., management, marketing, etc.). Students will be required to conduct consumer research as well as create a business within the defined sectors. Through completion of this course, students will gain a better understanding of the sport gaming and fantasy sport sectors through an entrepreneurial lens.

### *RSM 482: Special Topics in RSM – Sports Analytics*

Course Description: This course is designed to provide participants with fundamental theoretical and practical knowledge in data analytics within the field of sport management. Through knowledge dissemination (e.g., lectures, readings, podcasts, etc.), class participation (e.g., Microsoft Excel and Tableau Software case studies) and professional inquiry (e.g., research consulting project), a variety of information for data analytics in recreation and sport is introduced. Through completion of this course, students will gain a better understanding of the recreation and sport industries and the field of data analytics.

## Esports Business Management Minor | Coastal Carolina University

Description: The Esports Business Management minor prepares students for careers within Esports. The Esports Business Management minor covers four fundamental pillars of the Esports industry: Management, Marketing, Production, and Technology. This minor was created through collaboration with scholars from Coastal Carolina University and Southern Methodist University.

## Original Courses | Florida State University

### *SPM 4931: Entrepreneurship in Sport*

Course Description: This course is designed to provide participants with theoretical and practical knowledge in entrepreneurship principles and techniques, and issues confronting professionals in sport organizations. Through knowledge dissemination (lectures, readings, etc.), class participation (class activities and group work) and professional inquiry (case studies and business plans) a variety of information for entrepreneurship within sport and recreation is introduced. Through completion of this course, students will gain a better understanding of the recreation and sport industries as well as the field of entrepreneurship.

## INNOVATION IN INSTRUCTIONAL ACTIVITY

2023 – 2024      Webster, N.R., Phelan, A., & Lorenc, M. *Valiant Management Group Internship Program*. University of Michigan.

2018 – 2019      Xue, H. & Webster, N. R. *E-Sports Gaming Expansion*. Funded by Florida State University College of Education. Total award: \$13,473.

## TRAININGS, WORKSHOPS, & PROFESSIONAL DEVELOPMENT

2023      Attended STRIDE (Strategies and Tactics for Recruiting to Improve Diversity and Excellence) Workshop. University of Michigan. Ann Arbor, MI. (December 5<sup>th</sup>).

- 2023 Attended the Center for Research on Learning & Teaching's (CRLT) *Rubrics: Transparent, Consistent, and Efficient Assessment in Support of Students' Learning* Workshop. University of Michigan. Ann Arbor, MI. (October 4<sup>th</sup>).
- 2023 Attended the Center for Research on Learning & Teaching's (CRLT) *Leveraging Generative AI in Teaching* Workshop. University of Michigan. Ann Arbor, MI. (September 28<sup>th</sup>).
- 2023 Attended the Center for Research on Learning & Teaching's (CRLT) New Frontiers: Advancing Learning through Emerging Technologies Instructor Panel Session. University of Michigan. Ann Arbor, MI. (August 23<sup>rd</sup>).
- 2023 Attended Campus-Wide New Faculty Orientation. University of Michigan. Ann Arbor, MI. (August 23<sup>rd</sup>).
- 2023 Attended School of Kinesiology New Faculty Teaching Orientation. University of Michigan. Ann Arbor. (August 22<sup>nd</sup>).
- 2023 Attended School of Kinesiology Fall Teaching Meeting. University of Michigan. Ann Arbor, MI. (August 22<sup>nd</sup>).
- 2023 Attended School of Kinesiology New Faculty Orientation. University of Michigan. Ann Arbor, MI. (August 21<sup>st</sup>).
- 2023 Attended the Commission on Sport Management Accreditation's (COSMA) *Esports Management* Webinar. (May 15<sup>th</sup>).
- 2021 Attended New Faculty Technology Luncheon. Coastal Carolina University. Conway, SC. (August 18<sup>th</sup>).
- 2021 Attended Campus-Wide New Faculty Orientation. Coastal Carolina University. Conway, SC. (August 16<sup>th</sup>).

## **MEDIA, INTERVIEWS, AND QUOTES**

WalletHub (May 10, 2023). [2023's Best and Worst Cities for Basketball Fans.](#)

## **SERVICE**

### **Board Memberships**

2024 – Present Board Member, [Phambili Sport Impact Foundation](#)

### **Service to the Discipline**

- 2023 – Present Reviewer, [Journal of Sport Management](#)
- 2023 – Present Reviewer, [International Journal of Sport Management](#)
- 2023 – Present Mentor, Faculty-Student Mentor Initiative, [North American Society for Sport Management \(NASSM\)](#)
- 2022 – Present Reviewer, [Frontiers in Sports and Active Living](#)
- 2022 – Present Reviewer, [International Journal of Sport Communication](#)



## Service to the University, College, and Department | University of Michigan

2024 – Present	Faculty Member, <a href="#">Center for Sport Marketing Research</a>
2024 – Present	Faculty Member, <a href="#">Center for Sports Venues &amp; Real Estate Development</a>
2023 – Present	Faculty Advisor, <a href="#">Michigan Sport Venture Group</a> , Sport Management
2023 – Present	Faculty Fellow, <a href="#">Sigma Phi Epsilon</a> , University of Michigan Chapter
2023 – Present	Faculty Mentor, Graduate Program, Sport Management
2023 – Present	Internship Administrator, Sport Management

## Service to the University, College, and Department | Coastal Carolina University

2023 – 2023	College Representative, <a href="#">University Research Council</a>
2022 – 2023	Advisor, <a href="#">Department of Recreation and Sport Management</a>
2022 – 2023	Co-Chair, <a href="#">Conway Medical Center College of Health and Human Performance</a> Strategic Planning Committee
2022 – 2023	College Representative, <a href="#">Academic Affairs Committee</a>
2022 – 2023	Presentation Judge, <a href="#">Undergraduate Office of Research</a>
2021 – 2023	Coordinator for RSM, <a href="#">Myrtle Beach Invitational</a>
2021 – 2023	Department Representative, <a href="#">Office of Academic Integrity</a>
2023	Department Representative, <a href="#">CCU Soon</a>
2023	Department Representative, Career in Sports Day
2022 – 2023	Department Representative, Tenure-Track Assistant Professor Search Committee
2022	Exit Interviewer, Department of Recreation and Sport Management
2022	Poster Session Organizer, Department of Recreation and Sport Management
2022	Presentation Judge, Department of Recreation and Sport Management
2021 – 2022	Department Representative, College Formation Committee
2021 – 2022	Department Representative, <a href="#">Coastal Carolina Major Fair</a>

## Service to the University, College, and Department | Florida State University

2018 – 2021	Student Representative, <a href="#">Student Technology Fee Committee</a>
2019 – 2020	Chair, <a href="#">Student Leadership Council</a>
2019	Student Representative, <a href="#">Teaching and Advising Awards Committee</a>
2018 – 2019	Member, <a href="#">Student Leadership Council</a>
2017 – 2019	Coordinator, Lifetime Activities Program (LAP)
2017 – 2019	Member, Facilities Committee
2017	Student Writer, Department Newsletter

## Service to the Community

2020 – 2021	Volunteer, <a href="#">Second Harvest of the Big Bend</a>
2019 – 2021	Partner, Leon County Unified Program, <a href="#">Leon County Special Olympics</a>
2019 – 2021	Tutor, <a href="#">Adult Literacy Program</a> , Leon County Public Library System
2014 – 2015	Assistant Basketball Coach, Franklin Township Middle School

## Diversity, Equity, and Inclusion (DEI) Efforts

2023	Attended the Center for Research on Learning, & Teaching's (CRLT) Introduction to Equity-Focused Teaching Workshop. University of Michigan. Ann Arbor, MI. (September 14 <sup>th</sup> ).
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2018 – 2021

Department of Sport Management Ph.D. Program Liaison, Foundation for Diversity and Inclusion in Sport. Florida State University. Tallahassee, FL.

## **Certifications**

At-Risk for University and College Faculty and Staff  
Collaborative Institutional Training Initiative (CITI)  
U.S. Small Business Administration (Competitive Advantage)  
U.S. Small Business Administration (Finding and Attracting Investors)  
U.S. Small Business Administration (Introduction to Pricing)  
U.S. Small Business Administration (Market Research)  
U.S. Small Business Administration (Young Entrepreneurs)

## **Skills**

Application Programming Interface (API; United States Census Bureau)  
Canvas (Learning Management System; LMS)  
Blackboard (Learning Management System; LMS)  
Microsoft Office Suite (Word, PowerPoint, Excel)  
Moodle (Learning Management System; LMS)  
On The Map (United States Census Bureau)  
Social Explorer  
Statistical Package for the Social Sciences (SPSS)  
Tableau Software