

**MIKIHIRO SATO, Ph.D.**

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 College of Applied Health Sciences  
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**EDUCATION**

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Ph.D., Business Administration Temple University, Philadelphia, PA	2014
M.B.A. and M.S.A., Sports Administration Ohio University, Athens, OH	2006
B.S., Physical Electronics Tokyo Institute of Technology, Tokyo, Japan	1998

**PROFESSIONAL APPOINTMENTS**

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2020 – Present	Assistant Professor, Department of Recreation, Sport and Tourism, University of Illinois Urbana-Champaign
2014 – 2020	Assistant Professor, Hart School of Hospitality, Sport and Recreation Management, James Madison University

**PUBLICATIONS**

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**Refereed Journal Articles (\* indicates student co-author)**

In press	Mohsen, B., <b>Sato, M.</b> , Baker, B., & *Jalili, M. Interactive mechanisms to improve service innovation among sports clubs: A consumer perspective. <i>Journal of Sport Management</i> . <a href="https://doi.org/10.1123/jsm.2022-0360">https://doi.org/10.1123/jsm.2022-0360</a>
In press	Yoshida, M., <b>Sato, M.</b> , Pizzo, A., & Kuramasu, R. The evolution of sport involvement and customer loyalty: A longitudinal analysis of fitness facility members. <i>Sport Management Review</i> . <a href="https://doi.org/10.1080/14413523.2023.2215557">https://doi.org/10.1080/14413523.2023.2215557</a>
In press	*Bang, A., <b>Sato, M.</b> , & Harada, M. Predicting life satisfaction and behavioral loyalty among amateur triathletes: The role of grit and involvement. <i>Leisure Sciences</i> . <a href="https://doi.org/10.1080/01490400.2021.1927269">https://doi.org/10.1080/01490400.2021.1927269</a>

- In press Anaza, E., Mabrey, P., **Sato, M.**, \*Miller, O., & \*Thompson, J. Improving student interview preparation through collaborative multi-modal mock interview assignments. *Sport Management Education Journal*.  
<https://doi.org/10.1123/smej.2021-0021>
- 2023 **Sato, M.**, Yoshida, M., Doyle, J., & Choi, W. Consumer-brand identification and happiness in experiential consumption. *Psychology & Marketing*, 40, 1579-1592.
- 2023 Yoshida, M., **Sato, M.**, & Doyle, J. Feeling vital by watching sport: The roles of team identification and stadium attendance in enhancing subjective vitality. *Journal of Sport Management*, 37, 229-242.
- 2023 Kono, S., & **Sato, M.** The potentials of partial least squares structural equation modeling (PLS-SEM) in leisure research. *Journal of Leisure Research*, 54(3), 309-329.
- 2022 Woolf, J., \*Lee, W., **Sato, M.**, & Welty Peachy, J. Disasters and catastrophes: The impact on people with disabilities' leisure-time physical activity participation and associative mental health and well-being. *Leisure Studies*, 41(6), 879-890.
- 2022 Inoue, Y., Lock, D., **Sato, M.**, & Funk, D.C. Psychological processes connecting team identification and social well-being: Moderated mediation of subjective and objective on-field team performance. *Sport Management Review*, 25(2), 207-233.
- 2022 Wu, J., Inoue, Y., Filo, K., & **Sato, M.** Shared value creation, work engagement, and job performance: An empirical study of sport. *European Sport Management Quarterly*, 22(2), 272-291.
- 2021 Du, J., \*Floyd, C., Kim, A. C. H., Baker, B. J., **Sato, M.**, James, J. D., & Funk, D. C. To be or not to be: Negotiating leisure constraints with technology and data analytics amid the COVID-19 Pandemic. *Leisure Studies*, 40(4), 561-574.
- 2021 Mohsen, B., **Sato, M.**, & Baker, B. The role of consumer engagement in behavioral loyalty through co-production and value-in-use in fitness clubs. *Sport Management Review*, 24(4), 567-593
- 2020 Mohsen, B., **Sato, M.**, Baker, B., \*Delshab, V., & Winans, M. Connecting customer knowledge management and intention to use sport services through psychological involvement, commitment, and customer perceived value. *Journal of Sport Management*, 34(6), 591-603.

- 2020 Inoue, Y., **Sato, M.**, & Filo, K. Transformative sport service research: Linking sport services with well-being. *Journal of Sport Management*, 34(4), 285–290.
- 2020 **Sato, M.**, Du, J., Inoue, Y., Funk, D.C., & Weaver, F. Older adults' physical activity and health care costs, 2003-2014. *American Journal of Preventive Medicine*, 58(5), e141-e148.
- 2020 Baker, B. J., Du, J., **Sato, M.**, & Funk, D.C. Rethinking segmentation within the Psychological Continuum Model using Bayesian analysis. *Sport Management Review*, 23(4), 764-775.
- 2020 Inoue, Y. Wann, D.L., Lock, D., **Sato, M.**, Moore, C., & Funk, D.C. Enhancing older adults' sense of belonging and subjective well-being through sport game attendance, team identification, and emotional support. *Journal of Aging and Health*, 32(7-8), 530-542.
- 2019 **Sato, M.**, Inoue, Y., Du, J., & Funk, D.C. Access to parks and recreational facilities, physical activity, and healthcare costs for older adults: Evidence from U.S. counties. *Journal of Leisure Research*, 50(3), 220-238
- 2019 **Sato, M.**, Jordan, J.S., & Funk, D.C. Behavioral correlates of psychological involvement: A two-year study. *Journal of Sport Management*, 33(2), 148-160
- 2018 Inoue, Y., **Sato, M.**, & Nakazawa, M. Association between sporting event attendance and self-rated health: An analysis of cross-sectional national surveys in Japan. *Global Health Research and Policy*, 3: 13
- 2018 **Sato, M.**, Jordan, J.S., Funk, D.C., & Sachs, L.S. Running involvement and life satisfaction: The role of personality. *Journal of Leisure Research*, 49(1), 28-45
- 2018 Aizawa, K., \*Wu, J., Inoue, Y., & **Sato, M.** Long-term impact of the Tokyo 1964 Olympic Games on sport participation: A cohort analysis. *Sport Management Review*, 21(1), 86-97
- 2017 Inoue, Y., **Sato, M.**, Filo, K., Du, J., & Funk, D.C. Sport spectatorship and life satisfaction: A multi-country investigation. *Journal of Sport Management*, 31(4), 419-432.
- 2017 **Sato, M.**, Yoshida, M., Wakayoshi, K., & Shonk, D.J. Event satisfaction, leisure involvement, and life satisfaction at a walking event: The mediating role of life domain satisfaction. *Leisure Studies*, 36(5), 605-617.
- 2016 **Sato, M.**, Jordan, J.S., & Funk, D.C. A distance-running event and life satisfaction: The mediating roles of involvement. *Sport Management Review*, 19(5), 536–549.

- 2016 **Sato, M.**, \*Du, J., & Inoue, Y. Rate of physical activity and community health: Evidence from US Counties. *Journal of Physical Activity and Health*, 13(6), 640–648.
- 2015 Sato, S., Oshimi, D., Harada, M., **Sato, M.**, Asakura, M., & Ko, Y.J. The effects of sport consumers' goal types and goal valence on consumption satisfaction and happiness. *Sport Science Research*, 12, 101–120.
- 2015 **Sato, M.**, Jordan, J.S., & Funk, D.C. Distance running events and life satisfaction: A longitudinal study. *Journal of Sport Management*, 29(4), 347–361.
- 2014 **Sato, M.**, Jordan, J.S., Kaplanidou, K., & Funk, D.C. Determinants of tourists' expenditure at mass participant sport events: A five-year analysis. *Current Issues in Tourism*, 17(9), 763–771.
- 2014 **Sato, M.**, Jordan, J.S., & Funk, D.C. The role of physically active leisure for enhancing quality of life. *Leisure Sciences*, 36(3), 293–313.
- 2014 Jordan, J.S., Brandon-Lai, S, **Sato, M.**, Kent, A., & Funk, D.C. The impact of fan identification and notification on survey responses and data quality. *Sport Marketing Quarterly*, 23(1), 27–36.

### Book Chapters

- In review **Sato, M.** Exercise and well-being. In S. Razon & M. Sachs (Eds.), *Applied exercise psychology: The challenging journey from motivation to adherence* (2nd ed.). Routledge.
- In review Mohammadi, S., Ghasemi Siani, M., Abdolmaleki, H., & **Sato, M.** COVID-19 pandemic and sporting events (Tokyo 2020 Olympics): Challenges and solutions. In B. Menaker, D. Sheptak., & J. Zhang (Eds.), *Crisis management in sport*. Routledge.
- 2022 Wu, J., Inoue, Y., & **Sato, M.** Digitalization of sport participation for health. In M. L. Naraine, T. M. Hayduk, & J. P. Doyle (Eds.), *Routledge handbook of digital sport management* (pp. 319–332). Routledge.

### Book Chapter Contributions

- 2017 **Sato, M.** Consumers in participant sport. In M. Nakazawa & M. Yoshida (Eds.), *Introduction to sport marketing* (pp.86–89). Minerva Shobo.

- 2017 **Sato, M.** Social media in participant sport, *Sport white paper in Japan: Digest 2017* (pp.17–18). Sasakawa Sport Foundation.

### Non-Refereed Journal Articles

- 2010 Inoue, Y. & **Sato, M.** A trend analysis of the 2010 North American Society for Sport Management. *Japanese Journal of Sport Management*, 2, 179–184.

### Technical Reports

- 2021 Woolf, J., Lee, W, **Sato, M.**, & Welty Peachy, J. Adaptive sport chapters & participant analysis. Report presented to Move United, Rockville, MD.
- 2018 Shonk, D.J. & **Sato, M.** Star City Half Marathon & 10K. Event and participant analysis. Report presented to Virginia Amateur Sport, Roanoke, VA.
- 2014 Jordan, J.S., Funk, D.C., Baker, B, Wegner, C., & **Sato, M.** Life Time Fitness Centers Impact Analysis. Report presented to Life Time Fitness, Chanhassen, MN.
- 2014 Jordan, J.S., Funk, D.C., **Sato, M.**, & Baker, B. Novo Nordisk New Jersey Marathon: Event and participant analysis. Report presented to the US Road Sports & Entertainment, Miami, FL.
- 2014 Jordan, J.S., Funk, D.C., **Sato, M.**, & Baker, B. First Watch Sarasota Half Marathon & Relay: Event and participant analysis. Report presented to the US Road Sports & Entertainment, Miami, FL.
- 2014 Jordan, J.S., Funk, D.C., **Sato, M.**, Baker, B., & Du, J. Life Time Fitness Miami Marathon & Half Marathon: Event and participant analysis. Report presented to the US Road Sports & Entertainment, Miami, FL.
- 2013 Jordan, J.S., Funk, D.C., Baker, B., & **Sato, M.** General Assembly of YMCAs: Event and participant analysis. Report presented to the YMCA of the USA, Chicago, IL.
- 2013 Jordan, J.S., Funk, D.C., & **Sato, M.** Hispanic Fiesta: Event and participant analysis. Report presented to Concilio, Philadelphia, PA.
- 2013 Jordan, J.S., Funk, D.C., **Sato, M.**, Baker, B., & Balandran, J. Wawa Welcome America: Event and participant analysis. Report presented to the City of Philadelphia, Philadelphia, PA.
- 2012 **Sato, M.** A management and organizational structure of USA Track & Field. Report presented to the Sasakawa Sports Foundation, Tokyo, Japan.

- 2011 Jordan, J.S., Funk, D.C., Sparvero, E.S., & **Sato, M.** Chicago Half Marathon & 5K: Event and participant analysis. Report presented to the US Road Sports & Entertainment, Miami, FL.
- 2011 Jordan, J.S., Funk, D.C., Sparvero, E.S., & **Sato, M.** Blue Cross Broad Street Run: Event and participant analysis. Report presented to the Broad Street Run, Philadelphia, PA.
- 2011 Jordan, J.S., Funk, D.C., Sparvero, E.S., & **Sato, M.** Publix Georgia Marathon, Half Marathon, & Run Wild 5K: Event and participant analysis. Report presented to the US Road Sports & Entertainment, Miami, FL.
- 2011 Jordan, J.S., Funk, D.C., Sparvero, E.S., & **Sato, M.** ING Miami Marathon & Half Marathon: Event and participant analysis. Report presented to the US Road Sports & Entertainment, Miami, FL.
- 2010 Jordan, J.S., Funk, D.C., Sparvero, E.S., & **Sato, M.** Philadelphia Marathon, Half Marathon, & Rothman 8K: Event and participant analysis. Report presented to the Philadelphia Marathon, Philadelphia, PA.
- 2010 Jordan, J.S., Funk, D.C., Sparvero, E.S., & **Sato, M.** Chicago Half Marathon & 5K: Economic impact analysis. Report presented to the US Road Sports & Entertainment, Miami, FL.

### **AWARDS AND HONORS**

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- 2020 Madison Scholar Award, College of Business, James Madison University
- 2019 Research Fellow Award, North American Society for Sport Management
- 2014 Outstanding PhD Student Award, School of Hospitality and Tourism Management, Temple University
- 2013 Student Research Competition Winner, North American Society for Sport Management
- 2013 High Achievement Award, Fox School of Business, Temple University

### **GRANTS AND CONTRACTS**

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- 2023 Park and sport facility availability and physical activity prevalence in Chicago:

- Moderating role of residential racial segregation. Summer Supplemental Research Grant, Department of Recreation, Sport and Tourism, University of Illinois Urbana-Champaign, \$5,485. **Sato, M.**, & Fernandez, M.
- 2022-2023 County-level associations between park and recreational facility access and physical activity prevalence: Role of socioeconomic and ethnic status. Research Support Awards, Campus Research Board, University of Illinois Urbana-Champaign, \$20,652. **Sato, M.** & Liechty, T.
- 2022 County-level associations between park and recreational facility access and physical activity prevalence: Role of socioeconomic and ethnic status. Summer Supplemental Research Grant, Department of Recreation, Sport and Tourism, University of Illinois Urbana-Champaign, \$5,407. **Sato, M.**, & Liechty, T.
- 2020 Lingering fog: Demystifying the heterogeneity impact of the Covid-19 pandemic on active leisure participation in the U.S. using machine learning. Sport Marketing Association Research Grant, \$1,000. Du, J., **Sato, M.**, Kim, A., & Baker, B.
- 2020 A grim choice facing the American public: A natural experiment testing the impact of the COVID-19 pandemic on mental and physical health in the U.S. Collaborative Collision Seed Fund, Florida State University, \$20,000. Du, J., Kim, A., **Sato, M.**, Inoue, Y. & Funk. D.C.
- 2019 Access to parks and recreational facilities and leisure-time physical activity: A multilevel analysis. Hart School Summer Grant, James Madison University, \$3,000. **Sato, M.**
- 2018 Older adults' leisure-time physical activity and healthcare costs: A 12-year analysis. Hart School Summer Grant, James Madison University, \$3,000. **Sato, M.**
- 2017 Healthcare costs associated with leisure-time physical activity: Evidence from U.S. counties. Hart School Summer Grant, James Madison University, \$3,000. **Sato, M.**
- 2015 Event satisfaction, leisure involvement, and life satisfaction at a walking event: The mediating role of life domain satisfaction. Summer Research Grant, College of Business, James Madison University, \$5,000. **Sato, M.**
- 2014 – 2015 Examining macro-level associations of physical activity and healthcare costs: In search of a credible alternative to Obamacare. 9<sup>th</sup> Inter-disciplinary Young Scholars Grant, Fox School of Business, Temple University, \$1,000. Du, J., Funk, D.C., Zhang, C. & **Sato, M.**

- 2013 – 2014      How physically active leisure promotes quality of life: Event participation, psychological involvement, and personal resources. 6<sup>th</sup> Inter-disciplinary Young Scholars Grant, Fox School of Business, Temple University, \$1,500. **Sato, M.**, Jordan, J.S., & Sachs, M.L.
- 2012 – 2013      The impact of mass participant sport events and running involvement on quality of life. Doctoral Research Grant, the North American Society for Sport Management, \$1,300. **Sato, M.**
- 2012                A management and organizational structure of USA Track & Field. The Sasakawa Sports Foundation, \$1,580. **Sato, M.**

### **INVITED PRESENTATIONS**

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- 2021                Career in a global society: The attractiveness of working abroad. Panel presentation with Hiroyuki Koizumi, Takaharu Maeguchi, and Kozaki Kanako. The Tokyo Institute of Technology Alumni Association, May 19.
- 2021                21<sup>st</sup> century solutions for leisure scholars: Part 2 – research and discipline identity. Panel presentation with Brian Greenwood, Mona Mirihie, and Brent Wolfe. The Academy of Leisure Sciences Annual Conference, February 12.
- 2020                Student engagement panel: Writing. Panel presentation with Jennifer Gellock, Michael Naraine, and Katie Misener. North American Society for Sport Management Student Engagement Initiative, December 17.
- 2020                Managing sport for health and well-being. Panel presentation with Leeann Lower-Hoppe and Jeeyoon Kim. Sport Management Colloquium, Florida State University, November 6.
- 2017                Individual determinants of physical activity involvement: A 2-year study. School of Health and Sports Science, Juntendo University, Tokyo, Japan, June 28.
- 2016                Physically active leisure and community health: A theoretical foundation and its application. Graduate Research Seminar, Faculty of Sport Sciences, Waseda University, Tokyo, Japan, July 22.

### **ACADEMIC PRESENTATIONS**

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#### **Refereed Oral Presentations (\* indicates student co-author)**

- 2023                \*Hong, J. & **Sato, M.** Celebrity athlete endorsement and celebrity worship: The mediating role of source credibility, source attractiveness, and meaning transfer.



The Conference of the Sport Marketing Association, Tampa-St. Petersburg, FL, October 25 – 27.

- 2023 Inoue, Y., **Sato, M.**, Swanson, S., Lock, D., Du, J., & Funk, D.C. Social wellbeing during crisis: The role of consumer identification with sport organizations. The Conference of the European Association for Sport Management, Belfast, Northern Ireland, September 12 – 15.
- 2023 Du, J., Gupta, K., **Sato, M.**, & Funk, D.C. Examining the capacity of gamified connected fitness technologies for active leisure participation. The Conference of the North American Society for Sport Management, Montreal, Canada, May 31 – June 3.
- 2023 Inoue, Y., Lock, D., **Sato, M.**, Aizawa, K., Mikura, A., Kohno, N., & Ogasawara, E. The capacity of fitness clubs for promoting middle-aged and older women's well-being. The Conference of the North American Society for Sport Management, Montreal, Canada, May 31 – June 3.
- 2023 \*Motoyama, S., \*Warwick, L., **Sato, M.**, & Tokuyama, T. Examining behavioral loyalty and switching intention in professional football: Moderating role of team identification. The Conference of the North American Society for Sport Management, Montreal, Canada, May 31 – June 3.
- 2023 \*Oliveira, J., **Sato, M.**, & Welty Peachy, J. Visitor satisfaction and experiences with sports facilities: Consumers' online reviews on visiting FC Barcelona's stadium. The Conference of the North American Society for Sport Management, Montreal, Canada, May 31 – June 3.
- 2023 \*Warwick, L., & **Sato, M.** Exploring the relationship between outdoor sport identity and pro-environmental activism. The Conference of the North American Society for Sport Management, Montreal, Canada, May 31 – June 3.
- 2022 Inoue, Y., Lock, D., **Sato, M.**, Aizawa, K., Mikura, A., Kohno, N., & Ogasawara, E. The role of social identification with fitness clubs in promoting older women's wellbeing. International Conference on Social Identity in Sport, Liverpool, England, June 25 – 28.
- 2022 Dumont, M.E., Pate, J.R., **Sato, M.**, Daniels, M., & Bosley, A. An 'epidemic' or badge of honor among student support staff: Examining stress and anxiety among clinical athletic training students. The Annual Meeting and Clinical Symposium of the Pennsylvania Athletic Trainers' Society, Hershey, PA, June 10 – 11.
- 2022 **Sato, M.**, Yoshida, M., Doyle, J., & Choi, W. Team identification and happiness: Moderating role of stadium attendance frequency in professional

- sport. The Conference of the North American Society for Sport Management, Atlanta, GA, June 1 – 5.
- 2022 \*Hong, J. & **Sato, M.** Understanding athlete endorser characteristics: The mediating role of source credibility and source attractiveness. The Conference of the North American Society for Sport Management, Atlanta, GA, June 1 – 5.
- 2021 \*Hong, J., Lee, L., & **Sato, M.** Determining the effectiveness of NBA jersey sponsorship. The Conference of the North American Society for Sport Management, June 3 – 5.
- 2021 \*Bang, A., **Sato, M.**, & Harada, M. Behavioral loyalty and life satisfaction: Segmentation by triathlon involvement. The Conference of the Japanese Association for Sport Management, Kyoto, Japan, March 6 – 7.
- 2020 Inoue, Y., Lock, D., **Sato, M.**, & Funk, D.C. Benefits of team identification for social well-being of middle-aged and older adults. The Conference of the North American Society for Sport Management, San Diego, CA, May 27 – 30.
- 2020 Kono, S., & **Sato, M.** Potentials and applications of partial least squares structural equation modeling in leisure studies. The Academy of Leisure Sciences Annual Conference, Champaign, IL, February 11 – 14.
- 2019 **Sato, M.**, Du, J., Funk, D.C., & Inoue, Y. Older adults' leisure-time physical activity and healthcare costs: A 12-year analysis. The Conference of the North American Society for Sport Management, New Orleans, LA, May 28 – June 1.
- 2018 Inoue, Y., Lock, D., **Sato, M.**, & Funk, D.C. Linking team identification and social well-being for older adults: Roles of perceived social support and on-field performance. The Conference of the North American Society for Sport Management, Halifax, Canada, June 5 – 9.
- 2017 **Sato, M.**, Inoue, Y., & Du, J. Healthcare costs associated with physical activity: Evidence from U.S. counties. The Conference of the National Recreation and Park Association Research Sessions, New Orleans, LA, September 26 – 28.
- 2017 **Sato, M.** & Jordan, J.S. Individual forces of physical activity involvement: A two-year study. The Conference of the North American Society for Sport Management, Denver, CO, May 30 – June 3.
- 2017 Inoue, Y., **Sato, M.**, Filo, K., Du, J., & Funk, D.C. Sport spectatorship and life satisfaction: A multi-city investigation. The Conference of the North American Society for Sport Management, Denver, CO, May 30 – June 3.
- 2016 **Sato, M.**, Yoshida, M., Wakayoshi, K., & Shonk, D.J. Event satisfaction, involvement, and life satisfaction at a walking event. The Conference of the

National Recreation and Park Association Research Sessions, St. Louis, MO, October 5 – 8.

- 2016 **Sato, M.** & \*Du, J. Physically active leisure and community health: Evidence from US Counties. The Conference of the North American Society for Sport Management, Orland, FL, May 31 – June 4.
- 2016 Shonk, D.J., **Sato, M.**, & Anaza, E. The influence of athletic identity on career exploration in intercollegiate athletics: Examining a mid-sized university considering a move from FCS to FBS. The Conference of the North American Society for Sport Management, Orland, FL, May 31 – June 4.
- 2015 **Sato, M.**, Jordan, J.S., & Funk, D.C. Beyond personality: The role of involvement in life satisfaction. The Conference of the National Recreation and Park Association Research Sessions, Las Vegas, NV, September 15 – 17.
- 2015 **Sato, M.**, Inoue, Y., & Nakazawa, M. Spectator sport involvement and health: Analysis of a national survey in Japan. The Conference of the North American Society for Sport Management, Ottawa, Canada, June 2 – 6.
- 2015 Inoue, Y., Berg, B., Bowers, M., Chelladurai, P., \*Du, J. Kihl, L., **Sato, M.**, & Warner, S. The management of sport for public health: Defining the field. The Conference of the North American Society for Sport Management, Ottawa, Canada, June 2 – 6.
- 2014 **Sato, M.**, Jordan, J.S, & Funk, D.C. More is better? The moderating role of behavioral involvement in promoting well-being. The Conference of the North American Society for Sport Management, Pittsburgh, PA, May 27 – 31.
- 2014 Du, J., **Sato, M.**, Funk, D.C., Jordan, J.S, James, J., & Zhang, J.J. Construct measurement and model specification in sport management research: A philosophical and methodological discussion on reflective and formative structures. The Conference of the North American Society for Sport Management, Pittsburgh, PA, May 27 – 31.
- 2013 **Sato, M.** The role of mass participant sport events in psychological involvement and quality of life: A longitudinal approach. The Conference of the North American Society for Sport Management, Austin, TX, May 28 – June 1. *Selected as the winner for the Student Research Competition.*
- 2013 **Sato, M.**, Jordan, J.S, & Funk, D.C. The impact of event satisfaction and running involvement on quality of life in mass participant sport events. The Conference of the North American Society for Sport Management, Austin, TX, May 28 – June 1.

- 2012            **Sato, M.**, Jordan, J.S, & Funk, D.C. Determinants of tourists' expenditures in mass participant sport events: A 5-year analysis. The Conference of the North American Society for Sport Management, Seattle, WA, May 22 – 26.
- 2012            **Sato, M.**, Jordan, J.S, & Funk, D.C. The impact of notification on response rate and response quality for online surveys. The Conference of the North American Society for Sport Management, Seattle, WA, May 22 – 26.
- 2011            **Sato, M.**, & Jordan, J.S. Motivation and demographic determinants of charity participation at sport events. The Conference of the North American Society for Sport Management, London, Canada, June 1 – 4.
- 1998            **Sato, M.**, Kashihara, K., Murota, M, & Shimizu, Y. Relationship between physical exercise and learning efficiency for memorizing task. The Institute of Electronics, Information and Communication Engineers General Conference, Tokyo, Japan, March 27 – 29.
- 1997            Kashihara, K., **Sato, M.**, Murota, M, & Shimizu, Y. Relationship between physical exercise and learning efficiency for calculating and memorizing task. The Educational Technology Meeting of the Institute of Electronics, Information, and Communication Engineers, Tokyo, Japan, December 20.
- 1997            Kashihara, K., **Sato, M.**, Murota, M, & Shimizu, Y. Relationship between physical fatigue and learning efficiency for calculating and memorizing task. The 5th Annual Conference of the Japan Society for Educational Technology, Tokyo, Japan, September 11 – 13.

### **Refereed Poster Presentation**

- 2013            **Sato, M.**, Jordan, J.S, & Funk, D.C. Contribution of running activities to quality of life: The role of event participation, psychological involvement, and behavioral involvement. Accepted at the Conference of the European Association for Sport Management, Istanbul, Turkey, September 11 – 15.

### **Other Presentation (\* indicates student co-author)**

- 2020            Anaza, E., Mabrey, P., \*Miller, O., **Sato, M.**, & Thompson, J. An examination of the impact of mock interviews on college students. The Network for Undergraduate Research in Virginia Conference, November 20.

## **TEACHING EXPERIENCE**

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### **University of Illinois Urbana-Champaign**

#### Graduate Courses Taught

Management Internship

#### Mixed Undergraduate and Graduate Courses Taught

Sport Analytics: Data-Driven Decision Making

#### Undergraduate Courses Taught

Strategic Thinking in Recreation, Sport, and Tourism

Recreation, Sport and Tourism Analytics: Data-Driven Decision Making

### **James Madison University**

#### Graduate Courses Taught

Sport, Recreation, and Well-being

#### Undergraduate Courses Taught

Human Resources in Sport and Recreation Management

Management in Sport and Recreation

Sport Marketing and Sales

Practicum in Sport and Recreation

### **Temple University**

#### Undergraduate Courses Taught

Sport and Society

Organizational Strategy in Sport and Recreation

## **STUDENT SUPERVISION AND DEVELOPMENT**

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### **PhD Students**

Shohgo Motoyama (in progress), Chair

Jonathan Rocha De Oliveira (in progress), Chair

Lance Warwick (in progress), Chair

Jay Hong (in progress), Chair

Incheol Jang (2023), Co-Chair

Mina Woo (in progress), Committee Member

Patrick Hill (in progress), Committee Member

Violet Yoon (2023), Committee Member

Wonju Lee (2022), Committee Member

## **Master's Students**

### Thesis

Honglae Cho (2023), Chair

Allison Hu (2023), Chair

Kevin Huang (2021), Committee Member

Morgan Dumont (2020), Committee Member

### Non-thesis

Tianyuan Dou (in progress), Advisor

Andrew Liu (2022), Advisor

Lateshia Dove (2022), Advisor

## **RESEARCH EXPERIENCE**

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2010 – 2014 Graduate Assistant, Sport Industry Research Center, School of Tourism and Hospitality Management, Temple University, Philadelphia, PA

2005 – 2006 Graduate Assistant, School of Sports Science, Ohio University, Athens, OH

## **SERVICE TO PROFESSION**

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### Guest Editor

Journal of Sport Management: Special Issue on “Transformative Sport Service Research” (2020).

Co-editors: Yuhei Inoue and Kevin Filo

### Editorial Board

Sport Management Review (2022 – Present)

Journal of Leisure Research (2020 – Present)

Journal of Global Sport Management (2016 – 2023)

Frontiers in Sports and Active Living (2020 – 2022)

### Editorial Advisor

Routledge Encyclopedia of Sport Studies, Sport and Wellbeing Section (2021 – Present)

### Ad Hoc Journal Reviewer

Applied Research in Quality of Life

BMC Public Health

European Sport Management Quarterly

Frontiers in Public Health

International Journal of Sports Marketing and Sponsorship

Journal of Applied Sport Psychology

Journal of Destination Marketing & Management

Journal of Intercollegiate Sport

Journal of Leisure Research  
 Journal of Physical Activity and Health  
 Journal of Sport and Tourism  
 Journal of Sport Management  
 Leisure Sciences  
 Sport, Business, Management: An International Journal  
 Sport Marketing Quarterly  
 Sport Management Educational Journal  
 Sport Management Review  
 World Leisure Journal

#### Conference Abstract Reviewer

North American Society for Sport Management (2015, 2016, 2017, 2020, 2021, 2022)  
 Southeast Decision Sciences Institute (2019)

### **DEPARTMENTAL/UNIVERSITY SERVICE**

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#### University of Illinois Urbana-Champaign

2023 – Present Member, Faculty Search Committee, Open Rank Position in Sport Management  
 2020 – Present Member, Graduate Committee, Department of Recreation, Sport and Tourism  
 2023 – 2023 Member, Educational Policy Committee, College of Applied Health Sciences  
 2022 – 2023 Member, Faculty Search Committee, Open Rank Position in Sport Management  
 2021 – 2022 Member, Faculty Search Committee, Assistant/Associate Professor in  
 Recreation Management  
 2021 – 2022 Member, Grievance Committee, Department of Recreation, Sport and Tourism

#### James Madison University

2019 – 2020 Chair, Curriculum and Instruction, Sport and Recreation Management  
 2018 – 2020 Honors Liaison, Sport and Recreation Management  
 2017 – 2020 Chair, Curriculum Committee, Sport and Recreation Management  
 2018 – 2019 Member, Faculty Search Committee, Assistant Professor in Hospitality  
 Management  
 2016 – 2018 Member, Advisory Data Committee, Office of Research and Scholarship  
 2015 – 2017 Faculty Review Board, James Madison Undergraduate Research Journal  
 2015 – 2016 Member, Faculty Search Committee, Assistant Professor in Hospitality  
 Management

### **MEDIA CONTRIBUTIONS**

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Illinois News Bureau (June 20, 2022). Study examined COVID-19 policies' effects on people with disabilities (with Jules Woolf and Jon Welty Peachey).

<https://news.illinois.edu/view/6367/528562501>

WTAX Radio (August 4, 2021). Interview on the psychology of fandom and the Tokyo 2020

Olympics. <https://wtax.com/podcasts/prof-mikihiro-sato-on-the-psychology-of-fandom/>

Illinois News Bureau (August 2, 2021). What impact do the Olympics and mass-sporting events have on public health? <https://news.illinois.edu/view/6367/1453031630>

## **INDUSTRY EXPERIENCE**

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2012 – Present Authorized Athletes' Representative, World Athletics/Japan Association of Athletics Federations  
2008 – 2010 General Manager, MLJ USA, Inc., New York, NY  
2007 – 2008 International Communications Assistant, Major League Soccer/Soccer United Marketing, New York, NY  
2006 – 2007 International Business Consultant, USA Track & Field, Inc., Indianapolis, IN  
1998 – 2004 Audio Engineer/TV Editor, Mainichi Broadcasting System, Inc., Osaka, Japan

## **LANGUAGES**

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Japanese (native)

## **PROFESSIONAL MEMBERSHIPS**

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2009 – Present North American Society for Sport Management  
2020 – 2021 The Academy of Leisure Sciences  
2015 – 2017 National Recreation and Park Association  
2010 – 2011 Japanese Association for Sport Management  
2010 – 2011 Japan Society of Sports Industry

## **AFFILIATIONS**

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2021 – Present Affiliate Faculty, Center for East Asian & Pacific Studies, University of Illinois Urbana-Champaign