

Braden Norris

Sam Houston State University
College of Health Sciences

EDUCATION

Ph.D.	Indiana University (Bloomington, IN) Department of Kinesiology, School of Public Health Major: Sport Management (Minor: Inquiry Methodology) Advisor: Dr. Paul M. Pedersen	February 29, 2024
M.S.	Indiana University (Bloomington, IN) School of Public Health Major: Athletic Administration	2020
B.S.	Indiana University (Bloomington, IN) School of Public Health Major: Sport Marketing & Management Minor: Business Management, Marketing	2018

INDUSTRY EXPERIENCE

Clinical Assistant Professor (Southern Methodist University)	August 2026-Present
Assistant Professor (Sam Houston State University)	August 2024-August 2026
Associate Instructor (Indiana University)	2020-2024
Basketball Trainer	2020-2021
Women’s Basketball Student Manager (Indiana University)	2019-2020
Site Director (Pastime Tournaments)	2018
Operations Intern (ProCamps)	2017
Basketball Coach (Union County High School)	2014- 2015

BOOKS & CHAPTERS

Norris, B. (2024). Micro-betting. In P. M. Pedersen (Ed.), *Encyclopedia of sport management* (2nd ed., pp. 617-618). Edward Elgar.

Norris, B. & Yüce, A. (2024). Gambling prevention. In P. M. Pedersen (Ed.), *Encyclopedia of sport management* (2nd ed., pp. 398-399). Edward Elgar.

Yüce, A. & **Norris, B.** (2024). Problem betting. In P. M. Pedersen (Ed.), *Encyclopedia of sport management* (2nd ed., pp. 748-750). Edward Elgar.

Norris, B. (2024). Fantasy sports. In P. M. Pedersen (Ed.), *Encyclopedia of sport management* (2nd ed., pp.369-371) Edward Elgar.

Ghasemi, H. & **Norris, B.** (2024). Interpersonal skills. In P. M. Pedersen (Ed.), *Encyclopedia of sport management* (2nd ed., pp.513-515). Edward Elgar.

Ratts, T., **Norris, B.**, Mancuso, B., & Pedersen, P. M. (2022). The impact of COVID-19 on interscholastic athletics. In P. M. Pedersen (Ed.), *Research handbook on sport and COVID-19* (pp. 67-86). Edward Elgar.

Norris, B. (2021). Fantasy sports. In P. M. Pedersen (Ed.), *Encyclopedia of sport management* (pp. 192-193). Edward Elgar.

Ghasemi, H. & **Norris, B.** (2021). Interpersonal skills. In P. M. Pedersen (Ed.), *Encyclopedia of sport management* (pp. 264-266). Edward Elgar.

PUBLICATIONS

Norris, B. E. & Pedersen, P. M. (2025). NCAA student-athletes' sports gambling behaviors examined using psychological reactance theory. *Journal of Issues in Intercollegiate Athletics*, 18(1), 146-169.

Kim, J. & **Norris, B.** (2023). [Review of book *The digital NBA: How the world's savviest league brings the court to our couch*]. *International Journal of Sport Communication*, 17(1), 107-108.

Jiang, S., Choi, J. W., **Norris, B.**, Byon, K. K., Williams, A. S., & Pedersen, P. M. (2023) The motivational drivers of sports fans' watching intention of athlete live streaming. *Journal of Sports Media*, 18(2), 1-29

Ratts, T., **Norris, B.**, & Mancuso, B. (2022) Evaluating the use of communication and technology by high school athletic directors to navigate the COVID-19 pandemic. *International Journal of Sport Communication*, 14(5), 298-304.

Benedek, J. J., **Norris, B.**, Ratts, T., & Pedersen, P. M. (2021). Goal development and marketing evaluation: A qualitative examination of goals in the marketing of intercollegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 14, 574-598.

Norris, B. (2020). [Review of book *Same players different game*]. *International Journal of Sport Communication*, 13, 747-749.

Norris, B. (2020). [Review of book *Routledge handbook of football business and management*]. *International Journal of Sport Communication*, 13, 272-274.

PRESENTATIONS

Refereed Presentations

Pedersen, Z., Roh, S., & **Norris, B. E.** (2026). The impact of NCAA football video game ratings on perceptions of athlete skill and brand. Applied Sport Management Association (ASMA) 2026. Philadelphia, PA.

Estes, B. E., **Norris, B. E.**, Pasquini, E. A. (2025). Pay to play: Examining the economic opportunity costs of publicly subsidized professional sports stadiums. Academic and Business Research Institute (AABRI). San Antonio, TX.

Norris, B., Roh, S., & Pedersen, P. M. (2023). Examining college student-athlete legalized gambling through the lens of psychological reactant theory. The 2023 Conference of the North American Society for Sport Management (NASSM). Montreal, Canada.

Jiang, S., Choi, J. W., & **Norris, B.** (2022, June 2). The motivational drivers of sport fans' athlete live streaming behavior. The 2022 Conference of the North American Society for Sport Management (NASSM). Atlanta, GA.

Ratts, T., **Norris, B.**, Mancuso, B., & Pedersen, P. M. (2022, Feb. 17). The impact of COVID-19 on interscholastic athletics. Applied Sport Management Association (ASMA) 2022. Indianapolis, IN.

Benedek, J., Gang, A., **Norris, B.**, Ratts, T., & Pedersen, P. M. (2020). Marketing approaches and perspectives of the Big Ten's 14 football marketing directors. The 2021 Conference of the North American Society for Sport Management (NASSM) Virtual Conference.

Benedek, J., **Norris, B.**, Yoon, J., & Pedersen, P. M. (2020). Strategic marketing in intercollegiate athletics: An analysis of the football marketing directors in the Big Ten Conference. The 28th European Association for Sport Management (EASM) Virtual Conference.

Gang, A. C., Benedek, J., **Norris, B.**, Park, J., & Pedersen, P. M. (2020). International sport participation and cultural capital: Understanding the creation of cultural capital on event participants and its broader implications. The 28th European Association for Sport Management (EASM) Virtual Conference.

Invited Presentations

Norris, B. E. (2025, March 6). How to use qualitative research to find practical answers in the sport industry. *Research Methods in Kinesiology* (KINE 4375). Spring 2025. Sam Houston State University.

Norris, B. (2024, January 25). How media is adapting to sports gambling. *Introduction to Sport Communication* (SPH-C 213). Spring 2024.

Norris, B. (2024, January 25). New segments of sponsorship in sport. *Sales Management in Sport* (SPH-M 426). Spring 2024.

Norris, B. (2023, November 16). The current landscape of sports gambling. *Introduction to Sport Communication* (SPH-C 213). Fall 2023.

Norris, B. (2023, November 10). Navigating the doctoral program. *Sport Management Doctoral Colloquium*. School of Public Health, Indiana University. Bloomington, IN.

Norris, B. (2023, September 20). Emerging topics in sport. *Introduction to Sport Management* (SPH-M 211). Fall 2023.

Norris, B. (2023, March 30). Everything about sports gambling. *Introduction to Sport Management* (SPH-M 211). Spring 2023.

Norris, B. (2023, February 9). Professional sport gambling. *Introduction to Sport Management* (SPH-M 211). Spring 2023.

Norris, B. (2023, February 9). Everything about sports gambling. *Introduction to Sport Communication* (SPH-C 213). Spring 2023.

Norris, B. (2022, December 6). The evolution of the sport industry. *Introduction to Sport Management* (SPH-M 211). Fall 2022.

Norris, B. (2022, December 5). Emerging topics in sport. *Introduction to Sport Management* (SPH-M 211). Fall 2022.

Norris, B. (2022, November 2). Collective bargaining agreements. *Financial Principles in Sport* (SPH-M 423). Fall 2022.

Norris, B. (2022, October 27). Labor-management relations in professional sports. *Introduction to Sport Management* (SPH-M 211). Fall 2022.

Norris, B. (2022, October 24). Professional sports. *Introduction to Sport Management* (SPH-M 211). Fall 2022.

Norris, B. (2022, September 28). Sport management research: Sports gambling and theory. *Introduction to Sport Management* (SPH-M 211). Fall 2022.

Norris, B. (2022, September 27). Sport management research: Sports gambling and theory. *Introduction to Sport Management* (SPH-M 211). Fall 2022.

Jiang, S., Choi, J. W., & **Norris, B.** (2021, December 10). The motivational drivers of sport fans' athlete live streaming behavior. *Sport Management Doctoral Colloquium*. School of Public Health, Indiana University. Bloomington, IN.

Norris, B. (2021, April 30). Teaching special topics in sport management. *Sport Management Doctoral Colloquium*. School of Public Health, Indiana University. Bloomington, IN.

Norris, B. (2020, May 28). Sport management panelist for the effect of the pandemic on the sport industry. Management of sport online roundtable. International Scientific Conference: Safe Sport – 2020. North-West State Medical University I. I. Mechnikov: Saint Petersburg, Russia.

Norris, B. (2020, May 1). The diversification and globalization of football. *Sport Management Doctoral Colloquium*. School of Public Health, Indiana University. Bloomington, IN.

TEACHING ACTIVITIES

Southern Methodist University (Dallas, TX)

Simmons School of Education and Human Development

Clinical Assistant Professor

APSM 2310	Introduction to Sport Management	Fall 2026
APSM 2310	Introduction to Sport Management	Fall 2026
APSM 4345	Sports Marketing	Fall 2026
APSM 4372	Sport Facility and Event Management	Fall 2026

Sam Houston State University (Huntsville, TX)

College of Health Sciences

Assistant Professor

SPMT 5383	Sport Consumer Behavior (Graduate)	Summer 2026
KINE 3365	Sport Law	Summer 2026
KINE 3378	Administration of Kinesiology and Sport	Summer 2026
KINE 3378	Administration of Kinesiology and Sport	Spring 2026
SPMT 5373	Event and Facility Management (Graduate)	Spring 2026
SPMT 5384	Revenue Generation in Sport (Graduate)	Spring 2026
KINE 3378	Administration of Kinesiology and Sport	Fall 2025
SPMT 5370	Sport Marketing: Theory & Practice (Graduate)	Fall 2025
SPMT 5374	Applied Research Methods in Sport Management (Graduate)	Fall 2025

SPMT 5383	Sport Consumer Behavior (Graduate)	Summer 2025
KINE 3365	Sport Law	Summer 2025
KINE 3378	Administration of Kinesiology and Sport	Summer 2025
KINE 3378	Administration of Kinesiology and Sport	Spring 2025
SPMT 5373	Event and Facility Management (Graduate)	Spring 2025
KINE 3378	Administration of Kinesiology and Sport	Fall 2024
SPMT 5370	Sport Marketing: Theory & Practice (Graduate)	Fall 2024
SPMT 5374	Applied Research Methods in Sport Management (Graduate)	Fall 2024

Indiana University (Bloomington, IN)

School of Public Health

Associate Instructor

SPH M423	Financial Principles in Sport	Spring 2024
SPH M423	Financial Principles in Sport	Fall 2023
SPH M423	Financial Principles in Sport (Honors)	Fall 2023
SPH M304	Management, Influence, and Issues of Power Five Conferences	Spring 2023
SPH I111	Basketball	Fall 2022
SPH I111	Basketball	Fall 2022
SPH M304	Management, Influence, and Issues of Power Five Conferences	Spring 2022
SPH I100	Table Tennis	Fall 2021
SPH I100	Table Tennis	Fall 2021
SPH M304	Management, Influence, and Issues of Power Five Conferences	Spring 2021
SPH M304	Management, Influence, and Issues of Power Five Conferences	Fall 2020

Teaching Assistant

SPH C213	Introduction to Sport Communication (Ms. Sinhae Roh)	Spring 2024
SPH M426	Sales Management in Sport (Dr. Jonathan Benedek)	Spring 2023
SPH M415	Sport Promotions and Public Relations (Ms. Ashton Stewart)	Fall 2023

SPH C213	Introduction to Sport Communication (Ms. Sinhae Roh)	Fall 2023
SPH M318	Managing the Sport Enterprise (Dr. Cassandra Coble)	Spring 2023
SPH M211	Intro to Sport Management (Dr. Armin Marquez)	Fall 2022
SPH M423	Financial Principles in Sport (Mr. Zack Pedersen)	Fall 2022
SPH C213	Introduction to Sport Communication (Dr. Paul M. Pedersen)	Spring 2022
SPH C213	Introduction to Sport Communication (Dr. Paul M. Pedersen)	Fall 2021
SPH C213	Introduction to Sport Communication (Dr. Paul M. Pedersen)	Fall 2021
SPH-M 425	Sport Governance in Global Communication (Dr. Cassandra Coble)	Fall 2021
SPH C213	Introduction to Sport Communication (Dr. Paul M. Pedersen)	Spring 2021
SPH C213	Introduction to Sport Communication (Dr. Paul M. Pedersen)	Fall 2020

ACADEMIC ADVISING

Graduate Research Assistant (Sam Houston State University) 2025-Present

Dissertation Committees:

David Lovell | Indiana University | School of Public Health Committee Member

SERVICE

Administrative:

Kinesiology Lecturer Search Committee (Sam Houston State University, 2026)

Sam Houston State University COHS Meta Assessment Committee (2025-2026)

Sam Houston State University Kinesiology Generalist Degree Curriculum – Coordinator (2025-2026)

Sam Houston State University Graduate Sport Management Curriculum – Committee (2025-2026)

Sam Houston State University Undergraduate Sport Management Curriculum – Committee (2025-2026)

Peer:

Reviewer, *International Journal of Sport Communication* (2026, August)

Reviewer, *Sport Marketing Association* (May, 2026)

Reviewer, *Psychology, Health & Medicine* (February, 2026)

Reviewer, *International Journal of Sport Communication* (2025, November)

External Coder (2024, December)

Reviewer, *International Journal of Sport Communication* (2024, November)

External Coder (2024, October)

External Coder (2024, April)

Reviewer, *International Journal of Sport Communication* (2023, October)

External Coder (2023, March)

External Coder (2022, November)

Reviewer, *International Journal of Sport Communication* (2022, October)

Reviewer, *International Journal of Sport Communication* (2022, August)

GRANTS, SCHOLARSHIPS, & AWARDS

Arnold Ventures Grant (Not Funded)	2025
Indiana University Sport Management Doctoral Student of the Year	2023-2024
Student Academic Appointment	2020-2024
Kinesiology Graduate Fellowship Award	2020-2021