

Prof Sam Fullerton

We are enormously proud of our very own extraordinary professor, Sam Fullerton, who recently received his 16th best paper award at a top-rated marketing conference for his research.

His most recent award was for the best paper in the Sports Marketing track at the Association of Marketing Theory & Practice conference. The paper titled, “Revisiting the Beneficiaries of the SCOTUS Ruling Striking Down PASPA” was an extension of earlier research he did that looked at the potential benefits and beneficiaries of the US Supreme Court’s ruling that struck down a law that prohibited betting on sports outcomes in 45 of the 50 US states.

The two studies combined relied on secondary data and interviews with several sports marketing professionals. As a result, 14 potential beneficiaries and 201 benefits were identified. The results from the two conference papers were combined, and the resulting article has been published in *The Journal of Gambling Business and Economics* (2020).

Professor Fullerton has received the award for top paper at a conference on two occasions and top paper in a conference track 11 times. His other three awards were for journal articles including his often-cited article. “The Four Domains of Sports Marketing: A Conceptual Taxonomy.” That article was named one of the 20 best articles in the history of *Sport Marketing Quarterly*. The article is the foundation for Chapter 2 for the 4th edition of his *Sports Marketing* textbook. It was completed in April of this year and will be available from Chicago Business Press for universities and students for the upcoming semester. This book is widely prescribed in the USA, and also in other countries like South Africa and New Zealand, and Prof Fullerton’s name is very well known in the sports marketing circles.

Prof Fullerton holds a BBA, Master of Science and a PhD, all from the Michigan State University in the USA. He is currently an emeritus Professor of Marketing and specializes in Sports Marketing on the Executive MBA Programme at the Eastern Michigan University and serves as the President of the Sports Research Institute in the USA. Beyond all of this, he is also an extra-ordinary professor with us where he serves as the international moderator and quality guardian of the MBA’s marketing management module – a task that has been entrusted to him since 2009. We are proud of his achievements and believe that his connectedness to NWU Business School will strengthen ties with industry and other academic and research institutions.

