

MIKIHIRO SATO, Ph.D.

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 College of Applied Health Sciences
 Department of Recreation, Sport & Tourism
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EDUCATION

| | |
|---|------|
| 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

Refereed Journal Articles (* indicates student co-author)

| | |
|------|--|
| 2024 | Inoue, Y., Lock, D., Sato, M. , Aizawa, K., Mikura, A., Kohno, N., & Ogasawara, E. What explains the well-being benefits through physical activity? A mixed-methods analysis of the roles of participation frequency and social identification. <i>Social Science & Medicine</i> , 340, 116454. |
| 2024 | Mohsen, B., Sato, M. , Baker, B., & *Jalili, M. Interactive mechanisms to improve service innovation among sports clubs: A consumer perspective. <i>Journal of Sport Management</i> , 38(1), 26-39. |
| 2024 | *Bang, A., Sato, M. , & Harada, M. Predicting life satisfaction and behavioral loyalty among amateur triathletes: The role of grit and involvement. <i>Leisure Sciences</i> , 46(3), 237-253. |

- 2023 Yoshida, M., **Sato, M.**, Pizzo, A., & Kuramasu, R. The evolution of sport involvement and customer loyalty: A longitudinal analysis of fitness facility members. *Sport Management Review*, 26(5), 744-765.
- 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(4), 229-242.
- 2023 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*, 17(2), 164-176.
- 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 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.
- In press **Sato, M.** Exercise and well-being. In S. Razon & M. Sachs (Eds.), *Applied exercise psychology: The challenging journey from motivation to adherence* (2nd ed., pp. 101–117). 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

- 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

- 2022 – Present 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.
- 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 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. 9th 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. 6th 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

- 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 21st 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

Refereed Oral Presentations (* indicates student co-author)

- 2024 *Motoyama, S., **Sato, M.**, Tokuyama, T., & Warren, C. Examining the psychological mechanisms of attendance intention in professional sport: Mediating role of attitudinal loyalty and the moderating role of constraints. The Conference of the North American Society for Sport Management, Minneapolis, MN, May 31 – June 3.
- 2024 *Oliveira, J., Tobar, F., & **Sato, M.** Exploring the intersection of identity and motivation: Women sport fans at the 2023 FIFA Women’s World Cup. The Conference of the North American Society for Sport Management, Minneapolis, MN, May 31 – June 3.
- 2024 *Warwick, L., **Sato, M.**, Liechty, T., & Pitas, N. If you build it, who will come? County-level associations between recreational facility availability, physical activity, socioeconomic status, and race. The Conference of the North American Society for Sport Management, Minneapolis, MN, May 31 – June 3.
- 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

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 Management 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

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 (2023), Advisor
Andrew Liu (2022), Advisor
Lateshia Dove (2022), Advisor

RESEARCH EXPERIENCE

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

Service to Profession

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 – 2017, 2020 – Present)
Southeast Decision Sciences Institute (2019)

Departmental/University Service

University of Illinois Urbana-Champaign

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|----------------|--|
| 2020 – Present | Member, Graduate Committee, Department of Recreation, Sport and Tourism |
| 2023 | Member, Faculty Search Committee, Open Rank Position in Sport Management |
| 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

Other Service

2023 – Present Board Vice Chairman, Bloomington-Normal Japanese Saturday School

MEDIA CONTRIBUTIONS

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

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

Japanese (native)

PROFESSIONAL MEMBERSHIPS

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

2023 – Present Affiliated Researcher, Japanese Center for Research on Women in Sport,
Juntendo University, Japan
2021 – Present Affiliated Faculty, Center for East Asian & Pacific Studies, University of
Illinois Urbana-Champaign