

Marshall Mainer

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Education

Ph.D., Florida State University, Tallahassee, FL Expected 2025
Department of Sport Management
Supervisor: Dr. Hanhan Xue
Dissertation: *All is fair in love and racing: Western media framing of Formula 1 Grand Prix, women's tennis, and sportswashing dynamics in China and Saudi Arabia (ABD)*

M.S., Florida State University, Tallahassee, FL 2020
Department of Sport Management

B.S., Purdue University, West Lafayette, IN 2018
Mitch Daniels School of Business

Experience

Instructor August 2025 – Present
Arkansas State University, Health, Physical Education, and Sport Sciences

Graduate Teaching Assistant 2020 – July 2025
Florida State University, Department of Sport Management

Lifetime Activities Program Coordinator 2021 – 2024
Florida State University, Department of Sport Management

Center for Sport, Health, and Equitable Development Doctoral Fellow 2020 – 2025
Florida State University, Department of Sport Management

Athletic Department Intern Jan. 2020 – Aug. 2020
Florida State University Schools, Tallahassee, FL

Professional Affiliations

North American Society for Sport Management 2022 - Present

Research

Areas of Interest

Geopolitical Sport, Sport Policy and Governance, Sport Law, Facility & Event Management, Triathlons, and the Marching Arts

Publications

Peer-Reviewed Articles

1. **Mainer, M.** (2021). European Super League Issued Yellow Card by FIFA Before Stepping on the Pitch. *Sport Litigation Alert*, 18(4), 19–21.

Conference Presentations

1. **Mainer, M.**, Xue, H., & Andrew, D. (2025, September). *Spinning the Wheels of Soft Power: Western Media Framing of Formula 1 Grand Prix and Sportswashing Dynamics in Azerbaijan, China, and Saudi Arabia*. Presentation at the European Association for Sport Management Annual Conference, European Society for Sport Management, Paris, France. (International)
2. **Mainer, M.**, Xue, H., & Andrew, D. (presented 2024, May). *Beyond 'Covering Up Bad Acts': Western Media Framing of Sportswashing in Qatar and the Soft Power Play*. Presentation at the North American Society for Sport Management Annual Conference, North American Society for Sport Management, Minneapolis, MN. (International)
3. **Mainer, M.**, Xue, H., & Du, J. (presented 2023, June). *'Masking the Ugly Truth?' A Sentiment Analysis of Sportswashing and the 2022 Qatar World Cup*. Presentation at the North American Society for Sport Management Annual Conference, North American Society for Sport Management, Montreal, Quebec. (International)
4. **Mainer, M.**, Xue, H., & Watanabe, N. (presented 2022, June). *The Bigger, The Better? Examining Relative Effect of School Size, Competitive Balance, and Fan Attendance in Texas Public High School Football*. Poster presentation at the North American Society for Sport Management Annual Conference, North American Society for Sport Management, Atlanta, GA. (International)

Teaching

Instructor

Spring 2025	SPM 4723: Legal Issues in Physical Education
Fall 2024	SPM 4723: Legal Issues in Physical Education
Sum. 2024	SPM 4723: Legal Issues in Physical Education
Spring 2024	SPM 4723: Legal Issues in Physical Education
Fall 2023	SPM 4104: Facility and Event Management
Spring 2023	SPM 4104: Facility and Event Management
Spring 2021	PEL 1121: Golf
Fall 2020	PEM 1131: Basic Weight Training
Spring 2020	PEM 1121: Stretch & Relaxation PEM 1131: Basic Weight Training
Fall 2019	PEM 1131: Basic Weight Training

Teaching Assistant

Summer 2025 SPM 4015: Sport and Film

Summer 2025 SPM4630/SPM 5021: International & Global Sport Venues
 Spring 2025 IDS 3496: Exploring the World of Sport
 Fall 2024 IDS 3496: Exploring the World of Sport
 Fall 2023 SPM 5726: Issues in Sport Law
 Spring 2021 SPM 5605: Sport Governance
 Spring 2020 IDS 3496: Exploring the World of Sport

Awards and Grants

<i>Congress of Graduate Students Conference Presenter Fund</i> , Florida State University Amount Awarded: \$600	2024
<i>Council on Research in Education</i> , Florida State University College of Education, Health, and Human Science Amount Awarded: \$2000	2024
<i>Department of Sport Management Student Travel Fund</i> , Florida State University Amount Awarded: \$300	2024
<i>Cleo Rainwater Scholarship Fund</i> , Florida State University College of Education, Health, and Human Science Amount Awarded: \$1500	2023
<i>NASSM Doctoral Research Grant</i> , North American Society for Sport Management Amount Awarded: \$1500	2023
<i>Council on Research in Education</i> , Florida State University College of Education, Health, and Human Science Amount Awarded: \$2000	2023
<i>Department of Sport Management Student Travel Fund</i> , Florida State University Amount Awarded: \$300	2023
<i>Council on Research in Education</i> , Florida State University College of Education Amount Awarded: \$500	2022
<i>Congress of Graduate Students Conference Presenter Fund</i> , Florida State University Amount Awarded: \$200	2022
<i>Department of Sport Management Student Travel Fund</i> , Florida State University Amount Awarded: \$300	2022

John and Clara McDonald Endowed Scholarship, Florida State University
Amount Awarded: \$10,000

2020

Professional Development

Program for Instructional Excellence Training

Fall 2019

Departmental Service

Campus Space Committee, Member

2021-2024

Florida State University

Participated in monthly meetings with representatives from campus neighborhood building managers and athletic department representatives to coordinate activity schedules, maintenance schedules, and related issues as one of the representatives for the Department of Sport Management and Tully Gymnasium in my capacity as the Lifetime Activities Program Coordinator