

**Noni Zaharia**

Assistant Professor

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Saint Louis University

E-mail:



7. **Zaharia, N.**, Mayer, K. C., Hungenberg, E., Gray, D., & Stotlar, D. (2016). Is sport sponsorship global? Evidence from the United States, the United Kingdom, and India. *International Journal of Marketing Studies*, 8(3), 43-57.
8. **Zaharia, N.**, Kaburakis, A., & Pierce, D. (2016). U.S. sport management programs in business schools: Trends and key issues. *Sport Management Education Journal*, 10(1), 13-28.
9. Ekmekci, R., Berber, S., **Zaharia, N.**, & Turco, D. M. (2013). Spectator consumer behaviors at the 2012 London Paralympic Games. *Choregia: Sport Management International Journal*, 9(2), 77-97.

## Manuscripts in Preparation

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1. Lupinek, J., Biscaia, R., & **Zaharia, N.** (survey underway). To purchase or not to purchase? That is the (sponsorship) question.
2. **Zaharia, N.** (writing the paper). A well-behaved behavioral model: A new theory of behavioral change.
3. **Zaharia, N.** (structuring the research method). Behavior in sport marketing: A meta-analysis.

## Awards and Honors

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2015	NASSM Student Research Competition Finalist
2014	NASSM Doctoral Research Grant Award Winner
2014	Sport Marketing Association (SMA) Best Student Research Paper Winner
2014	University of Northern Colorado, Student Research Grant Award Winner
2014 – 2015	Co-Director, Sport Marketing Research Institute, University of Northern Colorado, Greeley, U.S.A.
2014 – 2015	Selected by a university-wide committee to present an academic research on sponsorship at the 2014 and the 2015 UNC Student Research Celebration
2009	MBA fellowship granted by the National Bank of Greece (awarded for academic achievement and demonstrated leadership abilities), Athens University of Economics & Business, Greece

## Conference Activity

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### Refereed Oral Presentations

1. **Zaharia, N.** (2020). On sport business programs housed in business schools. *Alliance for Sport Business Conference*, Tampa, FL. (cancelled due to Covid-19)
2. Lupinek, J., Biscaia, R., & **Zaharia, N.** (2019). Good beer is hard to not purchase (in the NFL). *The North American Society for Sport Management Conference*, New Orleans, LA.
3. **Zaharia, N.** & McNiff, J. (2019). Let's work together: Scholarly collaborations between academia and the U.S. sport industry. *Commission on Sport Management Accreditation (COSMA) Conference*, Atlanta, GA.
4. Lupinek, J., & **Zaharia, N.** (2018). To purchase or not to purchase? That is the (sponsorship) question. *The North American Society for Sport Management Conference*, Halifax, Canada.
5. **Zaharia, N.** (2017). Sponsorship's impact on sales and the Hofstede theory. *American Marketing Association Winter 2017 Conference*, Orlando, FL.
6. **Zaharia, N.**, Brandon-Lai, S., & James, J. D. (2016). The good, the bad and the ugly in global sponsorship. *Sport Marketing Association Conference*, Indianapolis, IN.
7. **Zaharia, N.**, & Gray, D. (2016). Show me the money: Purchase behaviors in sponsorship. *The North American Society for Sport Management Conference*, Orlando, FL.
8. **Zaharia, N.**, & Kaburakis, A. (2016). Alliance for Sport Business: State of the field and survey summary. *Alliance for Sport Business Conference*, Oklahoma City, OK.
9. **Zaharia, N.**, Stotlar, D., Gray, D., & Biscaia, R. (2015). No more "good" intentions: Purchase behaviors in sponsorship. *The North American Society for Sport Management Conference*, Ottawa, Canada. **[Student Research Competition Finalist]**
10. **Zaharia, N.**, Kaburakis, A., & Pierce, D. A. (2015). U.S. sport management programs in business schools: State of the field. *The North American Society for Sport Management Conference*, Ottawa, Canada.
11. Kaburakis, A., & **Zaharia, N.** (2015). Sport business programs: Trends and key issues. *Alliance for Sport Business Conference*, Athens, OH.
12. **Zaharia, N.** (2015). Is sport sponsorship global? Evidence from the United States, the United Kingdom, and India. *American Marketing Association Winter 2015 Conference*, San







**Florida State University**

Sport Marketing (Undergraduate, Graduate; student evals: 4.8/5)  
 Sport Sponsorship & Sales (Undergraduate, Graduate; student evals: 4.9/5)  
 Globalization, Development, & Sport (Doctoral Seminar; teaching assistant)  
 Applied Research-Sport Management (Doctoral Seminar; teaching assistant)

**University of Northern Colorado**

Sport Event Development and Management (Graduate; teaching assistant)  
 Financial Management of Sport Organizations (Graduate; teaching assistant)  
 Sport Marketing (Graduate; teaching assistant)  
 Fitness Management (Graduate; teaching assistant)  
 College Teaching (Graduate; teaching assistant)  
 Activities for Stress Management (Undergraduate; student evals: 4.7/5)  
 Soccer (Undergraduate; student evals: 4.9/5)  
 Walking & Jogging (Undergraduate; student evals: 4.6/5)

**Industry Experience**

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2012	UEFA European Championship, Ukraine, Media Operations Volunteer
2009 – 2012	Soccer – Agency, Germany, Destination Manager
2010 – 2011	IFM – Sports, Saint Louis, U.S.A., Sports Researcher
2006 – 2009	Football Club Botosani, Romania, Marketing Director
2006	Football Club Botosani, Romania, Marketing Assistant

**Professional Membership**

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2015 – Present	American Marketing Association (AMA)
2013 – Present	North American Society for Sport Management (NASSM)
2013 – Present	Sport Marketing Association (SMA)
2011 – Present	Alliance for Sport Business (ASB)

**Service**

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2020 – Present	Saint Louis University Faculty Senate member, St. Louis, MO
2020 – Present	Saint Louis University Internship Coordinator, Department of Management, St. Louis, MO
2020 – Present	Saint Louis University Presidential Scholars Weekend events, Department of Management, St. Louis, MO



