

Ricard W. Jensen, PhD

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Faculty Experience

January 2018—Present. Lecturer II, Department of Marketing, , The University of Texas at San Antonio

- Courses Taught
 - Sport Management, Event Management, Principles of Marketing, Consumer Behavior, International Marketing, Academic Inquiry and Scholarship.

January, 2018---May 2018. Adjunct Lecturer, Department of Management, Texas State University, San Marcos, Texas.

- Undergraduate Courses Taught
 - Management 3303, Management Principles

January 2018—May 2018. Adjunct Instructor. Alamo Colleges, San Antonio, Texas

- Undergraduate Courses Taught.
 - COMM 1307, Mass Media and Culture

August 2012—August 2017 » Associate Professor, Department of Marketing, Montclair State University, Montclair, New Jersey.

- Graduate Courses Taught for the MBA Program
 - Strategic Sports Marketing, MBA (MKTG 574)
 - Using Integrated Marketing Communication for Crisis Communication (MKTG 577)
- Undergraduate Courses Taught
 - Integrated Marketing Communication (MKTG 344)
 - International Marketing (INBS 349)
 - International Tourism Marketing (MKTG 315)
 - Introduction to Marketing (MKTG 240)
 - Sports Marketing and Management (MKTG 320)
 - Introduction to Leisure and Tourism (LITM 201)
 - Marketing Venues for Sports, Events and Tourism (MKTG 306)
 - The Marketing of the Super Bowl (MKTG 493)

2011-2012 » Visiting Assistant Professor, Department of Communication Studies, Ashland University, Ashland, Ohio. Courses taught:

- Introduction to Sports Communication (COM 163)
- Public Relations (COM 301)
- Introduction to Communication (COM 101)

2008-2011 Assistant Professor, Department of Contemporary Media and Journalism, University of South Dakota, Vermillion, South Dakota. Courses taught:

- Public Relations Writing (MCOM 341)

- Advertising and Public Relations Strategy and Tactics (MCOM 342)
- Public Relations Principles (MCOM 243)
- Introduction to Desktop Publishing (MCOM 161)
- How Technology Changes How We Communicate (IDEA 410)

2007-2008 » *Part-Time Adjunct Online Instructor, Department of Communication and Theatre, Montana State University at Billings. Course taught:*

- Science Communication

2005-2008 » *Part-Time Adjunct Online Instructor, Department of Journalism, Northwestern State University, Natchitoches, Louisiana. Courses taught:*

- Introduction to Mass Communication
- Introduction to Public Relations
- Introduction to Advertising

2007 » *Part-Time Adjunct Instructor, Sports Management Program, Texas A&M University, College Station, Texas. Course taught:*

- Introduction to Sports Public Relations

2007 » *Part-Time Adjunct Instructor, Department of Mass Communication Department, Sam Houston State University Huntsville, Texas. Course taught:*

- Online Journalism

Work Experience in Marketing and Public Relations

1983-2008 » Texas Water Resources Institute, Texas A&M University, College Station, Texas.

- Information Specialist, 1985—2000. Developed and managed a comprehensive public relations program to communicate the importance of environmental research carried out at universities throughout Texas through such programs as
 - News Releases
 - Newsletters
 - Video News Releases
 - Workshops and Conferences
- Communications Manager, 2000—2003. Led a staff of public relations professionals to plan and implement communications programs, including
 - Obtaining external grant funding to develop and implement targeted marketing campaigns related to water quality, water pollution, and water conservation.
- Senior Research Scientist, 2003—2008. Carried out communications research by using focus groups, personal interviews, and oral histories to study water resources issues.

Education

- May, 2003 - Ph.D., Educational Administration, Texas A&M University, College Station, Texas.
- May, 1985 - M. Ed., Educational Administration, Texas A&M University, College Station, Texas.
- August, 1981 - B.A., Journalism, Brigham Young University, Provo, Utah.

Published Academic Articles in Journals

- Jensen, Ricard W., Haskell, Richard, and Brian V. Larson. (2018). How Does the Quality of Concessions at an NFL Game Affect Fan Satisfaction and Behavior? Analysis of Fan Perceptions. *Journal of Marketing Management*, 6 (1): 1-11.
- Limbu, Yam B., and Ricard W. Jensen. (2018). The Determinants and Consequences of Website Credibility in E-Retailing: Examining the Roles of Ethical Issues. *The International Journal of Electronic Marketing and Retailing*, 9(1): 89-105.
- Jensen, Ricard W. (2017). Examining the Extent to Which the 2015 Women's World Cup Increased Tourism from the United States to Canada: Investigating the Role of Marketing, Media, and Special Events. *The International Journal of Business & Applied Sciences*. 5 (2): 28-39.
- Jensen, Ricard W., Yam B. Limbu, and Jerry Choi. (2016). How Does the Stadium Atmosphere at a College Football Game Affect Behavioral Intentions across Gender Lines? The Mediating Role of Spectator Satisfaction. *International Journal of Management and Marketing Research*, 9 (2), 41-58.
- Jensen, Ricard W., and Yam B. Limbu. (2016). Spectators' Awareness, Attitudes and Behaviors towards a Stadium's Social Media Campaign. *International Journal of Marketing Studies*, 8 (4): 44-51.
- Jensen, Ricard W., and Yam B. Limbu. (2016). Soccer Fans' Motivations, Attitudes, and Behavioral Intentions across Ethnicity and Gender Lines: Are Hispanics in the United States More Passionate about Soccer than Caucasians? *Journal of Marketing Management*, 4 (1): 43-58.
- Jensen, Ricard W., Yam B. Limbu, and Yasha Spong. (2015). Visual analytics of Twitter conversations about corporate sponsors of FC Barcelona and Juventus at the 2015 UEFA Champions League Final. *International Journal of Sports Marketing and Sponsorship*, 16 (4): 242-249.
- Larson, Brian V., Ricard W. Jensen, and Yawei Wang. (2015). Wanted: Contagious Gameday Staff. Testing the Effect of Smiling on Fan Responses. *Services Marketing Quarterly*, 37 (2): 71-79.
- Jensen, Ricard W. (2014). Looking at the Extraordinary Success of the 'Clockwork Orange': Examining the Brilliance of Total Football Played by the Netherlands. *The Journal of Soccer and Society*, 15: 720-732.
- Jensen, Ricard W. (2014). ¿Muy Valiente, O Loco?: How Los Suns Created a Political Controversy That Transcends Basketball. *Studies in Latin American Popular Culture*. 33: 137-153.
- Jensen, Ricard W., Nicolas Bowman, Brian Larson, and Yawei Wang. (2013). Looking at Corporate Shirt Sponsorship in Soccer from Both Sides of the Pond: Comparing Global Trends versus Major League Soccer. *The Journal of Soccer and Society*, 14 (1): 1-10.

- Jensen, Ricard W., Nick Bowman, Yawei Wang, and Brian Larson. (2012). New League, New Market, New Sponsorship: An Exploratory Study of Attitudes towards Shirt Sponsorship in Major League Soccer. *The Journal of Soccer and Society*, 13 (4): 536-554.
- Larson, Brian, Jensen, Ricard W., and Nick Bowman. (2011). Developing International Sports Markets: Selling Professional Sports to New Segments with New Promotions. *Journal of International Business Disciplines*, 6(2): 9-25
- Jensen, Ricard W., and Brian Larson. (2011). International Strategic Marketing: Sports Promotions Aimed at New Segments. *International Academy of Business Disciplines Research Yearbook*, 28: 352-358.
- Jensen, Ricard W., and Christopher Thomas. (2009). To What Extent Did American Corporations Publish "Brag Ads" During World War II? *Advertising & Society Review*, 10(2). Online at http://muse.jhu.edu/journals/advertising_and_society_review/v010/10.2.jensen.html
- Jensen, Ricard W., and Venkatesh Uddameri. (2009). Using Communication Research to Gather Stakeholder Preferences to Improve Groundwater Management Models: A South Texas Case Study. *Science Communication*, 8(1):1-8.
- Jensen, Ricard W. (2009). Can Web-Based Classes Help Reach Out to More Non-Traditional Students throughout Louisiana? *The Louisiana Communication Journal*, 10(1):99-107.
- Jensen, Ricard W., and Jason Sosa. (2008). The Importance of Building Positive Relationships between Hispanic Audiences and Major League Soccer Franchises: A Case Study of the Public Relations Mistakes of Houston 1836. *The Journal of Soccer and Society*, 9(4):477-490.
- Jensen, Ricard W., Sue Weston, and Yawei Wang. (2008). How Do Fans React When Sports Teams Are Named After Corporations? A Case Study of Public and Media Reaction to Red Bull's Football Sponsorship in America and Europe. *The Sport Journal*. 11:1. Online at <http://www.thesportjournal.org/article/how-do-fans-react-when-sports-teams-are-named-after-corporations/>
- Bohland, Jon, and Ricard W. Jensen. (2007). The Contested Meaning(s) of Houston 1836: A Contemporary Cultural Battle over Memory and Migration within the Lone Star State. *The Southwestern Geographer*, 11(1):48-72.
- Jensen, Ricard W. (2007). Teaching Print Journalism Majors How to Prepare for Careers in the Rapidly Evolving-Field of Converged Mass Media. *The Online Journalism Review*, June 12, 2007. Online at <http://www.ojr.org/ojr/stories/070612jensen/>
- Jensen, Ricard W. (2007). What Sports Franchises Can Do When Their Corporate Naming-Rights Partner Gets in Trouble: How the Houston Astros Got "Enroned" and Lived to Tell About It. *Journal of Sports Media*, 2:105-110.
- Jensen, Ricard W. (2007). Incorporating Communications Research to Develop An Improved Environmental History of the Pecos River of Texas. *The Journal of Science Communication*, 6(4):1-5.
- Jensen, Ricard W. (2007). Has Red Bull Crossed the Line? *The Journal of Sports Media*. Online at <http://journalsportsmedia.blogspot.com/2007/08/has-red-bull-crossed-line.html>
- Jensen, Ricard W., and Bryan Butler. (2007). Is Sport Becoming Too Commercialized? The Houston Astros. Public Relations Crisis. *The International Journal of Sports Marketing and Sponsorship*, 9(1):23-33.

- Welch, Reed, and Ricard W. Jensen. (2007). When Should a Political Candidate's Religion Become a Campaign Issue? How Mitt Romney's Mormonism Has Become a Factor in His Previous and Current Races. *The American Communication Journal*, 9(3):20-35.
- Jensen, Ricard W. (2006). Experiences of a First-Time Instructor in Using Blackboard to Teach Mass Communication with Distance Education. *The Texas Speech Communication Journal*, online <http://www.etsca.com/tscjonline/1206-blackboard/>
- Jensen, Ricard W. (2005). Understanding How the Public Perceives the Importance of University Research in the United States. *The Journal of Science Communication*, 4:1-6.

Articles in Development (to be submitted to Academic Journals)

- Jensen, Ricard W. How the Women's World Cup Soccer Team won America's Heart: A Empirical Study of Cable TV Ratings and Implications for Marketer. *Sport Marketing Quarterly*.
- Jensen, Ricard W. Investigating the Ways Millennials Connect with a National Football League and Its Sponsors: An Investigation of College Students Use of Traditional and New Media. To be submitted to *The Journal of Digital and Social Media Marketing*.
- Haskell, Richard E., Jensen, Ricard W., and Brian V. Larson. The Economic Effects of Fan Spending on Concessions at an NFL Stadium: Implications for Sports Management. To be submitted to the *Journal of Sports Economics*.
- Jensen, Ricard W., Yam B. Limbu, and Jay Jayachandran. "The Branding and Marketing of Nutraceuticals for Sports and Health in Emerging Nations." To be submitted to *The International Journal of Business and Emerging Markets*.
- Jensen, Ricard W., Yam B. Limbu, and Jay Jayachandran. "Cross-Cultural Perceptions of the Health Risks of Playing Soccer, Cricket, and Football in Emerging Nations: Implications for Sports Marketing and Branding." To be submitted to *The International Journal of Business and Emerging Markets*.

Presentations at Academic Conferences

- Jensen, Ricard W. (2016). "Did Americans Travel to Canada for the 2015 Women's World Cup? An Examination of How Marketing A Special Event Can Increase Sports Tourism." Presented at the Annual Conference of The Business and Applied Sciences Academy of North America. New York City. August 2016.
- Jensen, Ricard W. (2016). Who Traveled to Canada for the Women's World Cup? A Discussion of the Power of Sports Events to Increase Tourism. Presented at the Annual Conference of the Society for Global Business and Economic Development, Montclair State University, Montclair, NJ, June 2016.
- Jensen, Ricard W. (2016). Are American College Students Interested in International Sports? Implications for Sports Business and Sports Tourism. Presented at the Annual Conference of the Society for Global Business and Economic Development, Montclair State University, Montclair, NJ, June 2016.
- Jensen, Ricard W. (2016). Did the World Watch the 2015 FIFA Women's World Cup? A Comparative Analysis of TV Viewing Trends in the USA and Globally. Presented at the Annual Conference of the Society for Global Business and Economic Development, Montclair State University, Montclair, NJ, June 2016.
- Larsen, Brian V., Ricard W. Jensen, and Richard E. Haskell. (2016). Can Fan Perceptions of Concession Service Quality Influence Key Marketing Outcomes: Data Analysis and Model Development from Fans at NFL Games. The Annual Conference of the International Academy of Business Disciplines, Las Vegas, NV, April 2016.
- Jensen, Ricard W., Yam B. Limbu, and Jerry Choi. (2015). "The Influence of Sports Stadium Atmosphere on Behavioral Intention: The Mediating Role of Spectator Satisfaction." The International conference of Business and Applied Sciences Academy of North America (BAASANA). New York, NY, August 2015.

- Jensen, Ricard W. (2015). "Take Me Out to the Ballpark for Great Food! Changes in concessions at sports stadiums in NJ & NYC." Presented at the International Conference on the Culinary Arts and Sciences, June 5, 2015, Montclair State University.
- Wang, Yawei, and Ricard W. Jensen. (2015). "Making Tourists Hunger to Visit NYC and NJ: The Importance of Food Tourism. Presented at the International Conference on the Culinary Arts and Sciences, June 5, Montclair State University.
- Wang, Yawei, Brian Larson, and Ricard W. Jensen. (2015). "Does the Concession Experience Matter for Sports Fans" Presented at the Annual Conference of the International Academy of Business Disciplines, March 28, 2015, Orlando, Florida.
- Jensen, Ricard W., and Yam B. Limbu. (2015). "Investigating the Relationships between Sports Stadium Atmospherics, Sports Fan Satisfaction, and Future Behavioral Intentions. Presented at the Annual Conference of the International Academy of Business Disciplines, March 28, 2015, Orlando, Florida.
- Jensen, Ricard W., and Yam B. Limbu. (2014). "Assessing Motivations of Hispanics and Non-Hispanics to Attend A Major International Soccer Match at MetLife Stadium in 2013." Presented at the Annual Conference of the Sports Marketing Association, Philadelphia, October 23, 2014.
- Wang, Yawei, Jensen, Ricard W., and Yam Limbu. (2014). "Hispanic & Non-Hispanic Soccer Fans' Perceptions of Service Quality—A Case study from the USA." Presented at The Annual Conference of the International Academy of Business Disciplines, San Diego, California, April 11, 2014.
- Jensen, Ricard W., and Avi Mukherjee. (2014). "How Similar Are Futbol Followers to Fans of The Old Ball Game? A Comparison of Major League Soccer and Major League Baseball Fans Using 2011 Secondary Data." Presented at the Annual Conference of Marketing Management Association, Chicago, Illinois, March 28, 2014.
- Jensen, Ricard W., and Avi Mukherjee. (2014). "Fan Perceptions of the National Football League's Obligation to Respond to Concussions: Development of a Conceptual Model Based on Antecedents and Consequences." Presented at the Annual Conference of the Business and Health Administration Association, Chicago, Illinois, March 28, 2014.
- Jensen, Ricard W. (2013). "Developing a Giant-Sized Opportunity for Sport Marketing Students." Presented at the 2013 Annual Conference of the Sports Marketing Association, Albuquerque, New Mexico, October 22, 2013.
- Jensen, Ricard W., and Brian Larson. (2013). "Did We Score a Touchdown or Not? Examining Service Quality at an NFL Game from the Perspective of Teams, Fans, and Service Providers." Paper presented to the Sports Marketing Track of the 2013 Annual Conference of the International Association of Business Disciplines (IABD), April 11, 2013, Atlanta, Georgia.
- Jensen, Ricard W. (2013). "Why We Should Get Our Students Out of the Classroom and into the Game." Paper presented to the Sports Marketing Track of the 2013 Annual Conference of the International Association of Business Disciplines (IABD), April 11, 2013, Atlanta, Georgia.
- Jensen, Ricard W., and Yawei Wang. (2012). "Studying the Extent to Which Sports Fans and Non-Fans Might Embrace Corporate Sponsorship of Sports." Presented at the Montclair State University Brown Bag Seminar, October 24, 2012.
- Jensen, Ricard W. (2012). "How Major League Soccer, the NBA, and NASCAR Are Using Public Relations to Meet the Needs of Diverse Audiences." Presented at the 2012

- Conference of the Central States Communication Association, March 29, 2012, Cleveland, Ohio.
- Jensen, Ricard W. (2011). Hitting a Home Run with Social Media: How Sports Organizations Are Using Internet Tools to Reach Out to Fans. Presented at the 2011 Conference of the Midwest Popular Culture Association, Milwaukee, Wisconsin.
- Jensen, Ricard W. (2011). Where There's Tobacco Smoke There May be Fire: A Preliminary Analysis of What 1943 Tobacco Ads Tell Us about American Attitudes in 1943. Presented at the 2011 Conference of the Midwest Popular Culture Association, Milwaukee, Wisconsin.
- Wang, Yawei, Nick Bowman, Ricard W. Jensen, and Brian Larson. (2011). A Comparative Study of Fan Behaviors between Non-Sports Fans and Avid Sports Fans. Presented at the 2011 Northeastern Recreation Research Symposium, Lake George, New York, April 11, 2011.
- Jensen, Ricard W., and Brian Larson. (2011). Strategic Market Development Issues: A Study of Professional Sports Promoting to New Segments or Launching New Products. Presented at the 2011 Conference of the International Academy of Business Disciplines, New Orleans, Louisiana, April 9, 2011.
- Jensen, Ricard W., and Tim Cowman. (2010). "Work on the Missouri River Documentary Film: An Update." Presented at the 2010 Missouri River Futures Annual Conference, Ponca, Nebraska, November 10, 2010.
- Jensen, Ricard W., Shane Semmler, John Fisher, and Christopher Thomas. (2010). "Results of a Study to Test a Methodology to Identify WW II Brag Ads." Presented at the 2010 Annual Conference of the Midwest Popular Culture Association, Minneapolis, Minnesota, October 2, 2010.
- Jensen, Ricard W., 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." Presented at the 2010 International Academy of Business Disciplines Annual Conference, Las Vegas, Nevada, April 9, 2010.
- Jensen, Ricard W., Nick Bowman, Jason Sosa, Yawei Wang and Brian Larson. (2010). "Does the Public Support Ads on Professional Sports Uniforms in the USA? Preliminary Results of a Web-based Pilot Study." Presented at the Fourth Summit on Communications in Sports, Cleveland, Ohio, March 19, 2010.
- Jensen, Ricard W. (2009). "Corporate Advertising During WW II: Using Patriotism as a Means to Enhance Reputation and Profits." Presented at the International Academy of Business Disciplines Annual Conference, St. Louis, Missouri, April 4, 2009,
- Bohland, Jon, and Ricard W. Jensen. (2007). "The Contested Meanings of Houston 1836: A Contemporary Cultural Battle over Memory and Migration within a North American Border State." Presented at The International Studies Association Annual Conference, Chicago, Illinois, March 2, 2007.
- Jensen, Ricard W., and Reed Welch. (2007). When a Candidate's Religion Is an Issue: Mitt Romney's Campaigns in Massachusetts. Presented at the 2007 Conference of the Midwest Political Science Association, Chicago, Illinois, May 22, 2007.
- Jensen, Ricard W. (2003). Understanding Attitudes of Texas A&M University Former Students about the Importance and Value of Research Performed by the Institution. Keynote

speech presented to the Texas A&M University Sigma Xi Chapter, College Station, Texas.

Non-Academic Presentations

- Jensen, Ricard W. (2015). Helping Students from China Learn about Sports in America. (2015). Presented to Chinese students in the MSU International Disney Program, Montclair State University, August 9, 2015.
- Jensen, Ricard W. (2015). Understanding Sports in the USA. Presented to Korean students at MSU for the Global Studies Program, July 14, 2015.
- Jensen, Ricard W. (2014). How to Grow Your Career in the Sports Business: Earning Your Dream Job. Presented at The Sports Business Academy, Montclair State University, August 13, 2014.
- Jensen, Ricard W. (2014). Understanding the Unique Nature of Sports Business in the USA." Presented to Chinese students in the MSU International Disney Program, Montclair State *University, August 9, 2014.

Presentations by My Students

- Carbonaro, Nick, Sydney Garcia, and Michael Lutes. (2016). Testing visual analytics to assess Facebook, Twitter and Instagram posts during the 2015 Major League Soccer Playoffs. Presented at the 2016 Montclair State University Undergraduate Research Symposium, Montclair, NJ, April 2016.
- Chagatay, Sadaf, Michelle Buestan, and Timothy Youngman. (2016). Exploring Twitter Visual Analytics to Assess Sponsor Exposure from Televised Broadcasts of the Portland Timbers of Major League Soccer. Presented at the 2016 Montclair State University Undergraduate Research Symposium, Montclair, NJ, April 2016.
- Garcia, Sydney, Michael Lutes, & Nick Carbonaro. (2016). Examining social media conversations about the 2015 FIFA Women's World Cup. Presented at the 2016 Montclair State University Undergraduate Research Symposium, Montclair, NJ, April 2016.
- Lozada, Jarrell, and Rokhayah Fall. (2016). Examining television ratings in New Jersey and New York for the 2015 FIFA Women's World Cup - Implications for sports marketing. Presented at the 2016 Montclair State University Undergraduate Research Symposium, Montclair, NJ, April 2016.
- Silva, Ana, Shirley Layme, Scott DuBarry, and Paul Tarnawski. (2015). Investigating the differences in motivation, attitude, and behavioral intention between Hispanics and Non-Hispanics soccer fans across gender lines. Presented at the 2015 Montclair State University Undergraduate Research Symposium, April, 2015?
- Lozada, Jarrell, Rick Santos, and Garrett Rees. (2015). Does stadium atmospherics really matter? Examining the associations between sports stadium atmospherics and fans behavioral intentions. Presented at the 2015 Montclair State University Undergraduate Research Symposium.
- Ratta, John, Victoria Dewart, Michael Corozine, and Logan Amato. (2015). Are major league soccer fans really different from major league baseball fans: A comparative study of fan behavior. Presented at the 2015 Montclair State University Undergraduate Research Symposium.

- Hoti, Tringa, Chang Kim, Marta Hanaka, and Artem Yevtushenko. (2015). Does social media influence football fan behavior? Evidence from MetLife Stadium's social media campaign. Presented at the 2015 Montclair State University Undergraduate Research Symposium.
- Simoes, Edward, Sean Ferris, Alexis Marrero, and Samantha Skudera. (2014). Developing A Variable Pricing Strategy for A College Football Program. Presented at The Aspire National Case Study, Annual Conference of the Sports Marketing Association, Philadelphia, October 23, 2014.
- O'Brien, Connor, Yariisa Marte, and Daniel Bonino. (2014). "If We Market It, Will They Come? Marketing Roller Derby to Montclair State University Students." Presented at the 2014 Montclair State University Undergraduate Research Symposium.
- O'Brien, Connor, Harry Hamparian, Jeff Gomez, Sean Ferris, and Anthony Niebo. (2014). Assessing New York Giants' Fans Awareness of the Team's Promotions. Presented to the New York Giants at Team Headquarters, East Rutherford, New Jersey, April 17, 2014.
- Decker, Ciara, and Pdraigh Gonzalez. (2013). We Scored! How We Learned First-Hand About Sports Marketing with A Class Project with the New York Giants & The National Football League. Presented at the 2013 Montclair State University Undergraduate Research Symposium.
- Decker, Ciara, Alexis Marrero, Pdraigh Gonzalez, Tyler Borkowski, Thomas Picillo, Yariisa Marte, and Alexandra Cook. (2013). Helping the New York Giants Assess Fan Awareness of their Subway Promotion." Presented to the New York Giants at Team Headquarters, East Rutherford, New Jersey, February 22, 2013.

Published Books and Book Chapters

- Jensen, Ricard W. (2017). "Bringing the National Football League's Super Bowl to the Big Stage: The Marketing and Business Aspects of Super Bowl XLVII." in (Simon Chadwick, Dave Arthur, and John Beech, Editors), in *International Cases in the Business of Sport*, London: Routledge Publishing, pp. 5-11.
- Jensen, Ricard W. (2015). The Role of Public Relations and Organizational Communication in Environmental Management. In (Dibyendu Sarkar, Rupali Datta, Avinandan Mukherjee, and Robyn Hannigan (Editors). *An Integrated Approach to Environmental Management*, Chapter 11 (277-288). London: Wiley Academic Publishing. Publication Date, November 16, 2015.
- Jensen, Ricard W., and Jason Sosa. (2014). Major League Soccer Scores An Own Goal in Houston: How Branding A Team Alienated Hispanic and Latino Fans. In (Jorge Iber, Editor), *More than Just Peloteros: Sport and Latino Communities*, 256-281. Lubbock, TX: Texas Tech University Press.
- Welch, Reed, and Ricard W. Jensen (2013). "When Should a Political Candidate's Religion Become a Campaign Issue? How Mitt Romney's Mormonism Has Become a Factor in His Previous and Current Races." In (Jennifer Kunz and Claudia Stuart Editors), *Sociology: Beyond the Millennium*, 195-209. Dubuque, Iowa: Kendall-Hunt Publishers.
- Jensen, Ricard W. (2012). Why Hispanics Are the Lifeblood of Major League Soccer. In (Adam Earnhardt and Paul M. Haridakis, Editors), *Fandemonium: Explorations of Fan Power, Identity and Socialization*, 173-188. Lanham, Maryland: Lexington Books.

- Jensen, Ricard W. (2012). "How Bobby Knight Changed His "Bad Boy" Image to Become a Media Darling." In (Joe Blaney, Editor). *Repairing the Athlete's Image: Studies in Sports Image Restoration*, 223-235. Lanham, Maryland: Lexington Books.
- Jensen, Ricard W. (2012). Holy Cow! How the Advent of Early Sports Broadcasting Dramatically Changed How Professional Sports Teams in the United States Are Marketed. In (Danielle Coombs and Bob Batchelor, Editors). *American History through American Sport*, 19-37. Santa Barbara, California: Praeger Press.
- Jensen, Ricard W. (2012). "Banking on 'Sid the Kid' and 'Alex the Great--The National Hockey League Turns to Two Young Stars As its Saviors." In (Danielle Coombs and Bob Batchelor, Editors). *American History through American Sport*, 157-174. Santa Barbara, California: Praeger Press.
- Jensen, Ricard W. (2011). Where There's Tobacco Smoke There May be Fire: A Preliminary Analysis of What 1943 Tobacco Ads Tell Us about American Attitudes in 1943. In, *Proceedings of the Advertising and Public Relations Track of the Annual Meeting of the Midwest Popular Culture Association*, Milwaukee, Wisconsin, 72-83.
- Jensen, Ricard W. (2011). Hitting a Home Run with Social Media: How Sports Organizations Are Using Internet Tools to Reach Out to Fans. In, *Proceedings of the Advertising and Public Relations Track of the Annual Meeting of the Midwest Popular Culture Association*, Milwaukee, Wisconsin, 9-16.
- Jensen, Ricard W. (2011). Blogola, Sponsored Posts, and the Ethics of Blogging. In (Kathleen German, Editor), *The Ethics of Emerging Media: Information, Social Norms, and New Media Technology*, 213-232. New York: Continuum Press.
- Jensen, Ricard W., and John Ashworth. (2011). An Overview of Water Resources Challenges Facing Texas. In (Ron Griffin, Editor) *Water Policy in Texas: Water for a Diverse Land*. Washington, DC: Resources for the Future, 8-25.
- Jensen, Ricard W. (2010). *From Quipu to Twitter: How Technological Change Impacts How We Communicate*. Self-Published textbook. Vermillion, South Dakota: University of South Dakota Barnes and Noble Bookstore.
- Jensen, Ricard W. (2007). "Going Green: Can Computer-Mediated Public Relations Effectively Communicate Environmental Crises?" In (Sandra Duhe, Editor), *New Media and Public Relations*, New York: Peter Lang Publishers, 327-343.
- Jensen, Ricard W. and Allan Jones. (2004). "Research at Universities in Texas Dealing with Desalination." In, *The 2004 Biennial Report on Desalination (Volume 2)*, 1-16. Report published by the Texas Water Development Board, Austin, Texas.

Quoted in the Mass Media

- Stewart, Kimberly. (2015, August 11). Why Big Food Is Fighting Hard for Mom Bloggers' Approval. Eater.com. Retrieved at <http://www.eater.com/2015/8/11/9127775/mom-blogs-sponsored-content-endorsements-big-food>
- Burger, Danielle. (2015, March 16). Sorry Tiger, McIlroy Plays Through as PGA Video Game Star. Bloomberg News. Retrieved at <http://www.bloomberg.com/news/articles/2015-03-16/sorry-tiger-mcilroy-s-playing-through-as-star-of-pga-video-game>

Service

2016 Track Chair, Montclair State University Undergraduate Research Symposium.

- Track Chair, Society for Global Business and Economic Development, Montclair State University, Montclair, NJ.
- 2015 Appointed as a Member of the Board of Directors, The Business and Applied Science Academy of North America (BAASANA). August 2015.
Appointed as a Track Chair for the Sports, Events, and Tourism Track of The Society for Global Business and Economic Development (SGBED), May 2015.
Appointed as a Member of the Board of Directors, New Jersey Advertising Club, April 2015.
- 2014 Appointed to the Editorial Board for The Journal of Soccer and Society.
Appointed as a Manuscript Reviewer for the Sport, Business and Management: An International Journal.
Developed and moderated a panel on Sports Marketing for the New Jersey Ad Club Annual Conference, Montclair State University.
Helped advise the Sports, Events and Tourism Student Club at Montclair State University.
Developed opportunities for students to gain valuable work experiences with the New York Giants, the National Hockey League, MetLife Stadium, and the Super Bowl.
- 2013 Played a key role in helping organize the 2013 Montclair State University SBUS workshop, "The Future of Sports Marketing."
Assisted students in becoming aware of opportunities for internships and jobs in sports marketing.
Appointed as a manuscript reviewer for the Journal of Sports Communication.
Joined the National Sports Marketing Network, New York City Chapter.
Helped advise the Sports, Events and Tourism Student Club at Montclair State University.
Developed opportunities for students to gain valuable work experiences with the New York Giants, the National Hockey League, MetLife Stadium, and the Super Bowl.
- 2011-2012 » Faculty Advisor for the Ashland University Public Relations Club.
Ranked abstracts for the Communications Division of the North American Society for Sports Management.
- 2009-2011 » Chair, Advertising and Public Relations Track, Midwest Popular Culture Association.
- 2008-2011 » Member, Public Relations Society of America.
- 2008-2011 » Faculty Advisor to the University of South Dakota Chapter of the Public Relations Student Society of America.
- 2010-2011 » Board Member. South Dakota Communicators. Network.
- 2010-2011 » Member, USD Curriculum and Instruction Committee.
- 2009-2011 » Member of the College Relations Committee, Public Relations Society of Nebraska.
- 2011 » Manuscript Reviewer. Teaching Public Relations.
- 2009-2011 » Member. Editorial Board. Journal of Soccer and Society.
- 2009-2011 » Manuscript Reviewer, Journal of Sports Marketing and Management.

- 2010-2011 » Member. Sports Communication Division. Association for Education in Mass Communication and Journalism.
- 2009 » Helped mentor Native American students at the 10th Annual Native American Journalism Career Conference, Crazy Horse, SD, April 14-16, 2009.
- 2009-2011 » Manuscript Reviewer. *The Journal of Sports Media*.
- 2007 » Board Member. American Communication Association.
- 2003-2006 » Executive Committee Member and Chairman of the Awards Committee, TAMU Chapter, Sigma Xi.

Awards and Honors

- 2010 » Honored as "Newcomer of the Year" by the Public Relations Society of Nebraska.

Grants Awarded at the University of South Dakota

- 2010 » Received a grant through the Missouri River Institute to develop educational materials that was developed for the Missouri River Basin Outreach website.