

Brian V. Larson Ph.D.

School of Business Administration
Widener University
239 Quick Center
Chester, PA 19013
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EDUCATION

- 1999 Oklahoma State University; Stillwater, Oklahoma
Ph.D. - Marketing
Dissertation: *“Doing Well By Doing Good: Linking Cause-Related Marketing to Employees’ Corporate Evaluations”*
- 1993, 1991 Chadron State College; Chadron, Nebraska
MBA - Concentration in Marketing Management, BA - Major: Marketing

TEACHING EXPERIENCE

Widener University (1999-present)

Marketing Strategy (MBA)	Marketing (MBA): online delivery*
Advertising and Promotions	Sport Sales and Marketing*
Sport Management	Marketing Principles
Introduction to Business	Consumer Behavior*
International Business	International Marketing (UG and MBA)
Marketing Simulation (MBA)*	IB Honors-Study Abroad (Costa Rica)*
Marketing Research	Int’l Sport Mktg-Study Abroad (Spain)*
Event Marketing	*created new course

University of Vic (Vic, Spain) -Visiting Professor (2014-2015 & 2021-24online)**

International Event Marketing	**Customer Experience Mktg (Masters)
**Leadership (Masters)	

Universitat Ramon Llull - Blanquerna (Barcelona, Spain) (2018)

International Marketing Communications (Master’s level)

Oklahoma State University (1994-1999)

Advertising and Promotions	Sales Management
Principles of Marketing	

Langston University (1997-1998)

Strategic Decision Making	Professional Business Communications
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Administrative Appointments

2024-2026	Associate Dean of Graduate Business Programs (<i>“Interim” in 2024-25</i>)
2018-2021	Department Chair, Management Department, Widener University
2012-2022	Director, Widener University Sport Management Program
2017-2024	Coordinator, Windesheim University (Netherlands) Case Project- Widener
2017-2021	Global Engagement Advisory Council, Widener University
2010-2016	Widener University Faculty Athletic Representative to NCAA Division III
2010	Interim Department Chair
2006	International MBA Coordinator

PROFESSIONAL SERVICE AND PROFESSIONAL DEVELOPMENT

2025	Widener School of Business building Branding Campaign chair
2016-present	Board of Directors, International Academy of Business Disciplines
2012-present	Editorial Review Board, Quarterly Review of Bus. Disciplines
2012-present	Track chair, Sport Business- Int’l Academy of Business Disciplines Conf.
2024	Case Competition Judge (Windesheim University, Netherlands) – International Institute for Business Development
2023	Scholar-in-Residence (University of Vic, Spain) (March 1-31)
2023	Scholar-in-Res. (Windesheim Univ., Zwolle, Netherlands, April 1-12)
2020	AACBS Seminar for new Associate Dean participant (November 15-16)
2019-2022	Ph.D. Dissertation co-chair for Isaac Taberner - University of Vic (Spain)
2019	AACSB Department Chair Conf. participant, Tampa, FL (May 16-17)
2018	American Association of University Administrations (AAUA) Seminar attendee, Chester, PA
2009-2022	Founder/Chair, Widener Sport Management Advisory Board
2017-2019	Phi Kappa Phi National Honor Society Chapter Officer
2006-2014	Widener University Marketing Advisory Board member
2009-2010	International Conference on Transfer of Technology Advisory Board

AWARDED TEACHING AND RESEARCH GRANTS

- 2024-Present: Distinguished University Professor – Widener University
- International Fan Experience grant (2024-25)
- Widener SBA - International Study grant with FC Barcelona (2024)
- Mid-Atlantic Assoc. of Colleges of Bus. Admin. Teaching Innovation Award - nominee
- Lindback Outstanding University Teaching Award nominee (2021, 2022, 2023)
- Sabbatical award – International University Collaborative Development (2022)
- SBA Distinguished Service Award Winner (2021)
- Nicholas P. Trainer Faculty Fellowship Award (2020)
- Widener University Faculty Development Grant –Alternative International Engagement programs and projects (2020)
- Provost Faculty Development Grant Award (2020, 2021, 2023, 2024)
- Widener University Faculty Development Grant – Integrating Senior-level Marketing Research student and projects with freshmen student learning (2019)

Curricula Vita – Brian V. Larson

- Widener University Faculty Development Grant to develop International relationships and create technology-sharing options (2018)
- Frank Lordi Endowed Summer Pedagogical Innovation and Teaching Excellence Grant - International Leadership Conference development (2017)
- Widener University Office of Global Engagement student travel grant (\$16,500) (2016)
- University of Vic travel grant (\$1,000) from Widener School of Business (2015)
- SBA Distinguished Graduate Teaching Award (2003, 2011, 2015)
- Sabbatical award – NFL Fan Experience Measurement Development (2014)
- Widener University R. Carter Kelso Award winner – Distinguished Faculty (2013)
- Fitz Dixon Teaching Innovation Award nominee (2010)
- Sabbatical award – Service Quality Assessment (2005)
- Joseph H. and Paula S. Reed Distinguished Graduate Fellowship from College of Business Administration (Oklahoma State University) (1998)
- Research grant from ResourceOne, Inc. (1998)
- “Analysis of Network Development Between Members of Mfg Enterprises: Computer Assisted Technology Transfer (CATT)”- sponsored by the US Dept. of Defense (1996)

ADMINISTRATIVE EXPERIENCE

Associate Dean-Graduate Business Programs (2024-2026)

- Lead Quick Center Branding Campaign – raising \$40,000
- Developed Professional Development initiatives for graduate programs
- Increased student credit hours (SCH) by YoY by 15-21%
- Secured new \$21,600 funding for graduate student assistantships
- Grew alumni participation
- Revamped Graduate Orientation efforts
- Reformed MS Digital Transformation Program
- Orchestrated COIL exchange partnership agreement with University of Vic (Spain)
- Created Industry/Adjunct Teaching Resource database
- Initiated multi-platform social media effort

Department Chair- Department of Management, Widener University (2018-2021)

- Increased number of Department majors by 40% - Business Analytics, Int'l Business, Mgt (Human Resources, Operations), *Mktg, and *Sport and Event Mgt (*new)
- Increased number of integrated professional certifications by 200% (Growthwheel 360, MS Excel, Google Analytics, and SAP)
- Created five new/modified concentrations (Digital Mktg, Sport Mktg, Event Mktg, HRM, Operations Mgt)
- Chaired four successful faculty searches
- Grew number of tenure track faculty in department by 50% in three years
- Implemented new successful faculty mentoring program for SBA faculty
- Created Sport and Event Management Advisory Board
- Orchestrated signing of exchange partnership agreement with University of Vic (Spain)
- Created Industry/Adjunct Teaching Resource database file

Curricula Vita – Brian V. Larson

- Created Employer database file for internships and career development
- Proposed/passed two more majors (Entrepreneurship and Artificial Intelligence, 2019)
- Member of Executive team that helped SBA get recognized in “Most Affordable Online MBA Programs in Pennsylvania - 2021” (CollegeConsensus.com)
- Served on SBA Bylaw Committee during school reformation
- Led effort to combine Tourism & Hospitality Management faculty into SBA
- Integrated Tourism & Hospitality Management curriculum into SBA
- Updated Human Resource Management curriculum
- Directed new SBA Student Transfer Orientation session
- Composed Widener Value Print Piece: invited piece for University Relations and Admission for promotional booklet
- Co-developed and launched remote Accepted Student Day events (2019-21)
- Innovated, organized and hosted multi-national university faculty exchange [U. of Vic (Spain) and Windesheim U. (Netherlands)] visited WU classes, events, and activities)
- Led effort to develop pedagogy transition to online and hybrid teaching for Management Department to integrate with University goals
- Co-developed and participated in remote SBA Senior Award Ceremony 2020
- Originated led charge of researching and developing a 6-dollar figure proposal for a Learning Studio in the School of Business
- Lead person Widener University Public Relations Department’s Website Branding/Redesign initiative (for Marketing major and Sport Management concentration)
- SBA representative for development of cross-discipline Environmental Health Management Major
- Oversaw creation of a graduate Data Analytics Certification
- Organized international soft skills communications workshop with Universidad de Nacional (Costa Rica) faculty and students (January 2019) at Widener
- Initiated and oversaw major revision of Statistics curriculum for SBA
- Initiated efforts to improve SBA promotions which resulted in using fewer faculty at recruiting events and still increasing the number of students recruited
- Co-hosted Windesheim Univ. (Neth.) student and faculty visit (January and June 2018)
- Lead effort to review/revise/coordinate Introductory Business course to align course content, tools, and raise the impact of the course
- Modified, streamlined, and coordinated department minors (2018)
- Created interdisciplinary new course between Widener schools (SBA and Arts & Sciences) - Athletic Department Practicum
- Managed dozens of student research events with industry partners Lincoln Financial Field, Aramark Corporation, Citizens Bank Park, Widener University Counseling and Psychological Services
- Innovated and proposed six new courses at undergraduate and graduate level

Director, Sport Management Program, Widener University (2012-2022)

- Raised over \$40,000 for Widener University Sport Management program
- Created first Visiting Scholar position at Widener University SBA.
- Initiated “Tony and Barbara Pontello Internship Scholarship” – an annual \$1,000 award for Sport Management students exceling in internships (est. 2019).
- Originated first Sport Management Executive-In-Residence program.
- Managed Sport Management Speaker Series (2007-present): ~ 50 Speakers visited campus network and deliver industry expertise
- Initiated a Sport Management Advisory Corps. – a group of trained and qualified industry experts to serve in the Widener University classroom as instructional resources
- Led Widener University Sport Management promotional social media campaign (2015)
- Created international MoU between University of Vic (Spain), and Widener University
- Created multiple international travel abroad courses – International Business Honors (2012 – Costa Rica), International Sport Marketing (2015 – Barcelona, Spain)
- Designed Sport Management program promotional campaigns (2013-18)
- Student Sport Network Faculty Sponsor (2002-2022)
- Started SBA internship collaboration program
- Created sponsored awards: Outstanding Sport Management Student Annual Award, Sport Management Advisory Board Award, Outstanding Marketing Student Annual Award
- Formed and launched Widener University Sport Management Advisory Board (2009)
- Managed off-campus research events at Citizens Bank Park (Phillies) and Lincoln Financial Field (Eagles) involving students (undergraduate and graduate)

PUBLICATIONS

Taberner, Isaac, Albert Junca, Brian Larson, and Amin Keramati (2025), “Small but Mighty: The Influence of Small-Scale Sport Event Factors on Event and Destination Satisfaction”, *Journal of Sport & Tourism*, Vol. 29, No. 2, <https://doi.org/10.1080/14775085.2025.2555958>

Taberner, Isaac, Albert Junca, and Brian V. Larson (2022), “Small-Scale Sport Events and Destination Image on Instagram,” *Journal of Physical Education and Sport (JPES)*, Vol. 22 (issue 2), Article 51, pp. 408-415, February, ISSN: 2247-806x; P-ISSN: 2247-8051: ISSN-L: 2247-8051, DOI 10.7752/jpes.2022.02051

Yeung, Tak Ming, Shiang-Lih Chen McCain, Jeff Lolli, and Brian Larson (2021), “Importance of Proactive Customer Service When Ambient Noise Influences Customers’ Satisfaction in the Restaurant Industry,” *Journal of Small Business Strategy*, 31(5), 64–74. <https://doi.org/10.53703/001c.29831>

Larson, Brian V. (2020), Forward to *Sport, Globalization and Identity*. *New Perspectives on Regions and Nations*. Routledge.

Larson, Brian V. and Yamuna Baburaj (2020), “Alternative Multi-Mode International Learning: A Model Establishing Collaboration,” *Journal of International Business Disciplines*. May

PUBLICATIONS (continued)

Jensen, Ric, Ricard Haskoff and Brian V. Larson (2016), “How Does the Quality of Concessions at an NFL Game Affect Fan Satisfaction and Behavior? Analysis of Fan Perceptions. *Journal of Marketing Management*, ISSN 2333-6080 (Print) 2333-6099 (Online) |DOI: 10.15640/jmm

Larson, Brian V., Jensen, Ric, and Yawei Wang (2016), “Wanted: Contagious Gameday Staff. Testing the Effect of Smiling on Fan Responses,” *Services Marketing Quarterly*, Vol. 37, no.2, 71-79 37(2):71-79 DOI:[10.1080/15332969.2016.1156925](https://doi.org/10.1080/15332969.2016.1156925)

Jensen, Ric, Nick Bowman, Brian V. Larson, and Yawei Wang (2013), “Looking at Shirt Sponsorships from Both Sides of the Pond: Comparing Global Trends versus America's Major League Soccer,” *Soccer & Society*. Vol 14, no.4, DOI:10.1080/14660970.2012.753532

Jensen, Ric, Nick Bowman, Yawei Wang, and Brian V. Larson (May 2012), “New League, New Market and New Sponsorship: An Exploratory Study of Attitudes towards Shirt Sponsorship in Major League Soccer” *Soccer & Society*, vol. 13, no. 4 DOI:10.1080/14660970.2012.677227

Larson, Brian, Ric Jensen, and Nick Bowman (2011) “Developing International Sport Markets: Professional Sports Selling To New Segments with New Promotions,” *Journal of International Business Disciplines*. Vol. 6, no. 2 (November), p. 9-24

Jensen, Ric, and Brian V. Larson (2011), “International Strategic Marketing: Sports Promotions Aimed at New Segments,” *The International Academy of Business Research Yearbook*, Margaret A. Goralski, editor, v. 28, p. 352-358

*Brian V. Larson (2011), “The Business of Sports: Sports blog,” *Del. Co. Times*, Phil Heron, ed.

Larson, Brian V. (2010), “Keeping Good Company: Preparing to Measure the Effect of Not-for-Profit Partner Evaluation on Corporate Evaluation,” *Business Research Yearbook*. Rodney Oglesby, Paul LeBlanc, and Marjorie Adams editors. v.17, n.1, p. 233-239

Larson Brian V. and Ross B. Steinman (2009), “Driving NFL Fan Satisfaction and Return Intentions with Concession Service Quality,” *Services Marketing Quarterly*, v.31, n.1

Gwinner, Kevin P. Brian V. Larson, and Scott R. Swanson (2009), “Image Transfer in Corporate Event Sponsorship: Assessing the Impact of Team Identification and Event-Sponsor Fit,” *International Journal of Management and Marketing Research*, v. 2, n. 1, p1-16

Larson, Brian V., Karen E. Flaherty, Alex R. Zablah, Tom J. Brown, and Joshua L. Wiener (2008), “Linking Cause-Related Marketing to Sales Force Responses and Performance in a Direct Selling Context,” *Journal of the Academy of Marketing Science*, v. 36, n. 2 (June), p. 271-277

PUBLICATIONS (continued)

Larson, Brian V., A. Douglas Bender, and Dennis R. Laker (2008), “The Aging Sport Fan: A Model for Marketing Spectator Sports to Baby Boomers,” *Business Research Yearbook: Global Business Perspectives*, Rodney Oglesby and Marjorie G. Adams editors, v.15 p. 787-793

Larson, Brian V. and Doug Seymour (2007), “Marketing to Everyone: Assessing Gender Differences in Service Quality at Professional Sports,” *Business Research Yearbook: Global Business Perspectives*, Marjorie G. Adams editor, v.14 p. 939-946

Larson, Brian V. and Doug Seymour (2006), “Good Game, Good Game: Applying ServQual to Assessing an NFL Concession’s Service Quality,” *Business Research Yearbook: Global Business Perspectives*, Marjorie G. Adams and Abbass Alkhafaji editors, v.13 p. 641-646

Larson, Brian V. (2005), “Advice for Nissan North America, Inc.” in Chapter 9 – Managing the Product – of Marketing: Real People. Real Choices (ISBN 0131449680), Pearson/Prentice Hall Publishing (invited contribution)

Case, Carl, Brian Larson, and Richard Silkoff (2005), “Introducing the VISION Model of virtual Networking,” *Business Research Yearbook: Global Business Perspectives*, vol. 12, p.178-183

Durham, Brooks and Brian V. Larson (2004), “Marketing Myopia Revisited: Review, Responses, and Recommendations with the Music Recording Industry,” *Journal of E-Business*, v. 4, issue 2 (December), p. 41-52

Larson, Brian, Kevin Gwinner, and Scott Swanson (2004), “Reaching the Highest Fruit: A Study of Professional Sports Targeting Women,” *Business Research Yearbook: Global Business Perspectives*, Carolyn Gardner, Jerry Biberman and Abbass Alkhafaji eds., McNaughton and Gunn, Inc., Saline, MI, vol. 11, p.1099-1103

Swanson, Scott, Kevin Gwinner, Brian Larson, and Swinder Janda (2003), “Motivations of College Student Game Attendance and Word-of-Mouth Behavior: The Impact of Gender Differences” *Sport Marketing Quarterly*, 12 (3) September

Larson, Brian V. and Myroslaw J. Kyj (2002), “Recruiting College Students with Web-Based Promotions: What Attracts and Affects Them?” *Journal of Promotion Management*, vol. 9, n.1.

*Research Contributor (2002) “Corporate Identity and Corporate Associations: A Framework for Research in Marketing,” *Corporate Reputation Review* – invited article, edited by Tom J. Brown and Peter Dacin

PUBLICATIONS (continued)

Larson, Brian V. (2001), “Gaining from a Giving Relationship: A Model to Determine Cause-Related Marketing Efforts Effects on Employees,” *Journal of Nonprofit and Public Sector Marketing*, vol. 8, n.4, p.31-44

Larson, Brian V. (2001), “Relationship Selling: Finding a Revelation or Findings of a Revolution,” *Journal of Promotion Management*, vol. 7, n.1/2, p.41-53

*Larson, Brian V. (2001) Sport Marketing 2nd edition – Graphics Package, Human Kinetics Publishing, Champaign, IL

Larson, Brian V. and Richard Germain (2000), “Relational Marketing: How New Is It?” *Business Research Yearbook: Global Business Perspectives*, Jerry Biberman and Abbass Alkhafaji eds., (Spring), McNaughton and Gunn, Inc., Saline, MI, vol. 7, p.55-59

**“Corporate/Cause Alliances Appeal to Salespeople as Well as Consumers,” *The Sponsorship Newsletter*, (September 2000) vol.5, no. 8, p.7

**“Cause-Related Marketing: Its Effects on Internal Marketers,” *Causes & Effects: The Newsletter of Corporate Social Responsibility*, (May 2000), vol. 15, no. 4, p.3

*indicates non-peer reviewed

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Larson Brian V., Amin Keramati, Maria Luiza Pinho, Tongyang Yang (2025), “Measuring Gameday Satisfaction: A Replication and Multicountry Extension of Stadium Service Touchpoints,” *International Acad. of Bus. Disciplines* 38th Annual Conference, Orlando, FL

Pinho, Maria Luiza, Tongyang Yang, Larson Brian V., Amin Keramati (2025), “Bridging Theory and Practice: Assessing Skill Development Through Experiential Learning in Business Education,” *International Acad. of Bus. Disciplines* 38th Annual Conference, Orlando, FL

Larson, Brian and Amin Keramati (2024), “Impact of Gameday Touchpoint Efforts at Professional MLS Games,” *International Acad. of Business Disciplines* 37th Annual Conference

Jensen, Ric, Yawei Wang, and Brian V. Larson, (2023), “It’s a Brave New World – The Changing Landscape of Shirt Sponsorship in Professional Sport,” *IABD* 35th Annual Conference

Kovacs, Allison and Brian V. Larson (2022), “Moneyball Analytics: If It Is So Good, Why Isn’t Everyone Doing It?” *Virtual 2022 Int’l Acad. of Bus. Disciplines* 34th Annual Conference

CONFERENCE PROCEEDINGS AND PRESENTATIONS (continued)

Larson, Brian V. and Paul LeBlanc, (2021), “Mytho-Tourism: Fan Communities and Brand Loyalty to Mythical Cryptids in the U.S,” *Virtual 2021 IABD 33rd Annual Conference*

Larson, Brian V., Ric Jensen, Ryan Dastrup, and Yawei Wang, (2021), “Evolving Jersey Sponsorship Actions and Fan Responses Over Time and Across Major League Sports,” *Virtual 2021 International Academy of Business Disciplines 33rd Annual Conference*

Larson, Brian V. and George Funk (2021), “Businesses Minded Approach to Marketing Counseling and Psychological Services” *Virtual 2021 IABD 33rd Annual Conference*

Larson, Brian V. and Yamuna Baburaj (2020), “Alternative International Learning: A Model Establishing Collaboration,” *IABD 32nd Annual Conference*, Austin, TX

Larson, Brian V., Peter Hornberger, and Lenin Agudo (2019), “I Got Engaged With a Stormtrooper and You Can Too,” *America’s SBDC Conference*, Long Beach, CA, (Sept. 3-6)

Larson, Brian V., Peter Hornberger, and Lenin Agudo (2019), “The Experiential Flipped Classroom: Anatomy of Interdisciplinary Mentorship,” *International Academy of Business Disciplines 31st Annual Conference*, Jacksonville, FL, (April)

Larson, Brian V., (2019), “The Experiential Classroom: SBA-SBDC Interactive Leadership/Mentorship,” *Widener University Costa Rica Delegation Mission to Universidad de Nacional*, San Jose, Costa Rica, (May 30-June 5)

Larson, Brian V., Robert O’Brien, Peter Hornberger, and Lenin Agudo (2019), “SBA-SBDC Peer Leadership/Mentorship,” *Widener University High Impact Practice Fair*, Chester, PA

Larson, Brian V. (2018), “International Learning Collaboration: A Model of Drivers and Outcomes,” *International Academy of Business Disciplines Conference*, San Francisco, CA

McCain, Shiang-Lih, Jeffrey Lolli, and Brian V. Larson (2018), “How Soundscape Influences Customer Satisfaction in the Restaurant Industry,” *International Academy of Business Disciplines 30th Annual Conference*, San Francisco, CA

Larson, Brian V. and Daniel Whitney (2018), “International Marketing: Salute To Service,” *Widener University High Impact Practice Fair*, Chester, PA

Marley, Megan and Brian Larson (2017), “Impact of Professional Sport Teams in Economic Development Zones,” *Int’l Acad. of Bus. Disciplines 29th Annual Conference*, New Orleans, LA

CONFERENCE PROCEEDINGS AND PRESENTATIONS (continued)

Larson, Brian V., Ric Jensen, and Ricard Haskoff (2016), “How Does the Quality of Concessions at an NFL Game Affect Fan Satisfaction and Future Behavior? Data Analysis of Fan Perceptions,” *Int’l Acad. of Bus. Disciplines 28th Annual Conference*, Las Vegas, NV

Larson, Brian V., Scott R. Swanson, and Kevin Gwinner (2016), “A Closer Look at the “Future NFL Fan”: Key marketing Differences Between Non-Season Ticket Members and Season Ticket Members,” *International Academy of Business Disciplines 28th Annual Conf.*, Las Vegas, NV

Anderson, Shaun, Nick Bowman, and Brian Larson (2015), “Soaring for Success: Fan Avidity and Stadium Facilities Effect on Fans' Satisfaction with Live Game Attendance,” *13th Annual Conference of the Sport Marketing Association (SMA)*, October 28, Atlanta, GA

Anderson, Shaun – Nick Bowman and Brian Larson advisors (2015), “Soaring for Success: Fan Avidity and Game Experience on Fan's Perceptions of the Stadium Experience,” *International Communications Association*, San Juan Puerto Rico, May 21-25

Larson, Brian V, Ric Jensen and Yawei Wang (2015) “Does Concession Experience Matter for Sport Fans?” 2015 *International Academy of Business Disciplines 27th Annual Conference*, Orlando, FL

Larson, Brian V. (2014), “Wanted: Contagious Gameday Staff. Testing The Effect of Smiling on Fan Responses” 2014 *International Academy of Business Disciplines (IABD) 26th Annual Conference*, San Diego, CA, (abstract proceedings p. 56)

Larson, Brian V. and Ric Jensen (2013), “Did We Score a Touchdown or Not? Views of Quality: Perception Differences Between Fans and Service Providers in NFL Service Quality” 2013 *International Academy of Business Disciplines (IABD) 25th Annual Conference*, Atlanta, GA

Jensen, Ric, Yawei Wang, Nick Bowman, and Brian Larson (2011), “A Comparative study of Fan Behaviors Between Non-Sports Fans and Avid Sports Fans,” *23rd Annual Northeastern Recreation Research (NERR) Symposium*, April 12th, Bolton Landing, NY

Jensen, Ric and Brian V. Larson (2011), “International Strategic Marketing: Sports Promotions Aimed at New Segments” *International Academy of Business Disciplines (IABD) 23rd Annual Conference*, New Orleans, LA

Jensen, Ric, Yawei Wang, Nick Bowman, and Brian Larson (2010), “Does the Public Support Ads on Professional Sports Uniforms in the USA? Preliminary Results of a Web-based Pilot Study,” *Fourth Summit on Communication & Sport*, March 18-20, Cleveland, OH

Larson, Brian V. (2010), “Product Placement in the New Media Revolution” *International Academy of Business Disciplines (IABD) Conference*, Las Vegas, NV.

CONFERENCE PROCEEDINGS AND PRESENTATIONS (continued)

Jensen, Ric, Nick Bowman, Jason Sosa, Yawei Wang and Brian Larson (2010). "Will Sports Fans Revolt If Advertisements Are Placed on the Uniforms of Their Favorite Team: Results of a Pilot Study and Directions for Future Research." 2010 *IABD Annual Conference*, Las Vegas, NV

Larson, Brian V. (2009), "Payback Time...Can Professional Sports Make Money?" *Institute of Management Accountants, Greater Philadelphia chapter Continuing Professional Education Fifth Annual Conference*, Chester, PA

Larson, Brian V. (2009), "Everything I Know From Business School I Learned From the Bible...Yea, Really," *International Academy of Business Disciplines 20th Annual Conference*, St. Louis, MO

Swanson, Scott R., Kevin Gwinner, and Brian V. Larson (2008), "Image Transfer in Corporate Event Sponsorship: Assessing the Impact of Team Identification and Event-Sponsor Fit," in *Global Conference on Business and Finance, The Institute for Business and Finance Research*, San Jose, Costa Rica, 3 (2), 87-89.

**paper awarded an "Outstanding Research Award" for the Marketing and Management track

Larson, Brian V. and Ross Steinman (2008), "Driving NFL Fan Satisfaction and Return Intentions with Concession Service Quality," *31st Annual Northeastern Association of Business, Economics and Technology Conference*, State College, PA

Larson, Brian V. and Doug Seymour (2007), "Marketing to Everyone: Assessing Gender Differences in Service Quality at Professional Sports," *International Academy of Business Disciplines 18th Annual Conference*, Orlando, FL

Larson, Brian V. and Doug Seymour (2006), "Good Game, Good Game: Applying ServQual to and Assessing an NFL Concession's Service Quality," *International Academy of Business Disciplines 18th Annual Conference*, San Diego, CA

Larson, Brian V., A. Douglas Bender, and Dennis R. Laker (2006), "The Aging Sport Fan: Is the Coming of the Baby Boomer Going to Change the Way We Market Spectator Sports?" *American Society of Business and Behavioral Sciences 13th Annual Conference*, Las Vegas, NV

Larson, Brian V., Richard P. Silkoff, and Carl J. Case (2006), "A Preliminary Investigation of the Vision Model of Virtual Networking," *International Academy of Business Disciplines 18th Annual Conference*, San Diego, CA

Durham, Brooks and Brian V. Larson (2003), "Marketing Myopia in The Music Recording Industry," *Atlantic Marketing Association Annual Conference Proceedings*, Portland, ME

CONFERENCE PROCEEDINGS AND PRESENTATIONS (continued)

Larson, Brian V. and John Nagy (2003), “Assessing the NFL's Marketing: A League Discussion and Team Analysis,” *Association of Pennsylvania Univ. Business and Economics Faculty Annual Meeting*, State College, PA

Gwinner, Kevin, Scott Swanson, and Brian V. Larson (2002), “Image Transfer and the Impact of Team Identification on Sponsorship Related Behavioral Intentions” *American Marketing Association Faculty Consortium on Sports Marketing*, Presented by: AMA & University of Kentucky Gatton College of Business & Economics, Lexington, KY

Gwinner, Kevin, Scott Swanson, and Brian V. Larson (2002), “Corporate Event Sponsorship: Assessing the Impact of Team Identification on Image Transfer” *American Marketing Association Summer Educators' Conference Proceedings*, San Diego, CA.

Larson, Brian V., Thomas J. Brown, and Joshua L. Wiener (2002), “Cause-Related Marketing: Effects on Marketing Representatives' Corporate Evaluations,” AMA Academic Council and Oklahoma State University-Sponsored Conference entitled: *Exploring Corporate Associations: Developing a Research Agenda*, Stillwater, Oklahoma

Larson, Brian V., Gary L. Frankwick, and Bradley D. Carlson (2002), “The Effect of Retail Sales Training on Performance” *Association of Marketing Theory & Practice Conf.*, Savannah, GA

Swanson, Scott, Kevin Gwinner, and Brian Larson (2001), “Take Me Out to the Ballgame: What Motivates Fan Game Attendance and Word-of-Mouth Behavior?” *AMA Summer Educators' Conference Marketing Theory and Applications Proceedings*, Washington, DC.

Eaton, John, Kevin Gwinner, Brian Larson, Scott Swanson (2001), “The Role of Spectators' Attitudes Toward Commercialization on the Effectiveness of Corporate Sponsorship of Sporting Events,” *Academy of Marketing Science Annual Conference*, San Diego, CA

Larson, Brian V. and Myroslaw J. Kyj (2001), “Recruiting College Students with Web-Based Promotions: What Attracts and Affects Them,” – *10th Biennial World Marketing Congress*, Cardiff, Wales, UK

Larson, Brian V. (2000), “The Importance of Relationship Selling at the Beginning of the Century...the Last Century That Is,” *AMA Summer Educators' Conference Marketing Theory and Applications Proceedings*, Chicago, IL, p. 263-269 **Abstract reviewed in the *Journal of Personal Selling and Sales Management* (Winter 2001) v.21, n.1

Larson, Brian V. (2000), “Corporate Social Responsibility and Cause-Related Marketing: Advancements on Their Effects on Marketing Representatives,” *Atlantic Marketing Association Annual Conference Proceedings*, Charleston, SC

CONFERENCE PROCEEDINGS AND PRESENTATIONS (continued)

Larson, Brian V. and John C. Mowen (2000), “Bringing Experts, Customers, and Service Providers together: A Replication and Extension of the Quality Lens Model,” *North American Association of Sport Management Conference*, Colorado Springs, CO

Larson, Brian V. and Richard Germain (2000), “Relational Marketing: How New Is It?” *International Association for Business Development Conference*, Las Vegas, NV

Larson, Brian V. (1998), “Of Interest to Public Policy: The Effect of Involvement on Consumer Perception of Banking Services,” in *Marketing and Public Policy Proceedings*, eds. Alan Andreasen, Alex Simonson, and N. Craig Smith, Arlington, VA, vol. 8, 9-10

Larson, Brian V. and Gary L. Frankwick (1998), “Evolution of a Virtual Enterprise: A Sociological Perspective,” in *Developments in Marketing Science*, eds. John B. Ford and Earl D. Honeycutt, Jr.; Norfolk, VA; vol. 21; 316-320

Senthil Kumar, Brian V. Larson, and Gary L. Frankwick (1998), “Emergence of a Cooperative Virtual Enterprise: An Integrated Theoretical Framework,” *Developments in Marketing Science*, eds. John B. Ford and Earl D. Honeycutt, Jr.; Norfolk, VA; vol. 21; 184-189

Larson, Brian V. (1998), “Identification with a Not-for-Profit’s Cause: The Moderating Effect of Organizational Culture,” *Academy of Marketing Science (AMS) Conference*, Norfolk, VA

Larson, Brian V. (1998), “Improving Corporate Associations Internally: A Model to Link Cause-Related Marketing Partner Evaluations Back to Salespersons’ Corporate Evaluations,” Nebraska Doctoral Student Symposium, University of Nebraska; Lincoln, NE

Larson, Brian V. (1997), “An Examination of Relational Cohesion Theory,” *AMA Winter Educators’ Conference Marketing Theory and Applications Proceedings*, eds. Debbie Thorne LeClair and Michael Hartline, vol. 8, St. Petersburg, FL

Larson, Brian V. (1997), “Retail Salesperson Training and Its Effect on Performance” Presented at Oklahoma State University Graduate Symposium; Stillwater, OK

Larson, Brian V. (1996), “Of Interest to Banking Customer Involvement” Presented at Oklahoma State University Graduate Symposium; Stillwater, OK

PROFESSIONAL / OTHER PRESENTATIONS

- 2025, “A More Perfect Union,” Widener Univ. Board of Trustees presentation, May 8
- 2025, “Undergraduate Students – Hands-On Marketing Research Stages,” High Impact Practice (HIP) Conference Presentation – Widener U. Feb. 19

PROFESSIONAL / OTHER PRESENTATIONS (continued)

- 2024, “Fan Engagement’s Role in Sports” Summer Undergraduate Research and Creative Activities (SURCA) Symposium, Chester, PA 2024, co-authored with Josh Matambo
- 2024, “Factors That Contribute to Professional League’s Success,” Summer Undergrad. Res. and Creative Activities (SURCA) Symp., Chester, PA w/ Dailyn Gaines
- 2023, Engaging Students in Research,” HIP Conference Presentation – Widener, Feb. 21
- 2023, Presenter – *EAE Business School Summit*, Barcelona Spain, March 15
- “Leadership and Innovation” – *National Society of Leadership and Success* (Widener University chapter), December 2019
- Presenter - *Forging Invincible Businesses Seminar*, SBDC-Sponsored business training, Valley Forge, PA June 2018
- Presenter - “Your Future Brand,” *Leadership Camp*, Widener University, June 2019
- Presenter - *Future Business Leaders of America Seminar*, Widener Univ., August 2018
- Presenter – “Fans and Brands,” Widener University, PA April 2018
- Presenter – “Branding Your Future,” *Summer Leadership Camp*, Widener U., June 2017
- Invited lecturer - Ph.D. Research Seminar: “Communicating Service Quality in Professional Sport for Revenue”, University of Vic (Spain), May 2015
- Invited faculty researcher - “ServQual Evolution” University of Vic (Spain), May 2015
- Invited lecturer - “Researching Service Quality at Sports Events: Hands-On Case Marketing Studies of Spectators, Service Providers, and Corporate Sponsors at Philadelphia Eagles Home Games,” Montclair State Univ., Montclair, NJ. April 15, 2015
- Speaker - Greater Philadelphia Chapter of the Institute of Mgt. Accountants (2009)

RESEARCH IN PROGRESS

Keramati, Amin, Tongyang Yang, and Brian Larson, “Fan Satisfaction at Live Soccer Games: A Multivariate Ordinal Regression Approach to Understanding Experience Dimensions.” Submitted to the *International Journal of Sports Marketing and Sponsorship* 8/10/2025

Baburaj, Yamuna, Hofstede, Ferdi, Warringa, Dinand, and Larson, Brian “Bridging Borders: Integrating Global Learning Activities in the Classroom Through Virtual Projects” submitted 9/26/2025 to the *Journal of Management Education* - manuscript ID: JME-25-0200-ETR.

Taberner, Isaac, Albert Junca, Brian V. Larson and Amin Keramati, “Satisfaction in Small-Scale Sport Events the Influence of Service Quality, Sporting Discipline and Place Distance in Event and Destination Satisfaction,” submitted 10/19/2025 to the *Journal of Global Sport Management* – manuscript ID RGSM-2025-0170

REVIEWER SERVICE

- Reviewer for Journals - Journal of Sport Management, Journal of Hospitality Marketing & Management, Journal of Small Business Strategy, Journal of Promotion Management, Quarterly Review of Bus. Strategy
- Dissertation Co-Chair - for Isaac Taberner 2022, University of Vic, Spain

REVIEWER SERVICE (continued)

- Reviewer for Dissertations
 - Yosyf Sheremena (2021 doctoral student) - Ukrainian Free University (UFU)
<http://www.ufu-muenchen.de/uk>
 - Dr. Tina Philips 2005 – Widener University
- P&T Outside Faculty Reviewer- Dr. Karthik Iyer, University of Northern Iowa, Dr. Keary Rouff, University of Pittsburgh, Bradford
- Textbook Reviewer - 14th Edition of Marketing Management- Prentice Hall; Sports Entertainment Marketing (Fetchko/Roy/Chow)- Prentice Hall; Consumer Behavior: Buying, Having, and Being, 8th Edition- Pearson; Sports Marketing: Strategy and Cases (textbook) - McGraw-Hill/Irwin
- Conference Reviewer - Association of Marketing Theory and Practice (Marketing & Non-Profit Marketing Track); Southwest Academy of Management; International Academy of Business Disciplines (Marketing Track); Association of Marketing Theory and Practice (Sport Marketing); Atlantic Marketing Association (Tourism, Events, Sports, Hospitality, and Entertainment Track); Sports Management Association of Australia and New Zealand (SMAANZ); Academy of Marketing Sciences; North American Society for Sport Management (NASSM)

ACADEMIC SERVICE

- Created Graduate Business School Information Video to enhance inquiry response [link](#)
- International COIL project coord. for Widener (US)-Windesheim (Dutch) -Vic (Spanish)
- International relationship development project – Widener – EAE Business School (Spain)
- Widener U. Assistant Dir. for Global Engagement Search Committee member (2022)
- Widener U. Promotion, Ten., and Acad. Freedom Cmte. (2021-25, 21/22-secretary)
- Widener University Latin American Initiatives Group (2021-2022)
- Widener University Global Engagement Advisory Council (2018-present)
- Widener Global Engagement Faculty Development Committee (2021-2022)
- Widener University Breathe Team Board Member (2021-2022)
- Chair/Search Committees, Supply Chain Management – Analytics Faculty (2020-2021), Operations Management Faculty (2019-20), Marketing Faculty (2018-19)
- SBA Bylaws Committee member (2020-2022)
- AACSB Standards Review Committee member (2020-2022)
- Widener University Remote Assessments Group member (2020-2021)
- President's Award nominee committee (2018-2021)
- SBA Digital Marketing Committee Member (2018-2022)
- SBA Entrepreneurship Program Development Team chair (2018-2020)
- Research lead for Widener U. Counseling and Psychological Services client study
- TES Transfer student reviewer for Marketing and Sport Mgt. (2015-2022)
- Faculty mentor for new Management Department faculty member (2017-2021)
- Student Sport Network Faculty Advisor (1999-2021)

ACADEMIC SERVICE (continued)

- SBA Dean’s Advisory Board member (2018-2021 and 2024-26)
- SBA Intellectual Review Committee member (2018-2021)
- SBA Strategic Planning Committee member (2012-2016 & 2018-present)
- SBA Curriculum Committee member (2015-2021)
- Faculty Mentor – China Technical and Business University visiting faculty (2016-2019)
- “On-Call” faculty representative for Widener University Admissions Office (2018-2019)
- SBA Faculty Awards Committee Member (2018-2019)
- SBA Director of Relationship Development Search Committee Member (2018-2019)
- SBA MBA Core Team member (2006-2018)
- Widener University Faculty Council Academic Affairs Committee (2008, 2017-2018)
- Widener University International Week committee member (2016-2021)
- Management Faculty Search Committee (2015-2016 and summer 2016)
- International Develop. team leader (partner with Office of Global Engagement-2016)
- SBA Representative: COSMA Conference (Drexel University, Philadelphia, PA)
- Widener University GO Team (Goals and Assessment Team) member (2014-2015)
- Widener University SBA Faculty Affairs representative (2014)
- Widener University SBA Secretary (2012-14)
- Chair, SBA and Career Services Joint Venture Improvement Committee (2013)
- Major League Soccer -Widener U. *Soccer for Success* student project manager (2013)
- Faculty Advisor Pacific Millennium Strategic Leader Program (2012)
- Co-Chair, Widener University’s Vision 2015 Profile Committee (2009-2012)
- Created collaboration with PA Language Institute and WU Int’l Bus. Course (2005-2011)
- Widener University Graduate Science Education Center Market Study leader (2011)
- Created/proposed/launched high-impact experiential course – Event Marketing
- Faculty Advisor for SBA Senior Project Team (2011)
- Accepted Student Day Faculty Representative (2010-2016)
- Prospective Student Day Faculty Representative (2010-2016)
- Faculty Advisor for SBA Senior Project Team (2010)
- Faculty Resources Committee (2009)
- Involved with coordinating Chong Ching Tech Univ. (China) Exchange Program (2007)
- Business 110 Developing team (2007)
- SBA Faculty Affairs Committee member (2007-2009)
- Undergraduate Orientation Faculty Representative (2008)
- Graduate Program Orientation Faculty Representative (2008)
- President-for-a-Day Selection Committee (2008)
- Widener University Instructional Resources Committee (2003-2005)
- Admissions and Financial Aid Committee (2002-2004)
- Budget Planning and Assessment Committee (2001-2003)
- SBA Promotion, Tenure & Retention Committee (2001-2003, 2023-present)
- Freshmen Convocations Representative (1999-2002, 2018-2020)

ACADEMIC SERVICE (continued)

- Academic Committee for Prizes and Awards member (2000-2002)
- Academic Computing Services Committee (2000-2002)
- Widener SBA Electronic Media Assessment Committee (2001)
- Oklahoma State University Council of Graduate Education and Research, Graduate Student Association Treasurer, Academic Appeals Board member, Commencement Graduate Coordinator (1995-1999)

SELECT MEDIA APPEARANCES

- “Widener University Studying Fan Experience with Team, University Partners,” Street & Smith’s Sports Business Journal, May 2025
<https://www.sportsbusinessjournal.com/Articles/2025/05/27/widener-university-studying-fan-experience-with-team-university-partners/>
- CHCH News Interview 3/21 (Tesla vandalism and response), Ontario, Canada
<https://www.youtube.com/watch?v=mC4Sh-cVFL0>
- Automotive Fan Preferences, “The Greg Carrasco Show” Interview, February 15, 2025,
https://open.spotify.com/episode/0k0n2Re2fgxojdYxhtc7jl?si=JA_oia8vR16a099lBlfC1w
- “Politics and the Halftime Show,” Reuters, February 9, 2025,
https://www.reuters.com/sports/nfl/super-bowl-2025-live-updates-kansas-city-chiefs-vs-philadelphia-eagles-2025-02-09/?arena_mid=tCkbDZtCdKQHYvy0VkON
- “America’s Auto Industry Can Learn a Thing or Two from Japan,” *The Daily Upside*, 7/8/2024, <https://www.thedailyupside.com/industries/autos/americas-auto-industry-can-learn-a-thing-or-two-from-japan/>
- “Ask The Experts,” *Wallethub*, March 2024, https://wallethub.com/cheap-car-insurance/pennsylvania#experts=Brian_Larson
- “2023’s Best Cities for Soccer Fans,” *Wallethub*, author-Adam McCann, August 23, 2023, https://wallethub.com/edu/best-worst-cities-for-soccer-fans/14207#expert=Brian_Larson
- Top EV Rival Testing What Could Be a Tesla Killer,” *The Street*, March 24, 2023,
<https://www.thestreet.com/electric-vehicles/top-ev-rival-testing-what-could-be-a-tesla-killer>
- “Are We A Soccer Nation Now?” *FinalScore*, December 15, 2022,
<https://finalscore.substack.com/p/finalscore-86>
- “GMC Adds a New Vehicle to the Hummer Line (It’s Not What You Think),” *The Street*, November 2, 2022, <https://www.thestreet.com/electric-vehicles/hummer-rolls-out-ebike-to-back-up-its-four-wheeled-sibling>
- “Solar-Powered Electric Vehicles Look to Make a Mark,” *The Street*, Sept. 10, 2022,
<https://www.thestreet.com/investing/solar-powered-ev-makers-say-let-the-sun-shine-in>
- “Ask The Experts: Allstate Insurance Review,” *Wallethub*, September 1, 2022,
https://wallethub.com/edu/ci/allstate-car-insurance-review/62759#expert=Brian_Larson
- “VinFast cars will be built in North Carolina. But will anyone buy them?” *THE NEWS & OBSERVER*, August 24, 2022, by Brian Gordon

SELECT MEDIA APPEARANCES (continued)

- “People Sound Off About Dodge EV’s Muscle Car Roar,” *The Street*, August 20, 2022, <https://www.thestreet.com/investing/people-sound-off-about-dodge-evs-muscle-car-roar>
- “Change to EVs Means Shift in Auto Company Jobs,” *The Street*, July 30, 2022, <https://www.thestreet.com/investing/change-to-evs-means-shift-in-auto-company-jobs>
- “Tesla Facing Growing Competition From a Big Player,” *The Street*, July 15, 2022, <https://www.thestreet.com/investing/tesla-facing-growing-competition-from-a-big-player>
- Volkswagen Accelerates Its Electric Vehicle Push to Take on Tesla,” *The Street*, June 9, 2022, <https://www.thestreet.com/technology/volkswagen-continues-push-to-take-over-electric-vehicle-market>
- “Volkswagen CEO Makes a Revelation About Tesla,” *The Street*, June 4, 2022, <https://www.thestreet.com/technology/volkswagen-ceo-makes-an-interesting-revelation-about-tesla>
- “New All-Electric DeLorean EV Leans Into Its Curves ,” *The Street*, April 5, 2022, <https://www.thestreet.com/investing/delorean-motor-plays-debut-close-to-the-best>
- “Ask The Experts: 2022's Best & Worst Cities for Football Fans,” *Wallethub*, February 7, 2022, https://wallethub.com/edu/best-worst-cities-for-football-fans/9691#expert=Brian_Larson
- “Ask The Experts: Best Credit Cards Sign-Up Bonuses,” *Wallethub*, June 1, 2021, https://wallethub.com/best-credit-card-signup-bonus#expert=Brian_Larson
- “Widener Business Students Go Global, Right From Home,” *Widener website*, January 15, 2021 <http://www.widener.edu/news.archive/widener-business-students-go-global-right-home>
- “Ask the Experts: Grocery Credit Card Shopping Tips,” *Wallethub*, April 30, 2020 https://wallethub.com/best-credit-card-for-groceries#experts=Brian_Larson
- “Opinion: Lions Must Follow Falcons’ Plan for Cheap Stadium Concessions,” *Detroitnews*, August 22, 2018, <https://www.detroitnews.com/story/opinion/2018/08/22/lions-must-follow-falcons-pl>
- “‘Stormtroopers’ Talk Community Organizing and Marketing,” *What’s Up At Widener*, Vol. 11, Issue 2, September 21, 2016, <http://www.widener.edu/news-events/whatsup/vol10/Vol.11.2.pdf>
- “Global Education,” Story featured on Widener University homepage http://www.widener.edu/_feature-story/160726_Spain_SBA.aspx
- “Barcelona Trip with Faculty and Students,” *Quick Takes*, June 2016, v40, http://www.widener.edu/academics/schools/business/quick_takes/_docs/June_2016_NL.pdf
- “Ask the Expert: Super Bowl 50 By the Numbers,” *Wallethub*, February 2, 2016, by John S Kiernan, <https://wallethub.com/blog/super-bowl-by-the-numbers/1589/#brian-larson>
- “Sport Management Networking Session,” and “Sport Management Lunch and Learn Speaker Series,” *Quick Takes*, September 2015, v34

http://www.widener.edu/academics/schools/business/quick_takes/_docs/September_2015_NL.pdf

Curricula Vita – Brian V. Larson

SELECT MEDIA APPEARANCES (continued)

- “Ask The Expert: Do you expect auto financing deals to improve/get worse/stay the same over the next 12 months?” *Wallethub*, February 9, 2015, <http://wallethub.com/edu/2015-auto-financing-report/10131/#brian-larson>
- Interview with Dr. Brian Larson” - [The Sports Intern](#) (5/19/14- A Q&A focused on *Widener’s Sport Management Program*)
- Business of Sports” Blog – [Delaware County Daily Times](#), 3/18/2010
- “Alums Partner with SBA to host Industry Night for Current Students,” December 9, 2024, <https://www.widener.edu/news/news-archive/alums-partner-sba-host-industry-night-current-students>
- “Widener and Philadelphia Union Take High School Students Behind the Scenes of Working in Sports,” October 21, 2024, <https://www.widener.edu/news/news-archive/widener-and-philadelphia-union-take-high-school-students-behind-scenes-working-sports>
- “A More Perfect Union,” June 13, 2024, https://www.widener.edu/news/news-archive/more-perfect-union?bbeml=tp-QRmlz6XUIkCWRBZRt4seyQ.jqiFI1EReak-UWI83-_-eAw.ryrA5ixyKM0SNGSKgyMJelw.IEPdkcM65dUyRGxzSDAPhKQ
- “Widener Student Research Survey Grows from Chester Roots to International Partnerships,” May 7, 2024, David Bjorkgren, <https://delco.today/2024/05/widener-student-research-survey/>
- Marketing Research, AI, and the Fan Experience in Major League Sports, *Far and Widener*, Mar 21, 2024 https://podcasters.spotify.com/pod/show/widener-university/episodes/Marketing-Research--AI--and-the-Fan-Experience-in-Major-League-Sports-e2hcn6a?%24web_only=true&branch_match_id=827148863354905785&utm_source=web&utm_campaign=web-share&utm_medium=sharing&branch_referrer=H4sIAAAAAAAAAA8soKSkottLXLy7IL8IMq0zMS87IL9ItT03SSywo0MvJzMvWT9X39CoMNTY3LrP0SAIAbWUjftAAAAA%3D
- “Student Research Survey Grows Chester Roots International Partnerships,” *Widener Insider Magazine*, March 12, 2024, Nicole Carrera, <https://www.widener.edu/news/news-archive/student-research-survey-grows-chester-roots-international-partnerships>
- “The Business of Sustainability,” *Widener University Newsmagazine*, June 12, 2023, Nicole Carrera, <https://www.widener.edu/news/news-archive/business-sustainability>
- “Sports and Media,” http://www.widener.edu/news-events/news-archive/2014/sport_missanelli.aspx
- “Widener-PMC Alumni Association Presents 2013 Awards,” <http://www.widener.edu/news-events/news-archive/2013/alumniawards-2013.aspx>

SELECT MEDIA APPEARANCES (continued)

- “Juniors and Seniors Invited to Participate in International Sport Management Course Travel to Spain,” page 4
<http://www.widener.edu/news-events/whatsup/vol10/Whats%20UP%20Vol.%2010.9final.pdf>
- “On the Boards,” *The Philadelphia Inquirer*, Business section page C3, March 29, 2010
- “Philly Scores Big Goal with MLS Expansion,” *Philadelphia Daily News* (found at *Philly.com*, William Bender)
- “Fields of Dreams is the Centerpiece of Chester’s Dream Complex,” *DelcoTimes.com*, Kathleen E. Carey, <http://www.delcotimes.com/WebApp/appmanager/JRC/>
- “It’s Finally Soccer Time in Chester,” *Delaware County Daily Times*, Alex Rose
- “Field of Dreams,” *Delaware County Sunday Times*, Mar 2, 2008, p. 4, Kath. E. Carey
- “Pro Soccer Makes Its Return,” *Metro*, Thursday, February 28, 2008, Josh Cornfield
- “School Notes,” *Philadelphia Inquirer*, February 10, 2008,
http://www.philly.com/inquirer/local/pa/main_line_delaware/nabes/20080210_School_Notes
- *What’s Up @ Widener* Vol. 9, Issue 9 (page 5) <http://www.widener.edu/news-events/whatsup/vol9/Whats%20UP%20Vol.%209.9c.pdf>, Vol. 9, Issue 3 (page 3) <http://www.widener.edu/news-events/whatsup/vol9/Vol.%209%20Issue%203.pdf>.
- *What’s Up @ Widener* Vol. 8, Issue 3 (page 6) http://www.widener.edu/news-events/whatsup/vol_7/Vol.8issue3.pdf,
- *What’s Up @ Widener* Vol. 6, Issue 15 (page 3) http://www.widener.edu/news-events/whatsup/issue_6/Vol.6Issue15final.pdf

CONSULTING EXPERIENCE

- International Fan Experience Study: Phil. Union, FC Barcelona, Flamengo Brazil (2025)
- International Fan Experience Study: Philadelphia Union and FC Barcelona (2024)
- International Fan Experience Study: Philadelphia Union (2023)
- VisitDelCo Tourism Study (2022)
- Living Legacy Foundation of Maryland – Leadership Communications (2020)
- NFL-Philadelphia Eagles Sponsor study research leader (w/ multiple universities) (2014)
- Philadelphia Eagles Gameday Marketing Environment study research leader (2014)
- NFL-Philadelphia Eagles Total Fan Satisfaction study research leader (2013)
- Huskers Illustrated Strategic Assessment Study (2003-2004)
- OSU Athletic Department--Athletic Facility Expansion Feasibility Study (1996)
- OSU College of Osteopathic Medicine--Intraorganization Diffusion of Innovation Study, Tulsa, OK, (1996)
- Southwestern Bell Telephone--Secondary Research on Consumer Miscomprehension Study (1996)
- Cimarron Trails Golf Course--Consumer Geodemographic/Customer Assessment Study (1995)
- OSU Athletic Department--Ticket Office Consumer Study (1995)

Curricula Vita – Brian V. Larson

COMMUNITY SERVICE

- Stan Clark Enterprises--Organizational Management Study (1995)
- Refugee and Immigration Ministry Member – St. John Chrysostom (2022-2024)
- Marketing Assessment – Study of Philadelphia Eagles Environmental Impact
- Chadwick Wildlife Trail Project volunteer - Rose Valley, PA (2020)
- (Elected) St. John Chrysostom Pastoral Council (2016-2019)
- St. John Chrysostom parish lector – Wallingford, PA (2015-2019)
- Boy Scouts of America Merit Badge College instructor – Scholarship (2014-2016)
- Cradle of Liberty of Boy Scouts of America Archery instructor (2014-2016)
- Philadelphia Eagles Gameday Tailgate Satisfaction research studies (2015)
- Cradle of Liberty of Boy Scouts of America Troop 512 trained leader – (2010-2016)
- Cradle of Liberty of BSA Range Safety Officer and Archery instructor (2012-2016)
- Notre Dame des Lourdes Parish lector – Swarthmore, PA (2000-2014)
- Rose Valley Borough Town Watch Patroller (2001-2010)
- Chester Upland *Soccer for Success* consulting (2012)
- Food Drive leader - Donated to Sister Regina's food cupboard, Chester, PA (2009)
- Aramark/Citizens Bank Park Customer Satisfaction Assessment Study (2007)
- Aramark/Lincoln Financial Field Importance-Performance Study (2006)
- Aramark/Lincoln Financial Field Service Quality Assessment Study (2005)
- Philadelphia Eagles Studies: Fan Touch Point Assessment (2004), Commercialization Study (2002), Corporate Partner Assessment (2001), NFL 101 Workshop for Women Consumer Study (2000), FanFair Customer Assessment (2000)
- Smith-Kline Beecham's Ridley (PA) Summer Library Science course volunteer (2000)
- Knights of Columbus (K of C) – Stillwater, OK (1996-1998)

OTHER EXPERIENCE

- Visiting Professor of Marketing, University of Vic (Spain) (2014-2015, 2020-2023)
- Larson Cattle Company (2013-2021)
- Advisory Board, University Medallion; Hebron, NE (1995-1998)
- Certified Instructor L1 National Archery Association of the US (NAA) (2013-2016)
- Red Cross First Aid, CPR, and AED certified,
- Executive Board of Advisors, Husker's Illustrated (Lincoln, NE: Dallas, TX) (1995-97)

PROFESSIONAL MEMBERSHIP

- American Marketing Association (AMA)
- International Academy of Business Disciplines (IABD)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Phi Kappa Phi National Honor Society
- Beta Gamma Sigma National Honor Society