

W. Scott Wysong

EDUCATION: Vanderbilt University, BA (1990)
Major in Economics

University of Texas at Arlington, MBA (1995)
Major in Marketing

University of Texas at Arlington, Ph.D. (2000)
Major in Marketing
Minor in Management
Dissertation Topic: Brand Personality

ACADEMIC

APPOINTMENTS: University of Dallas, 2001 - Present
Associate Professor of Marketing (2007 - Present)
Assistant Professor of Marketing (2001 - 2007)
Academic Program Director, Sports & Entertainment MBA (2002 – 2015)

Adjunct Professor for:
Catholic University of Avila, Spain (2015)
Hong Kong Academy for Performing Arts (2009, 2011)
Southern Methodist University (2010)
University of Texas at Arlington (1998-1999, 2003)
University of Texas at Dallas (2002)

HONORS: 2014 Haggerty Teaching Excellence Award
2012 King/Hagggar Scholar Award
2011 Dean's Merit Award
2010 Dean's Merit Award
2009 Dean's Merit Award
2008 King/Hagggar Scholar Award
2004 Graduate School of Management Award for Curriculum Innovation

TEACHING:

Academic Courses Taught:

- Foundations of Marketing* (2008 - Present)
- Value-Based Marketing (2008 - 2010, 2014 - Present)
- Services Marketing* (2010 - 2015)
- Brand Marketing * (2010 - 2014)
- Contemporary Issues in Sports & Entertainment* (2010 - 2015)
- Sports & Entertainment Venue and Event Management* (2010 - 2014)

- International Study Tours: Czech Republic/Austria (2004), China (2005, 2010), Panama (2007), Brazil (2008), Germany/Italy (2009)
- Industry Immersion Tours: New York City (2004), Los Angeles (2006), Santa Fe, New Mexico (2006), Puerto Rico (2007),
- Capstone (2002 - 2005, 2007, 2009)

*Note: Developed the course online in eCollege

Professional Development Courses Taught:

- Branding and Customer Service in UD’s Business Leadership Academy for the Independent Insurance Agents of Texas (IIAT)
- Effective Communication in UD’s Leadership Academy for the Professional Association of Athlete Development Specialists (PAADS)

SCHOLARSHIP: Dissertation

‘This Brand’s For You!’ A Conceptualization and Investigation of Brand Personality as a Process with Implications for Brand Management

Academic Publications

(R-A) Wysong, Scott and Rosemary Maellaro (2013). “An Empirical Examination of Mega-event Volunteer Satisfaction and the Introduction of the Volunteer Selection Improvement Process (VSIP) Model,” *The International Journal of Sport and Society*, Vol. 3 (2), pp. 123-136.

(R-A) Wang, Liz and Lu-Hsin Chang and Scott Wysong (2012). “An Empirical Investigation of the Influence of Optimum Stimulation Levels in Retailing,” *International Journal of Retailing & Distribution Management*, Vol. 40 (1), pp. 6-20.

(R-B) Wysong, Scott and Sri Beldona and James Munch and Susan Kleiser (2012). “The Influence of Situational Variables on Brand Personality Choice,” *International Journal of Marketing Studies*, Vol. 4 (6), pp. 103-115.

(R-A) Stodnick, Michael and Scott Wysong (2012). “An Empirical Investigation of Voter Bias in the Coaches’ Poll in College Football,” *The Sport Journal*, Vol. 15.

(R-A) Voelker, Kathy and Michael Stodnick and Scott Wysong (2012). “Modeling Structural Service Design Decisions,” *Business Studies Journal*, Vol. 4 (2), pp. 1-18.

(R-A) Wysong, Scott and Sri Beldona and Philip Rothschild (2010). "Receiving a Standing Ovation...for the Event: A Comprehensive Model for Measuring Customer Satisfaction with Sports and Entertainment Venues," *International Journal of Event Management Research*, Vol. 5 (2).

(R-A) Wysong, Scott and Phillip Rothschild (2009). "Build it Here! An Examination of Pride Versus Economic Motivations of Citizen Voting for Public Stadium Financing," *Journal of Venue & Event Management*.

(R-A) Rothschild, Philip and Greg Stielstra and Scott Wysong (2009). "The Pyro-Marketing Model: What Venue Managers Can Do to Create Customer Evangelists," *Journal of Venue & Event Management*.

(R-A) Wysong, Scott and Sri Beldona and Jerry Kissel (2008). "MADE IN CHINA: The Effect of Country Associations on a Brand's Personality," *AIC Journal of Business*, pp. 45-54.

(R-A) Wysong, Scott and Michael Kuban (2008). "Alumni Perceptions of Student-Athlete Compensation: Implications for Fundraising," *International Journal of Business and Public Administration*, Vol. 3 (1), pp. 98-108.

(R-B) Wysong, Scott and James Munch and Susan Kleiser (2007). "Boots, Bulls and Barbecue: Development of the State Culture Attitude (SCA) Scale," *Journal of Academy of Business and Economics*, Vol. VII (3), pp. 203-211.

(R-A) Hilpirt, Rod and Scott Wysong and Sheila Hartley and Mike Latino and Andrea Zabkar (2007). "Show Me the Money! A Cross-Sport Comparative Study of Compensation for Independent Contractor Professional Athletes," *The Sport Journal*.

(R-A) Wysong, Scott and Sri Beldona (2007). "Putting the 'Brand' Back into Store Brands: An Exploratory Examination of Store Brands and Brand Personality," *Journal of Product and Brand Management*, Vol. 16 (4), pp. 226-235.

(R-A) Wysong, Scott and Sri Beldona (2004). "When Should a Firm Use Billboard Advertising? A Conceptual Look at Differing Levels of Recall," *Journal of International Business and Entrepreneurship Development*, Vol. 2 (2), pp. 91-98.

(R-B) Wysong, Scott and Jim Munch and Susan Kleiser (2004). "This Brand's For You: An Exploratory Look at How Individual Variables Can Influence Brand Personality Perceptions," In *American Marketing*

Association Winter Educators' Conference Proceedings: Marketing's Role in Creating Value ed. William L. Cron and George S. Low: Chicago, Illinois, pp. 239-245.

(R-B) Wysong, Scott and Jim Munch and Susan Kleiser (2003). "The Role of Personality Antecedents in Building Brands," In *American Marketing Association Winter Educators' Conference Proceedings*: Chicago, Illinois, pp. 91-97.

(R-B) Wysong, Scott and Jim Munch and Susan Kleiser (2002). "An Investigation into the Brand Personality Construct, its Antecedents and its Consequences," In *American Marketing Association Winter Educators' Conference: Marketing Theory and Applications* ed. Kenneth R. Evans and Lisa K. Scheer: Chicago, Illinois, pp. 512-518.

(R): indicates blind, peer-reviewed

(B): indicates basic research

(A): indicates applied research

Academic Presentations

Wysong, Scott and Rosemary Maellaro (2016). "The Importance of Volunteer Training at Collegiate Mega-Events," *College Sport Research Institute Conference*, Columbia, SC.

Wysong, Scott and Greg Bell and Rob Yale and Amanda Thomas (2013). "America's 'Sustainability' Team: A Case Study of a Professional Sports Team's Efforts to Communicate Its Corporate Social Responsibility," *Sport and Society Conference*, Chicago, IL.

Wysong, Scott (2012). "An Examination of Mega-Event Volunteer Satisfaction: Lessons for Improved Mega-Event Volunteer Recruitment and Management," *Sport and Society Conference*, Cambridge, UK.

Beldona, Sri and Scott Wysong (2012). "Leveraging the International Business (IB) Learning Experience with Study Tours: A Must for IB Curriculum," *Academy of International Business Annual Meeting*, Washington D.C.

Wysong, Scott and Gerhard Trosien and Don Hancock (2008). "Cheer for the Home Team ... to Go Green! An Exploratory Examination of Fans' and Facility Executives' Attitudes toward Environmentally Friendly Sports and Entertainment Venues," *European Association for Sport Management*: Heidelberg, Germany.

Wysong, Scott (2008). "Beer, Box Scores and Bottom Lines: What Makes a Sports and Entertainment Arena Profitable?" *International Association of Assembly Managers National Conference*: Anaheim, CA.

Wysong, Scott and Rod Hilpirt and Brian Murray and Dale Fodness and Elizabeth McGrady (2008). "The Impact of Marketing to Employees: An Examination of Employee Attitudes toward a Marketing Campaign and their Jobs," *Hawaii International Conference on Business*: Honolulu, HI.

Wang, Liz and Scott Wysong (2008). "The Effects of Optimum Stimulation Level on Consumer Behavior in Retail Stores," *Marketing Management Association*: Chicago, IL.

Wysong, Scott (2007). "Online, My Time and No Lines: An Empirical Investigation of Concert Fans' Attitudes and Behaviors," *International Conference on Sport and Entertainment Business*: Columbia, SC.

Wysong, Scott and Jerry Kissel (2006). "Getting a Foot in the Door: An Empirical Examination of Sports and Entertainment Managers' Perceptions of Education and Training for Entry Level Employees," *International Conference on Sport and Entertainment Business*: Columbia, SC.

Wysong, Scott and Don Hancock (2006). "IAAM Industry Profile Survey," *International Association of Assembly Managers National Conference*: San Antonio, TX.

Wysong, Scott and Tom Regan and Jerry Kissel (2005). "Takin' it to the Next Level: An Exploratory Study to Measure Academic Research Interests in Public Assembly Facility Management," *International Conference on Sport and Entertainment Business*: Columbia, SC.

Wysong, Scott (2005). "The Tale of the Tape: Public Assembly Facility Manager Perceptions of Benchmarking," *International Association of Assembly Managers National Conference*: Washington, D.C.

Wysong, Scott (2004). "How 'Bout Them Cowboys! An Exploratory Look at the Effect of a Professional Sports Team Owner's Personality on the Team's Brand Image," *International Conference on Sport and Entertainment Business*: Columbia, SC.

Wysong, Scott (2004). "It's Midnight: Do You Know What Your Fans Are Thinking? The Importance of Measuring Customer Satisfaction with Sports and Entertainment Venues," *International Association of Assembly Managers National Conference*: Reno, NV.

Wysong, Scott (2003). "Build It and They Will Come. But, Will They Come Back? Measuring Customer Satisfaction with Sport and Entertainment Venues," *International Conference on Sport and Entertainment Business*: Columbia, SC.

Wysong, Scott (2003). "Follow the Yellow Brick Road: Using Customer Contact Audits to Measure Customer Satisfaction with Facilities," *International Association of Assembly Managers National Conference*: New Orleans, LA.

Wysong, Scott (2002). "The Fan, the Beer, and the Big Game: An Exploratory Study of Fan Involvement and Brand Personality Perceptions," *American Marketing Association Sports Consortium*: Lexington, KY.

Wysong, Scott and Sri Beldona (2002). "Brand Personality Perceptions: A Call for Philosophical Examination," *International Symposium on Research Methods*: Dallas, TX.

Work in Progress

Wysong, Scott and Sri Beldona and Dale Fodness. "Futebol, Brazil and Brands: The Impact of the 2014 FIFA World Cup on Consumer Perceptions of Brazilian Brands."

- Data from 87 respondents has been collected.
- Anticipated completion is Summer 2016
- Targeted outlet is *International Journal of Business Strategy*

Wysong, Scott and Rosemary Maellaro. "An Analysis of the 2014 NCAA Men's Final Four Volunteer Satisfaction Results."

- Data from 487 respondents has been collected
- Anticipated completion is Summer 2016
- Targeted outlet is *The International Journal of Sport and Society*

Wysong, Scott. "Helping Students Find Their 'Who': How to Market Yourself to Land Your Dream Job."

- Data from 59 respondents has been collected
- Anticipated completion is Spring 2016
- Targeted outlet is *Journal of International Education in Business*

SERVICE:

Service to the University

MBA Continuous Improvement Committee: 2011- 2013

Outcomes: Evaluated Assurance of Learning measures from each previous semester and made curriculum recommendations; Recommended 30 credit hour MBA

University Athletics Committee: 2008 - 2014

Outcomes: Met each semester to ensure that we met NCAA recommended best practices

King/Haggar Committee: 2012, 2014

Outcomes: Evaluated applications/nominations and selected award recipients and monetary amounts

Admissions Committee: 2003 - 2011, 2013 - 2014

Outcomes: Heard appeals from students discharged from the MBA or MS program and continuously revised admission standards

Capstone Committee: 2009 – 2011, 2013 – Present

Outcomes: Streamlined the process for an organization to request a capstone project, developed a budget for the Capstone Fund, created ways to market our Capstones (e.g., separate website page, posters in Braniff, etc.)

Graduation Committee: 2008 – 2009

Outcome: Identified off-campus venues for College of Business graduations

Study Tour Committee: 2007 – 2009

Outcomes: Voted on Study Tour destinations and created Request for Proposal (RFP) process for travel vendors

Marketing Committee: 2001 – 2005

Outcomes: Evaluated UD's website and suggested strategic changes and recommended Graduate School of Management marketing initiatives to the Dean of the College of Business

Lecture Series Committee: 2001 – 2003

Outcomes: Invited speakers to visit campus and managed 9-10 events per year

Service to the Profession

The International Journal of Sport and Society, 2013
Associate Editor

Journal of Venue & Event Management, 2008 - Present
Editorial Review Board

Journal of Consumer Behaviour
Ad Hoc Reviewer

American Marketing Association Summer Proceedings
Ad Hoc Reviewer

International Association of Venue Managers,
Member, 2002 - Present

-Body of Knowledge Task Force, Committee Member

-Institute of Venue Research, Committee Member

-Academy for Venue Safety and Security, Exam Administrator

Service to the Community

Rotary Club of Shreveport, 2011 - Present

Dragon Boat Festival Chair (2014 - Present)--- Plan, manage and implement a major civic event whose proceeds benefit several local charities

Dallas CityArts Celebration, 2004 - 2009

Attendee Research Task Force--- Conducted surveys of several hundred fans at the event each year and provided a report to management

Texas Stampede, 2003 - 2007

Fan Outreach Committee--- Conducted surveys of several hundred fans at the event each year and provided a report to management

South Dallas Business Assistance Center, 2005 - 2006

Host and Coordinator--- Hosted 100+ Small Business Administration entrepreneurship class participants and family members for a graduation ceremony at UD

Miller/Coors National Business Plan Competition, 2008

Judge--- Assessed 25+ business plans for upstart urban businesses

Practitioner Publications

Wysong, Scott (2009). "Sink or Swim or Twitter. Without Gen Y, Can Your Organization Survive?" *PRO-LOG Magazine*.

Wysong, Scott and Venera Flores (2008). "Sports Camps: It's About the Xs & Os...and the 4Ps," *Coach and Athletic Director Magazine*.

Wysong, Scott (2007). "For Sponsorships, F-I-T is Important to Understand," *Sponsorshipcity.com*.

Wysong, Scott and Jerry Kissel (2006). "Reading, Writing and Luxury Suite Directors: Reflections on Industry Education," *SEAT Magazine* (Summer Issue).

Wysong, Scott (2006). "Business Emphasis Keeps Programs Relevant," *Sports Business Journal*, May 8.

Wysong, Scott (2005). "Inside the Numbers...Outside the Lines: Today's Teams Focus on Marketing Statistics," *The SportsPage Weekly*, November 3.

Wysong, Scott (2005). "National, Local Sports and Entertainment Firms Look for Synergy: The S&E Revolution is Here," *The SportsPage Weekly*, September 22.

Wysong, Scott and Sri Beldona (2005). "The Sports Business in China; Views from the Far East (Chinese Are More than Just Yao Fans)," *The SportsPage Weekly*, July 14.

Wysong, Scott and Don Hancock (2004). "Survey Results: How to Get into Public Assembly Facility Management," *Facility Manager* (Dec/Jan).

Practitioner Presentations

Wysong, Scott (2011). "Branding in the Arts," *Hong Kong Arts Administrators Association Seminar*: Hong Kong.

Wysong, Scott (2009 - Present) "How to Brand Your Agency," *Independent Insurance Agents of Texas Leadership Academy*: Frisco, TX.

Wysong, Scott (2009). "Momma, Trains and Customer Service: How to Create the Perfect Customer Experience," *Association of Luxury Suite Directors National Conference*: Dallas, TX.

Wysong, Scott (2008). "How to Market to Different Generations," *United States Power Squadrons National Conference*: Dallas, TX.

Wysong, Scott (2007). "Five Keys to Making the Sale," *HealthSouth Diagnostics Division National Meeting*: Dallas, TX.

Wysong, Scott (2007). "Seinfeld and Sales: Lessons on How NOT to Sell from America's Favorite TV Show," *International Conference on Stadium Management*: Frisco, TX.

Wysong, Scott and Larry Fontana (2006). "The PAFM Keys to Sales and Marketing," *International Association of Assembly Managers District VI Meeting*: Dallas, TX.

Wysong, Scott (2004). "Inside the Numbers: Facility Management Benchmarking," *International Association of Assembly Managers District I, II, III Combined Meeting*: Madison, WI.

Wysong, Scott (2003) "Customer Service 101: Why Is It Important?" *International Association of Assembly Managers District VI Operations Meeting Keynote Address*: Ft. Worth, TX.

PROFESSIONAL WORK

EXPERIENCE:

Osteopathic Health System of Texas, 1991 - 1999

Director of Operational Audits

- Performed financial analyses of an acute care hospital, outpatient pharmacy, twelve physician clinics and a fitness center
- Presented the results to the executive management team on a weekly basis

PROFESSIONAL

CONSULTING:

Academy for Venue Safety and Security (2016)

- Evaluated the program's instructors and curriculum.

Battle on the Border (2015)

- Completed an economic impact study to measure the dollars spent in the local economy due to this high school football showcase held in Shreveport, LA

Red River Revel (2015)

- Completed an economic impact study to measure the dollars spent in the local economy due to this visual artist event held in Shreveport, LA

The Power of WHO! (2015)

- Developed a plan to convert this best-selling book to an online course

Shreveport-Bossier Convention & Tourist Bureau (2015)

- Completed economic impact studies to measure the dollars spent in the local economy due to Cirque du Soleil's Toruk Show (CenturyLink Center in Bossier City, LA), Red River State Fair Classic Game (Independence Stadium in Shreveport, LA), Bass Champs Texas Team Championships (Red River in Shreveport, LA), National Hot Rod Association's (NHRA) Regional Qualifying event at Thunder Road Raceway (Gilliam, LA), Christmas on Caddo Fireworks Festival (Oil City, LA), and Taylor Swift '1989' Concert (CenturyLink Center in Bossier City, LA).

The Breakout Group (2014)

- Conducted fan research to secure Duck Commander as the title sponsor for the Independence Bowl

Duck Commander Independence Bowl (2014)

- Completed an economic impact study to measure the dollars spent in the local economy due to the game and other-related events

Tri-Lynx Corporation (2014)

- Conducted market research to support trademark application for this RV supply company

PMAM Corporation (2014)

- Conducted survey of small business owners' perceptions of loyalty programs for this software developer

JEB Design/Build (2014, 2013)

- Conducted focus group of past home remodeling clients
- Developed marketing strategy and implementation timeline

SB International (2012)

- Developed comprehensive Branding Plan for this steel pipe importer

Baylor University Athletics (2010)

- Provided mystery shopping observations at men's/women's basketball games and conducted customer service training sessions

Integrated Forensics Laboratory (2008)

- Developed forecasts for this privately held crime lab to expand to other markets in Texas

Oklahoma City Yard Dawgz (2006)

- Assessed the in-game experience for this arena football team

IAVM's Venue Management School (2006)

- Assessed the school's instructors providing feedback for each

Hofstra University (2005)

- Served as an External Reviewer for their proposed graduate degree in sports management

Tulsa Talons (2005)

- Conducted in-arena fan surveys

Fireside Lodge Retirement Center (2002)

- Conducted customer and employee satisfaction surveys and provided strategic recommendations