

DR. CHRIS HENDERSON

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HIGHER EDUCATION

- Bachelor of Science in Sports Communication; *University of Georgia*, May 2007
- Bachelor of Arts in Telecommunications; *University of Georgia*, May 2007
- Master of Education in Sport Management and Policy; *University of Georgia*, May 2009
- Doctorate of Philosophy in Sport Management and Policy; *University of Georgia*, May 2015

ACADEMIC EMPLOYMENT HISTORY

- Graduate Assistant, University of Georgia, Spring 2014-Summer 2014
- Visiting Assistant Professor, Miami University, August 2015-May 2021
- Continuing Lecturer, Purdue University, August 2021-Present

COURSES TAUGHT

- KNH 212 - Sport Management (In-Classroom & Online Delivery)
- KNH 313 - Sport Economics & Finance (In-Classroom & Online Delivery)
- KNH 414/514 - Sport Facilities & Event Management (In-Classroom)
- KNH 416/516 - Sport Marketing (In-Classroom & Online Delivery)

PUBLICATIONS IN SCHOLARLY JOURNALS

1. Yu, H. S., Zhang, J. J., Kim, D. H., Chen, K. K., Henderson, C., & Min, S. D. (2014, June). Service Quality, Perceived Value, Customer Satisfaction, and Behavioral intentions

among Elderly Consumers at a Sport and Fitness Center. *Social Behavior & Personality*, 42, 757-768.

2. Henderson, C., Zhang, J. J., Leopkey, B. Breakthroughs & Own Goals: A History of Women's Soccer Marketing in the United States. *International Journal of Sport Management and Marketing* (under review).

BOOKS, CONTRIBUTED CHAPTERS

1. Henderson, C., Zhang, J.J. (2019, April). Golden Goals: Professional Women's Football Clubs and Feminist Themes in Marketing. *Globalized Sport Management in Diverse Cultural Contexts*. New York: Routledge
2. Henderson, C., Zhang, J.J, Leopkey, B. (2018, February). The Equalizer: Feminist Themes in NWSL Club Marketing. *The Global Football Industry - Marketing Perspectives*. London, England: Taylor & Francis
3. Henderson, C., Zhang, J. J., Byon, K., Pitts, B.G. (2017, February). Gender, Advertising Techniques, and Consumer Response in NASCAR. *Contemporary Sport Marketing: Global Perspectives*. London, England: Taylor & Francis.

ACADEMIC PRESENTATIONS AT PROFESSIONAL CONFERENCES

1. Henderson, C., Zhang, J.J., Leopkey, B. (2016, June). Feminist themes within the marketing of the National Women's Soccer League (NWSL). 2016 Conference of the North American Society for Sport Management, Orlando, FL.
2. Henderson, C., Zhang, J.J., Leopkey, B. (2015, October). Feminism and the shifting target markets of the national women's soccer league. Sport Marketing Association Annual Conference, Atlanta, GA.
3. Zhang, J.J., Kim, M., & Henderson, C. (2015, February). Parent evaluations of after-school enrichment programs: Development of a scale. UGA COE Graduate Student and Faculty Research Conference, Athens, GA.
4. Henderson, C. (2014, February). Target marketing at the 1999 FIFA Women's World Cup. UGA Sport Business Symposium, Athens, GA.
5. Henderson, C. (2014, February). Service quality in the organization of the 1999 FIFA Women's World Cup. UGA Sport Business Symposium, Athens, GA.

6. Henderson, C. (2013, April). History and development of the 21st century community learning centers initiative. UGA Global Educational Forum on Culture, Research and Teaching, Athens, GA.
7. Henderson, C. (2013, April). Common themes of successful American after-school programs. UGA Global Educational Forum on Culture, Research and Teaching, Athens, GA.
8. Henderson, C. (2013, April). Early global marketing and sponsorship of professional women's soccer. UGA Global Educational Forum on Culture, Research and Teaching, Athens, GA.
9. Henderson, C. (2013, April). Breaking the barrier - early women pioneers in north American IndyCar racing. UGA Global Educational Forum on Culture, Research and Teaching, Athens, GA.
10. Zhang, J. J., Chen, K. K., & Henderson, C. (2013, February). Demographic characteristics of the 21st CCLC after school program attendants: Implication of social progress. College of Education Faculty Research Conference, Athens, GA.
11. Henderson, C. (2012, April). Hegemonic masculinity and gender stereotyping in auto racing advertising. UGA Global Educational Forum on Culture, Research and Teaching, Athens, GA.
12. Henderson, C. (2012, April). Female racing fan reactions towards modern and historical auto racing advertising. UGA Global Educational Forum on Culture, Research and Teaching, Athens, GA.

COMMITTEE SERVICE AND OFFICES HELD

1. Committee Member, Miami University Hays Sports Study Scholarship Ad Hoc Committee, 2018-2019
2. Co-Marketing Director, UGA Global Educational Forum on Culture, Research and Teaching, Spring 2012

GRADUATE STUDENT SUPERVISION

Thesis supervision:

- James Warwick - The Efficacy of Counter-Pressing As An Offensive-Defensive Philosophy - Committee Member - Summer 2019

REVIEWER FOR A SCHOLARLY JOURNAL

- Journal of Communication and Sport (2013-present).
- International Journal of Sports Marketing and Sponsorship (2013-present).

PROFESSIONAL AFFILIATIONS

- North American Society for Sport Management (NASSM)
- United Soccer Coaches

RESEARCH INTERESTS

Sport marketing, women's soccer, collegiate soccer, auto racing, sport media

NON-ACADEMIC EMPLOYMENT HISTORY

- On-Air Talent/Sports Director, WUOG Radio, Fall 2005-2006
- Color Commentator/Play-by-Play Announcer (Soccer), WUOG Radio, Fall 2005-2006
- Manager/Video Technician, University of Georgia Soccer, Fall 2007-Summer 2009
- Women's Soccer Editor/Staff Writer, All White Kit, Fall 2010-Present
- Radio Correspondent, Keeper Notes Podcast - Yahoo Sports Radio, 1560 AM, Spring 2014
- Featured Writer (Division I NCAA Women's Soccer), HeroSports, Summer 2015-Summer 2017
- Featured Guest, College Soccer Nation Podcast, Fall 2022-Present