

## **Benjamin A. Larkin**

Girard School of Business  
Department of Sport Management  
Merrimack College  
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## EDUCATION

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| <b>Ph.D.</b><br>09/2013 – 05/2017 | <b>University of Massachusetts Amherst</b><br>Isenberg School of Management<br>Major: Sport Management<br>Minor (Cognate): Marketing<br>Advisor: Janet S. Fink<br>Dissertation: Exploring the role of collective narcissism in sport team identification   |
| <b>M.S.</b><br>09/2011 – 05/2013  | <b>Southern New Hampshire University</b><br>School of Business<br>Major: Sport Management<br>Thesis: Why the consumption of sport events through mass media has become the new “home field advantage”: Initial development and validation of the motivation scale for mediated sport consumption |
| <b>B.S.</b><br>09/2005 – 05/2009  | <b>University of Maine Orono</b><br>Donald P. Corbett School of Business<br>Business Administration<br>Major: Management<br>Minor: Psychology  |
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## RESEARCH INTERESTS

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- Consumer behavior
- Consumer psychology
- Consumer motivation
- Sport media consumption
- The impact of technology on sport consumer behavior
- The notion of identity in sport fandom

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## REFEREED JOURNAL ARTICLES

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- Joo, S., Larkin, B., & Walker, N. (2017). Institutional isomorphism and social responsibility in professional sports. *Sport, Business and Management: An International Journal*, 7, 38-57.
- Larkin, B., & Fink, J. S. (2016). Fantasy sport, FoMO, and traditional fandom: How second-screen use of social media allows fans to accommodate multiple identities. *Journal of Sport Management*, 30, 643-655.
- Larkin, B., Fink, J. S., & Trail, G. T. (2015). Constraints and motivators as predictors of sport media consumption intention. *Sport Marketing Quarterly*, 24, 183-197.
- Larkin, B., & McKelvey, S. (2015). Of smart phones & Facebook: Social media's changing legal landscape and tales of "Pinterest" for sport organizations. *Journal of Legal Aspects of Sport*, 25, 123-153.
- Larkin, B. (2015). An examination of fantasy sport participation motives and attendance versus substitution intention. *Sport Marketing Quarterly*, 24, 120-133.
- Larkin, B., Cottingham, M., & Pate, J. (2014). Exploring the legitimacy of wheelchair basketball as an NCAA emerging sport. *Journal for the Study of Sports and Athletes in Education*, 8, 168-185.

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## REFEREED CONFERENCE PROCEEDINGS

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- Paper presented at the North American Society for Sport Management (NASSM). "Does fandom have a dark side? Exploring the development of collectively narcissistic sport fandom." Denver, CO, June, 2017. With J. Fink, E. Delia.
- Paper presented at American Marketing Association Summer Marketing Educators' Conference (AMA). "A relationship marketing perspective on the formation of consumers' initial brand attachment." Atlanta, GA, August, 2016. With S. Joo.
- Paper presented at the North American Society for Sport Management (NASSM). "Exploring the move away from cable TV: Are sport fans a threat to cut the cord?" Orlando, FL, June, 2016. With J. Fink.
- Paper presented at the North American Society for Sport Management (NASSM). "Exploring the impact of multiple external identities on the development of team identification." Orlando, FL, June, 2016. With S. Joo, J. Fink.

Paper presented at the North American Society for Sport Management (NASSM). “The crowded world of fantasy sport, Facebook, and fandom: Implications of the dual-screening phenomenon on team identity salience.” Ottawa, ON, June, 2015. With J. Fink.

Paper presented at the North American Society for Sport Management (NASSM). “Knowledge as power or the fear of missing out? Digital sport consumption in the 21<sup>st</sup> century.” Ottawa, ON, June, 2015. With J. Fink.

Paper presented at Sport Marketing Association (SMA). “Out of the loop and alone amongst 80,000 fans: Why the highly identified sport fan may prefer to watch from home.” Philadelphia, PA, October, 2014. With J. Fink, G. Trail.

Paper presented at the North American Society for Sport Management (NASSM). “Constraints and motivators as a predictor of sport media consumption intentions.” Pittsburgh, PA, May 2014. With J. Fink, G. Trail.

Paper presented at the North American Society for Sport Management (NASSM). “Does the living room become the fantasy front office? A cognitive evaluation of the consumption habits of fantasy sport users.” Pittsburgh, PA, May 2014. With J. Fink, G. Trail.

Paper presented at the Sport Marketing Association (SMA). “Segmenting fantasy sport consumers based on motives and consumption modes.” Albuquerque, NM, October 2013. With K. Karadakis, D. Blais.

Paper presented at the North American Society for Sport Management (NASSM). “The theory of planned behavior and the intention to consume sport through home entertainment technology: Initial scale development and validation.” Austin, TX, May 2013. With K. Karadakis, D. Blais, M. Hecox.

Paper presented at the North American Society for Sport Management (NASSM). “Exploring the feasibility of wheelchair basketball as an NCAA emerging sport.” Austin, TX, May 2013. With M. Cottingham II.

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## RESEARCH IN PROGRESS

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Larkin, B., & Fink, J. S. (Data Collected; Manuscript in Preparation). Toward a better understanding of the outcomes of collective narcissism.

Larkin, B., Fink, J. S., & Delia, E. (Data Collected; Manuscript in Preparation). Exploring the development of collective narcissism.

Larkin, B., & Fink, J. S. (Data Collected; Manuscript in Preparation). The dark side of sport rivalries: Comparing the behavioral responses of highly identified and collectively narcissistic fans.

Larkin, B. (Data Collected; Manuscript in Preparation). Complement or substitute? An examination of the sport media consumption tendencies of the millennial segment.

Joo, S., & Larkin, B. (Data Collected; Data Analysis in Progress). Exploring the impact of multiple external identities on the development of team identification.

Larkin, B. (Data Collection). Exploring the move away from cable TV: Are sport fans a threat to cut the cord?

Dwyer, B., & Larkin, B. (Data Collection). Exploring the implicit preferences of fantasy sport users.

Larkin, B., & Dwyer, B. (Data Collection). Exploring the implicit biases of fantasy sport users.

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## TEACHING EXPERIENCE

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### **Assistant Professor**

09/2017 – Present

### **Merrimack College**

Girard School of Business, Sport Management Department

### **Adjunct Instructor**

08/2014 – 08/2017

### **Southern New Hampshire University**

College of Continuing Education

Instructor of Record for:

- SPT 111 – Introduction to Sport Management (Online)
  - Taught 6 times
- SPT 201 – Governance & Management of Sport Organizations (Online)
  - Taught 3 times
- SPT 208 – Sport Marketing (Online)
  - Taught 4 times
- SPT 320 – Media/Public Relations in Sport (Online)
  - Taught 1 time

### **Instructor**

01/2015 – 05/2017

### **University of Massachusetts Amherst**

Mark H. McCormack Department of Sport Management

Instructor of Record for:

- SPORTMGT 424 – Sport Finance & Business  
Taught 4 times (Spring 2015, Fall 2015, Spring 2016, and Spring 2017)
  - Teaching Evaluations
    - Spring 2016: 4.8 (out of 5)
    - Fall 2015: 4.4 (out of 5)
    - Spring 2015: 4.4 (out of 5)

- Teaching Assistant**  
01/2014 – 12/2014
- University of Massachusetts Amherst**  
Mark H. McCormack Department of Sport Management  
Teaching Assistant for:
- SPORTMGT 335 – Sport Law
  - SPORTMGT 424 – Sport Finance & Business
- Director**  
07/2014
- University of Massachusetts Amherst Summer College**  
Mark H. McCormack Department of Sport Management
- Teaching Assistant**  
01/2013 – 05/2013
- Southern New Hampshire University**  
Department of Sport Management  
Teaching Assistant for:
- SPT 208 – Sport Marketing
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## RESEARCH EXPERIENCE

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- Research Assistant**  
09/2013 – 05/2014
- University of Massachusetts Amherst**  
Mark H. McCormack Department of Sport Management
- Research Assistant**  
09/2012 – 05/2013
- Southern New Hampshire University**  
Department of Sport Management
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## GUEST LECTURES

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- SPORTMGT 210**  
Intro. to Sport Management
- Making Dollars and Sense of the World of Sport Finance*  
February 3, 2015, University of Massachusetts Amherst
- SPORTMGT 210**  
Intro. to Sport Management
- Sport Economics and Finance*  
February 6, 2014, University of Massachusetts Amherst
- SPT 501 (Graduate)**  
Research Methods
- The Research Process*  
May 6, 2013, Southern New Hampshire University
- SPT 208**  
Sport Marketing
- Sport Marketing Research*  
Southern New Hampshire University
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## PROFESSIONAL EXPERIENCE

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<b>Head of Customer Relations</b> 08/2009 – 08/2013	<b>Lepage Bakeries, Inc.</b> Auburn, ME
<b>Intern</b> 03/2012 – 09/2012	<b>New Hampshire Fisher Cats</b> Manchester, NH
<b>Administrative Assistant</b> 01/2006 – 05/2009	<b>University of Maine Information Center</b> Orono, ME
<b>Intern</b> 05/2008 – 01/2009	<b>Northeast Bank</b> Lewiston, ME
<b>Photo Technician</b> 03/2002 – 01/2006	<b>CVS/Pharmacy</b> Auburn, ME

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## HONORS AND AWARDS

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<b>Doctoral Student Research Award</b> (2016-17)	<b>University of Massachusetts Amherst</b> Isenberg School of Management
<b>Full Tuition Scholarship</b> 2013 – 2017	<b>University of Massachusetts Amherst</b> Isenberg School of Management
<b>Travel Funding Award</b> 2014 & 2015	<b>University of Massachusetts Amherst</b> Isenberg School of Management
<b>Finalist</b> 2014	<b>NASSM Student Research Competition</b> Paper: “Constraints and motivators as predictors of sport media consumption intention”
<b>Outstanding Student</b> 2013	<b>Southern New Hampshire University</b> Master of Science, Sport Management
<b>Full Tuition Scholarship</b> 2012 & 2013	<b>Southern New Hampshire University</b> Department of Sport Management

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## SERVICE

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<b>Ad-hoc Reviewer</b>	<b>Journal of Sport Management</b>
<b>Ad-hoc Reviewer</b>	<b>Journal of Legal Aspects of Sport</b>

**Volunteer Moderator**                      **North American Society for Sport Management (NASSM)**  
2016    **Conference**

**Ad-hoc Reviewer**                              **Academy of Marketing Science (AMS) Conference**  
2016    Sport, Entertainment, and Events Marketing Track

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## PROFESSIONAL MEMBERSHIPS

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- North American Society for Sport Management (NASSM)
- Sport Marketing Association (SMA)
- Delta Mu Delta, Gamma Nu Chapter

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## CONSULTING OPPORTUNITIES

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- W. E. B. Du Bois Library, University of Massachusetts Amherst
- Wakup, Inc.

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## REFERENCES

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**Janet S. Fink, PhD**  
Professor of Sport Management  
Isenberg School of Management  
University of Massachusetts  
Amherst, MA 01003  
Phone: (413) 545-7602  
Email: jsfink@isenberg.umass.edu

**Stephen McKelvey, JD**  
Associate Professor of Sport Management  
Isenberg School of Management  
University of Massachusetts  
Amherst, MA 01003  
Phone: (413) 545-5066  
Email: mckelvey@isenberg.umass.edu

**Michael Cottingham, PhD**  
Assistant Professor  
College of Health and Human Performance  
University of Houston  
Houston, TX 77204-6015  
Phone: (713) 743-9065  
Email: mcotting@central.uh.edu

**Nefertiti Walker, PhD**  
Assistant Professor of Sport Management  
Isenberg School of Management  
University of Massachusetts  
Amherst, MA 01003  
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Email: nwalker@isenberg.umass.edu