

Ryan K. Zapalac, Ph.D.
Assistant Professor of Kinesiology
Department of Health and Kinesiology
College of Education

Degrees Earned

Ph.D. in Kinesiology (Sport Psychology/Sport Management), University of Houston, 2004

M.Ed. in Physical Education (Sport and Fitness Administration), University of Houston, 2001

B.S. in Kinesiology, University of Houston, 1998

Peer-Review Publications and Artistic Performances/Exhibitions

Articles

Smith, S. E., Grieve, F. G., Zapalac, R. K., Derryberry, W. P., Pope-Tarrence, J., 2011, Accepted, How Does Sport Team Identification Compare to Identification with Other Social Institutions? *Journal of Contemporary Athletics*.

Wann, D. L., Grieve, F. G., End, C., Zapalac, R. K., Lanter, J. R., Pease, D. G., Fellows, B., Oliver, K., & Wallace, A., 2011, in review, Examining the Superstitions of Sport Fans: Types of Superstitions, Perceptions of Impact, and Relationship with Team Identification. *Athletic Insight*.

Zhang, J.J., Lam, E.T.C., Cianfrone, B.A., Zapalac, R.K., Holland, S., & Williamson, D.P., 2011, An Importance-Performance Analysis of Media Activities Associated with WNBA Game Consumption. *Sport Management Review*, 14, 64-78.

Zapalac, R.K., Zhang, J.J., & Pease, D.G., 2010, Understanding Volleyball Spectators from the Perspectives of Sociodemographics, Decision-Making, and Consumption. *International Journal of Sport Marketing and Sponsorship*, 11(4), 320-343.

Zapalac, R.K., Lee, J.T., & Pease, D.G., 2009, Burnout in High School Basketball Coaches from a Reversal Theory Perspective. *Journal of Contemporary Athletics*, 4(2), 139-153.

Grieve, F.G., Zapalac, R.K., Visek, A., Wann, D.L., Parker, P., Partridge, J., & Lanter, J., 2009, Identification with Multiple Sport Teams: How Many Sports Do Fans Follow? *Journal of Contemporary Athletics*, 3(4), 283-294.

Grieve, F.G., Wann, D.L., Zapalac, R.K., & Shoenfelt, B.L., 2009, The Puck Stops Here: An Evaluation of National Hockey League Fans' Reactions to the 2004-2005 lockout, *International Journal of Sport Management and Marketing*, 5(1-2), 101-114.

Grieve, F.G., Wann, D.L., Zapalac, R.K., 2008, Sport Fans' Responses to the End of Season, *International Journal of Sport Management and Marketing*, 4(4), 375-389.

Wann, D.L., Grieve, F.G., Zapalac, R.K., & Pease, D.G., 2008, Motivational Profiles of Sport Fans of Different Sports, *Sport Marketing Quarterly*, 17(1), 6-19.

Whisenant, W., Vincent, J., Pedersen, P., & Zapalac, R.K., 2007, Examining Diversity in High School Hiring Practices: An Analysis of Homologous Reproduction in Interscholastic Athletics, *Advancing Women in Leadership Online Journal*, 25(2). Retrieval from: <http://www.advancingwomen.com/awl/summer2007/index.htm>

Chapters

Wann, D.L., Grieve, F.G., Zapalac, R.K., Visek, A.J., Partridge, J.A., & Lanter, J.R., 2011, The Importance of Team Identification in Perceptions of Trust in Fellow and Rival Sport Fans, pp 68-78. In A.C. Earnhardt, P.M. Haridakis, & B. Hugenberg (Eds.), *Fandemonium: Explorations of Fan Power, Identity and Socialization*, Lanham, MD: Lexington. *Scheduled for Spring 2011 release*

Wann, D.L., Grieve, F.G., Zapalac, R.K., Lanter, J.R., Partridge, J.A., Short, S.E., Parker, P.M., & Short, M., 2010, What Would You Do For a Championship: Willingness to Consider Acts of Desperation Among Major League Baseball Fans, pp 161-173. In B.D. Geranto (Ed.), *Sport Psychology*, Hauppauge, NY: Nova Science Publishers.

Book Reviews

Zapalac, R.K., 2010, A review of "Sports Mania: Essays on Fandom and the Media in the 21st Century" by L.W. Hugenberg, P.M. Haridakis, & A.C. Earnhardt (Eds.) (2008), *The Sport Psychologist*, 24(2), 263-265.

Proceedings

Zapalac, R. K., Wann, D. L., Estes, B. C., & Roper, E. A., 2011, accepted, Ideal Product / Ideal Time: The "Luv Ya Blue" Houston Oilers. *Sport Marketing Quarterly (Supplement)*.

Zapalac, R. K., Wann, D. L., Grieve, F. G., Partridge, J. A., & Parker, P. M., 2011, accepted, An Examination of Predictors of Watching Television Sport Programming. *Sport Marketing Quarterly (Supplement)*.

Lanter, J. R., Grieve, F. G., Parker, P. M., Wann, D. L., Zapalac, R. K., Cyr, C. Y., Heimberger, K. T., & Wilkins, R. E., 2011, "We're Good, They're Okay, You're Not!": Perceptions of Fellow, Rival, and Non-Rival Fans. *Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings*.

Wann, D. L., Grieve, F. G., Zapalac, R. K., Lanter, J. R., Partridge, J. A., Short, S. E., Parker, P. M., & Short, M., 2011, What Would You Do for a Championship: Willingness to Consider Acts of Desperation Among Major League Baseball Fans. *Association for Applied Sport Psychology (AASP) - 2011 Conference Proceedings*.

Estes, B.C., Zapalac, R.K., & Joubert, D., 2011, Misplaced Priorities?: Assessing Student Perceptions of Funding for Athletic Programs in Higher Education, *Journal of Sport Management (Supplement)*.

Wann, D.L., Grieve, F.G., End, C., Zapalac, R.K., Lanter, J.R., & Pease, D.G., 2009, Examining the Superstitious Behaviors of Sport Fans: Types of Superstitions, Perceptions of Impact, and Relationship with Team Identification, p 18, Proceedings of the 24th Meeting of the *Association for Applied Sport Psychology (AASP)*.

Grieve, F.G., Wann, D.L., Lanter, J.R., & Zapalac, R.K., 2009, Research Involving Sport Fans: Identification and Cognition, p 16, Proceedings of the 24th Meeting of the *Association for Applied Sport Psychology (AASP)*.

Wann, D.L., Grieve, F.G., Zapalac, R.K., Visek, A.J., Partridge, J.A., & Lanter, J.R., 2008, The Importance of Team Identification in Perceptions of Trust in Fellow and Rival Sport Fans, p 82, Proceedings of the 23rd Meeting of the *Association for Applied Sport Psychology (AASP)*.

Grieve, F.G. & Zapalac, R.K., 2007, Cause and Affect: Correlates and Emotional States Involved in Sport Fandom, p 40, Proceedings of the 22nd Meeting of the *Association for Applied Sport Psychology (AASP)*.

Zapalac, R.K., Pease, D.G., & Klonsky, B.G., 2007, Helping Students Apply Theoretical Concepts in Sport Psychology: The Interview Project, p 6, Proceedings of the 22nd Meeting of the *Association for Applied Sport Psychology (AASP)*.

Pearson, D.W., Pittman, A.T., & Zapalac, R.K., 2006, Applied Sport Management: What We Do and Why, Proceedings of the 83rd Meeting of the *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*.

Haptonstall, C.D., & Zapalac, R.K., 2006, Media Relations Professionals in Sport Management: Experiences and Future Directions, Proceedings of the 83rd Meeting of the *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*.

Shoenfelt, E.L., Grieve, F.G., Wann, D.L., & Zapalac, R.K., 2006, The Puck Stops Here: Fan Responses to the 2005 NHL Work Stoppage, p 13, Proceedings of the 21st Meeting of the *Association for Applied Sport Psychology (AASP)*.

Wann, D.L., Grieve, F.G., Zapalac, R.K., Pease, D.G., 2006, Motivational Profiles of Sport Fans of Different Sports, p 60, Proceedings of the 21st Meeting of the *Association for Applied Sport Psychology (AASP)*.

Zapalac, R.K., Wann, D.L., Pease, D.G., & Haptonstall, C.D., 2006, Spectator and Fan Identification in Mexican Soccer Spectators and Fans: An Examination of the Many Forms of Identification, p 12, Proceedings of the 21st Meeting of the *Association for Applied Sport Psychology (AASP)*.

Zapalac, R.K., Haptonstall, C.D., & Pease, D.G., 2005, Marketing Characteristics of Mexican Soccer League Spectators and Fans, Proceedings of the 82nd Meeting of the *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*.

Zapalac, R.K. & Haptonstall, C.D., Dannheim, C., & Thomas, Z., 2005, The Role of Internship Experiences in Sport Management Curricula, Proceedings of the 82nd Meeting of the *Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*.

Zapalac, R.K., Pease, D.G., Wann, D.L., & Lee, J.T., 2005, Applying the Metamotivational Sport Identification Scale (MSIS) to Collegiate Baseball Spectators, p 20, Proceedings of the 20th Meeting of the *Association for the Advancement of Applied Sport Psychology (AAASP)*.

Zapalac, R.K., Zhang, J.J., & Pease, D.G., 2004, Market Demand Factors Associated with the Consumption Levels of Women's Intercollegiate Volleyball Game Spectators, p 55, *Sport Marketing Quarterly*, 13 (Supplement).

Zapalac, R.K., Pease, D.G., & Lee, J.T., 2004, Construction of a Sport Spectator Identification Scale Based on Reversal Theory Constructs, p 33, Proceedings of the 19th Meeting of the *Association for the Advancement of Applied Sport Psychology (AAASP)*.

Pease, D.G., Zapalac, R.K., & Lee, J.T., 2003, Investigating Burnout in High School Basketball Coaches from a Reversal Theory Perspective, pp 52-53, Proceedings of the 18th Meeting of the *Association for the Advancement of Applied Sport Psychology (AAASP)*.

Pease, D.G., Zapalac, R.K., & Lee, J.T., 2003, Role of Selected Variables in the Burnout of High School Basketball Coaches, p 66, *Research Quarterly for Exercise and Sport (Supplement)*.

Zapalac, R.K., Lee, J., & Pease, D.G., 2002, Congruence of Metamotivational Dominance and Leadership Preferences and its Relation to Satisfaction, p 92, Proceedings of the 17th Meeting of the *Association for the Advancement of Applied Sport Psychology (AAASP)*.

Zapalac, R.K., Lee, J., & Pease, D.G., 2002, Relationship of Motivational Style to Leadership Preferences, pp 136-137, *Journal of Sport & Exercise Psychology*, 24(Supplement).

Research Monographs and Technical Reports

Zapalac, R. K. & Haptonstall, C.D., 2005, *Houston Astros Customer Service Study*, Houston Astros, Houston, TX.

Zapalac, R.K., 2004, *Marketing Report for the 2004 Minute Maid College Classic*, Houston Astros Houston, TX.

Non-refereed Publications

Zapalac, R.K. & Pease, D.G., March 2004, Threat vs. Challenge: How Can It Work for You?, *Texas Coach*, 36-38.

Pease, D.G., Zapalac, R.K., & Lee, J.T., March 2003, Burnout in High School Varsity Basketball Coaches, *Texas Coach*, 30-31.

Peer-Review Presentations/Posters

Zapalac, R. K., Wann, D. L., Estes, B. C., & Roper, E. A., 2011, accepted, Ideal Product / Ideal Time: The "Luv Ya Blue" Houston Oilers. *Sport Marketing Association (SMA)*, Houston, TX, October 2011.

Zapalac, R. K., Wann, D. L., Grieve, F. G., Partridge, J. A., & Parker, P. M., 2011, accepted, An Examination of Predictors of Watching Television Sport Programming. *Sport Marketing Association (SMA)*, Houston, TX, October 2011.

Lanter, J. R., Grieve, F. G., Parker, P. M., Wann, D. L., Zapalac, R. K., Cyr, C. Y., Heimberger, K. T., & Wilkins, R. E., 2011, "We're Good, They're Okay, You're Not!": Perceptions of Fellow, Rival, and Non-Rival Fans. *Association for Applied Sport Psychology (AASP)*, Honolulu, HI, September 2011.

Wann, D. L., Grieve, F. G., Zapalac, R. K., Lanter, J. R., Partridge, J. A., Short, S. E., Parker, P. M., & Short, M., 2011, What Would You Do for a Championship: Willingness to Consider Acts of Desperation among Major League Baseball Fans. *Association for Applied Sport Psychology (AASP)*, Honolulu, HI, September 2011.

Zapalac, R. K., Estes, B. C., Zhang, J. J., Fitzwater, P. L., & Krebs, D. E., 2011, Motives and Points of Attachment of PGA Champions Tour Spectators and Fans, *Association for Applied Sport Psychology (AASP)*, Honolulu, HI, September 2011.

Estes, B.C, Zapalac, R.K., & Joubert, D., 2011, Misplaced Priorities?: Assessing Student Perceptions of Funding for Athletic Programs in Higher Education, *North American Society for Sport Management*, London, Ontario (Canada), May 2011.

Zapalac, R.K., 2010, Measuring the potential for celebratory riots: Where do we go from here? *Sixth Annual Sport Psychology Forum*, Bowling Green, KY, February 2010.

Wann, D.L., Grieve, F.G., End, C., Zapalac, R.K., Lanter, J.R., & Pease, D.G., 2009, Examining the Superstitious Behaviors of Sport Fans: Types of Superstitions, Perceptions of Impact and Relationship with Team Identification, *Association for Applied Sport Psychology (AASP)*, Salt Lake City, UT, September 2009.

Grieve, F.G., Wann, D.L., Lanter, J.R., & Zapalac, R.K., 2009, Research Involving Sport Fans: Identification and Cognition, *Association for Applied Sport Psychology (AASP)*, Salt Lake City, UT, September 2009.

Zapalac, R.K., 2009, Sport Spectators and Fans' Perceptions of Their Rights: An Exploratory Study, *Fifth Annual Sport Psychology Forum*, Bowling Green, KY, February 2009.

Wann, D.L., Grieve, F.G., Zapalac, R.K., Visek, A.J., Partridge, J.A., & Lanter, J.R., 2008, The Importance of Team Identification in Perceptions of Trust in Fellow and Rival Sport Fans, *Association for Applied Sport Psychology (AASP)*, St. Louis, MO, September 2008.

Zapalac, R.K., 2008, Linking Parapathic Emotions to Sport Consumers and Spectators: Initial Directions, *Fourth Annual Sport Psychology Forum*, Bowling Green, KY, February 2008.

Grieve, F.G. & Zapalac, R.K., 2007, Cause and Affect: Correlates and Emotional States Involved in Sport Fandom, *Association for Applied Sport Psychology (AASP)*, Louisville, KY, October 2007.

Zapalac, R.K., Pease, D.G., & Klonsky, B.G., 2007, Helping Students Apply Theoretical Concepts in Sport Psychology: The Interview Project, *Association for Applied Sport Psychology (AASP)*, Louisville, KY, October 2007.

Zapalac, R.K., 2007, Logistical Difficulties Associated with Sport Fans and State-Based Measures, *Third Annual Sport Psychology Forum*, Bowling Green, KY, February 2007.

Pearson, D.W., Pittman, A.T., & Zapalac, R.K., 2006, Applied Sport Management: What We Do and Why, *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Fort Worth, TX, December 2006.

Haptonstall, C.D., & Zapalac, R.K., 2006, Media Relations Professionals in Sport Management: Experiences and Future Directions, *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Fort Worth, TX, December 2006.

Shoenfelt, E.L., Grieve, F.G., Wann, D.L., & Zapalac, R.K., 2006, The puck stops here: Fan responses to the 2005 NHL work stoppage, *Annual Conference of the Association for Applied Sport Psychology (AASP)*, Miami, FL, September 2006.

Wann, D.L., Grieve, F.G., Zapalac, R.K., Pease, D.G., 2006, Motivational profiles of sport fans of different sports, *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Miami, FL, September 2006.

Zapalac, R.K., Wann, D.L., Pease, D.G., & Haptonstall, C.D., 2006, Spectator and Fan Identification in Mexican Soccer Spectators and Fans: An Examination of the Many Forms of Identification, *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Miami, FL, September 2006.

Zapalac, R.K., Haptonstall, C.D., & Pease, D.G., 2005, Marketing Characteristics of Mexican Soccer League Spectators and Fans, *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Corpus Christi, TX, December 2005.

Zapalac, R.K. & Haptonstall, C.D., Dannheim, C., & Thomas, Z., 2005, The Role of Internship Experiences in Sport Management Curricula, *Annual Conference of the Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD)*, Corpus Christi, TX, December 2005.

Zapalac, R.K., Pease, D.G., Wann, D.L., & Lee, J.T., 2005, Applying the Metamotivational Sport Identification Scale (MSIS) to Collegiate Baseball Spectators, *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Vancouver, BC, Canada, October 2005.

Lee, J.T., Zapalac, R.K., & Pease, D.G., 2004, A Reversal Theory Model of Burnout in Coaches. *Instrumentation in Reversal Theory*, Baton Rouge, LA, December 2004.

Zapalac, R.K., Zhang, J.J., & Pease, D.G., 2004, Market Demand Factors Associated with the Consumption Levels of Women's Intercollegiate Volleyball Game Spectators, *Annual Conference of the Sport Marketing Association (SMA)*, Memphis, TN, November 2004.

Zapalac, R.K., Pease, D.G., & Lee, J.T., 2004, Construction of a Sport Spectator Identification Scale Based on Reversal Theory Constructs, *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Minneapolis, MN, October 2004.

Pease, D.G., Zapalac, R.K., & Lee, J.T., 2003, Investigating Burnout in High School Basketball Coaches from a Reversal Theory Perspective, *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Philadelphia, PA, October 2003.

Pease, D.G., Zapalac, R.K., & Lee, J.T., 2003, Role of Selected Variables in the Burnout of High School Basketball Coaches, *Annual Conference of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD)*, Philadelphia, PA, April 2003.

Lee, J.T., Pease, D.G., & Zapalac, R.K., 2002, An Examination of Leadership Behaviors and Burnout in Coaches, *Fourth International Reversal Theory Workshop*, Guam, November 2002.

Zapalac, R.K., Lee, J., & Pease, D.G., 2002, Congruence of Metamotivational Dominance and Leadership Preferences and its Relation to Satisfaction, *Annual Conference of the Association for the Advancement of Applied Sport Psychology (AAASP)*, Tucson, AZ, November 2002.

Zapalac, R.K., Lee, J.T., & Pease, D.G., 2002, Relation of Motivational Style to Leadership Preferences, *Annual Conference of the North American Society for the Psychology of Sport and Physical Activity (NASPSPA)*, Baltimore, MD, June 2002.

Work or Professional Experiences

August 2011 – present, Assistant Department Chair, Department of Health & Kinesiology, Sam Houston State University, Huntsville, TX

August 2006 – present, Assistant Professor of Kinesiology, Sam Houston State University, Huntsville, TX

August 2004 – August 2006, Lecturer of Kinesiology, Rice University, Houston, TX

August 2000-August 2004, Graduate Teaching Fellow of Kinesiology, University of Houston, Houston, TX

Honors and Awards

SHSU Mentor Award Nominee (April 2010)

Spring Independent School District, Sport Marketing Academy Focus Group Member (2008 – present)

SHSU College of Education Enrichment Fund Recipient (2006; 2007; 2008;2009)

Rice University Baker College Faculty Associate (2004-2006)

University of Houston Health and Human Performance Outstanding Graduate Student Award (2004)

Abell-Hanger Foundation Scholarship recipient

Dick Smith Scholarship recipient

Dean's List

Magna Cum Laude graduate (Bachelor of Science in Kinesiology)

Other Competencies

External blind reviewer, *Journal of Applied Sport Psychology*, 2010-present

External blind reviewer, *Journal of Sport Sciences*, 2009-present

Sport Management Internship Coordinator, 2008-present

External blind reviewer, *Athletic Insight*, 2007-present

Past Chair, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD), 2006-2007

Chair, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD), 2005-2006

Reviewer, 'Sport Law' text (Jones & Bartlett Publishers: Sudbury, MA.), 2006

External blind reviewer, *The International Journal of Sport Psychology*, 2005-present

Reviewer, Annual Conference of the *Association for the Advancement of Applied Sport Psychology*, 2005-2007

Sport Management program reviewer for the Annual Conference of the *Texas Association of Health, Physical Education, Recreation, and Dance*, 2005 – 2007

External blind reviewer, *The Sport Psychologist*, 2005-present

Chair-Elect, Sport Management Section, Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD), 2004-2005

Sport Management Student Representative, *Texas Association of Health, Physical Education, Recreation, and Dance*, 2001