

RESEARCH ACTIVITIES

Summary of Publications (specific descriptions follow)

- Books authored: 8
- Book chapters (or chapter contributions) authored: 6
- Papers in refereed journals: 119
- Published Case Studies (edited): 14
- Sport Business Journal Articles: 70 (2009 to present)
- Other Industry/Trade Journal Articles: 11
- Papers in refereed conference proceedings: 28
- Conference presentations (refereed): 165
- Other invited presentations: 76

Thesis & Comprehensive Exam

- PhD dissertation (2006) – “Sponsorship Evaluation”
- PhD comprehensive exam (2003): “A Critique of Social Marketing”
- MBA Thesis (1999) – “Embarking on a model to measure the economic impact of amateur sport”
- MA Thesis (1997) – “The development of triathlon: A social framework by which to view the development of a modern sport”

Books

1. Burton, R., O’Reilly, N., Hirsham, J, Dolich, A., & Lawrence, H. (2018). “The 20 Secrets of Success for a Student-Athlete Who Won’t Go Pro”, Ohio University Press, Athens, USA.
2. Burton, R. & O’Reilly, N. (2016). “Sport Business Unplugged: Leadership Challenges from the World of Sports”, Syracuse University Press, Syracuse, USA.
3. Foster, G., O’Reilly N., & Davila, A. (2016). “Sports Business Management: Decision-Making Around the Globe”, Routledge (Taylor & Francis), USA.
4. O’Reilly, N, Pound, R, Burton, R., Seguin, B., & Brunette, M. (2015). “Global Sports Marketing: Sponsorship, Ambush Marketing and the Olympic Games”, Fitness Information Technology, USA.
5. O’Reilly, N. & Brunette, M. (2013). “Public-Private Partnerships in Physical Activity and Sport”, Human Kinetics Books, Champaign, IL, USA.
6. O’Reilly, N. and Seguin, B. (2012). “Sport Marketing: A Canadian Perspective: 2nd Edition”, Thomson Nelson Publishers, Canada.
7. O’Reilly, N. (2009). “Sponsorship Evaluation: Agency Theory, Performance Measurement, Expert Consultation, Case Studies, and a Process Model”, VDM Publishing, Germany.
8. O’Reilly, N. and Seguin, B. (2009). “Sport Marketing: A Canadian Perspective”, Thomson Nelson Publishers, Canada.

Book Chapters (or Book Chapter contributions)

1. Abeza, G., & O’Reilly, N. (2018). “Social, Digital, and Mobile Media in Sport Marketing” in Schwarz, E. and Hunter, J. (Eds.), Advanced Theory and Practice in Sport Marketing (3rd Ed.), Routledge.
2. O’Reilly, N. (2015) - Short Chapter Contribution; in Lawrence, H.J. & Wells, M. (Eds.). Event management blueprint: Creating and managing successful sports events (2nd ed.). Dubuque, IA: Kendall Hunt. <https://www.kendallhunt.com/store-product.aspx?id=303277>
3. Griggs, G., Freeman, I., Knight, P. & O’Reilly, N. (2014). “A vision of London in the twenty-first century or just terrifying monsters: a semiotic analysis of the official mascots for the London 2012 Olympic and Paralympic Games“, in Leisure, Culture and the Olympic Games, Editor: John Horne, p. 76-91.
4. Abeza, G. O’Reilly, N., Burton. R., Seguin, B. & Baka, R. (2013). “National Olympic Hospitality Houses: Objectives, variations, and mini-cases.” In Baka, R. & Hess, R. (Eds.), On the Periphery: New Perspectives on the Olympic movement.
5. O’Reilly, N. (2013). “Portfolio theory and the management of professional sports clubs: The case of Maple Leaf Sports and Entertainment “, in Handbook of Research on Sport and Business, Editors: Harald Dolles & Sten Söderman, p. 333-349.

- Burton, O'Reilly, & Seguin (2012). Chapter 9: Stakeholder Perceptions of Short-term Marketing Tactics During the Olympics. In Maennig, W., & Zimbalist, A. S. (Eds.). (2012). International handbook on the economics of mega sporting events. Edward Elgar Publishing.

Publications (Peer-Reviewed Journal Articles)

- Abeza, G., O'Reilly, N., Prior, D., Huybers, T., & Mazanov, J. (in press). The impact of scandal on sport consumption: Do different scandal types have different levels of influence on different consumer segments? *European Sport Management Quarterly*.
- Abeza, G., O'Reilly, N., & Seguin, B. (forthcoming). "Social Media in Relationship Marketing: The Perspective of Professional Sport Managers in the MLB, NBA, NFL, and NHL", *Communication and Sport*
- Finch, D., Nadeau, J., Foster, B., O'Reilly, N., Bates, K., & Stec, D. (in press). "Collaboration Extending the Reach of Management Research to Industry – A Question of Legitimacy", *Journal of University Industry Collaboration*.
- Abeza, G., Finch, D., O'Reilly, N., MacIntosh, E., & Nadeau, J. (in press). "An Integrative Review of the Sport Relationship Marketing Literature: Transforming Insights into Action." *Journal of Sport Management*.
- Ellis, D., Patry, P., Seguin, B., & O'Reilly, N. (2019). "Ambush marketing and the Olympic and Paralympic Marks Act: a national sponsor perspective" *International Journal of Sport Management & Marketing*, 19(3/4), 184-207.
- Abeza, G., O'Reilly, N., & Seguin, B. (2019). "The Sequential Funnel-Based Focus Group Design: Adapting the Focus Group for Research in Sport Management", *Journal of Global Sport Management*. <https://doi.org/10.1080/24704067.2018.1550621>
- Bagramian, R., Madill, J., O'Reilly, N., Deshpande, S., Rhodes, R.E., Tremblay, M., Berry, T., & Faulkner, G. (forthcoming). "Evaluation of Sport Participation Objectives within a Health-Focused Social Marketing Sponsorship", *International Journal of Sports Marketing & Sponsorship*.
- Dottori, M., Séguin, B., & O'Reilly, N. (2018). Public relations in strategic management: Strategizing in the communicative organization, *Journal of Professional Communication*, 5(2), 59-98.
- O'Reilly, N., Brunette, M.K. & Bradish, C. (forthcoming). "Lifelong female engagement in sport: A framework for advancing girls and women's participation", *Journal of Applied Sport Management*
- Priebe, C.S., Latimer-Cheung, A., Berry, T.R., O'Reilly, N., Rhodes, R., Spence, J.C., Tremblay, M.S., & Faulkner, G. (2019). Make Room for Play: An evaluation of a campaign promoting active play. Paper accepted into *Journal of Health Communication*. DOI: 10.1080/10810730.2019.1572838
- Berry T. R., Rhodes, R. E., Ori, E., McFadden, K., Faulkner, G., Latimer-Cheung, A. E., O'Reilly, N., Spence, J. C., Tremblay, M. S., & Vanderloo, L. (2018). "The short-term effects of a mass reach physical activity campaign: An evaluation using hierarchy of effects model and intention profiles", *BMC Public Health*, 18:1300, <https://doi.org/10.1186/s12889-018-6218-7>
- Yun, L., Vanderloo, L., Berry, T.R., Latimer-Cheung, A.E., O'Reilly, N., Rhodes, R.E., Spence, J.C., Tremblay, M.S., & Faulkner, G. (2018). "Assessing the social climate of physical (in)activity in Canada", *BMC Public Health*, 18:1301 <https://doi.org/10.1186/s12889-018-6166-2>
- Lithopoulos, A., Dacin, P. A., Berry, T. R., Faulkner, G., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., Vanderloo, L. M., & Latimer-Cheung, A. E. (2018). "Examining the ParticipACTION brand using the brand equity pyramid". *Journal of Social Marketing*, 8(4), 378-396. doi: 10.1108/JSOCM-11-2017-0071.
- Finch, D., Abeza, G., O'Reilly, N., & Hillenbrand, C. (2018). "Organizational identification and independent sales contractor performance in professional services", *Journal of Services Marketing*, <https://doi.org/10.1108/JSM-07-2016-0278>
- Ramanathan, S., White, L., Luciani, A., Berry, T., Deshpande, S., Latimer-Cheung, A., O'Reilly, N., Rhodes, R., Spence, J.C., & Faulkner, G. (2018). The Utility of Physical Activity Micro-Grants: The ParticipACTION Teen Challenge Program. *Health Promotion Practice*, 19(2).
- Finch, D. O'Reilly, N., McClaren, P.G., Rondeau, K., & Falkenberg, L., (in press). "The Rigor - Relevance Gap in Professional Programs: Bridging the 'Unbridgeable' between Higher Education & Practice", *Industry and Higher Education*, 93(2), 23-32, DOI: [10.1080/08832323.2018.1425282](https://doi.org/10.1080/08832323.2018.1425282)
- Finch, D., O'Reilly, N., & Nadeau, J. (2018). "A Survey of Undergraduate Marketing Programs: An Empirical Analysis of Knowledge Areas and Meta-Skills", *Journal of Education for Business*

18. O'Reilly, N., Stroebel, T., Pfahl, M., & Kahler, J. (2018). "An empirical exploration of sponsorship sales in North American professional sport: Is it time to rethink our approach?", *Sport, Business and Management: An International Journal*, 8(1), 15-34,
19. Pasqualicchio, G., O'Reilly, N., & Elowson, E. (2017). "From 70 Thousand to 7 Million: Integrated Activation as a Driver of Sponsor and Property Reach", *Case Studies in Sport Management Journal*, 6(1), 1-9.
20. Lithopoulos, A., Berry, T. R., Faulkner, G., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., Vanderloo, L. M., & Latimer-Cheung, A. E. (2017, October). Examining ParticipACTION's brand equity: A test of the brand equity pyramid. *Journal of Exercise, Movement and Sport*, 49, 179.
21. Abeza, G., O'Reilly, N., Seguin, B., & Nzindukiyimana, O. (2017). "Social Media as a Relationship Marketing Tool in Professional Sport: A Netnographical Exploration", *International Journal of Sport Communication*, 7(3), 332-355.
22. Finch, D., Deephouse, D., O'Reilly, N., Foster, W.M., Falkenberg, L., & Strong, M., (2017). "Institutional Biography and Knowledge Dissemination: An Analysis of Canadian Business School Faculty", *Academy of Management Learning & Education*, 16(2), 1-20.
23. Luciani, A., White, L, Berry, T.R., Deshpande, S., Latimer-Cheung, A., O'Reilly, N., Rhodes, R., Spence, J.C., Tremblay, M.S., & Faulkner, G. (2017). Sports Day in Canada: Examining the benefits for event organizers (2010-2013). *International Journal of Health Promotion and Education*, 55(2), 66-80.
24. Abeza, G., O'Reilly, J., Seguin, B. & Nzindukiyimana, O. (2017). "World's Highest-Paid Athletes, Product Endorsement, and Twitter, *Sport, Business and Management: An International Journal*, 7(3), 332-355, <https://doi.org/10.1108/SBM-08-2016-0040>
25. O'Reilly, N., Armenakyan, A., Lu, I.R.R., Nadeau, J., Heslop, L. & Cakmak, E. (2016). "Sport mega-events and tourism: contrasting the influence of host country and event", *International Journal of Sport Management and Marketing*, 16(3/4/5/6), 280-296.
26. Finch, D., Varella, P., Foster, W., Sundararajan, B., Bates, K., Nadeau, J., O'Reilly, N., & Deephouse, D. (2016). "The business school scorecard: Examining the systematic sources of business school value, *Canadian Journal of Administrative Sciences*", 33 (3): 277-289. **Nominated for the Best Paper of the Year (2016) Award for CJAS.**
27. Nadeau, J., O'Reilly, N., Cakmak, E., Heslop, L. & Verway, S. (2016). "The Cameo Effect of Host Country and the Transitory Mega-Event: Patterns of Effect on Sponsorship Evaluation for Sport Tourists and Residents", *Journal of Sport Management*, 30(6), 656 -671.
28. Armenakyan, A., O'Reilly, N., Heslop, L., Nadeau, J., & Lu, I.R.R. (2016). "It's All About My Team: Mega-Sport Events and Consumer Attitudes in a Time Series Approach", *Journal of Sport Management*, 2016, 30 (6), 597 -614.
29. White, L., Luciani, A., Berry, T.R., Deshpande, S., Latimer-Cheung, A., O'Reilly, N., Rhodes, R.E., Spence, R.C., Tremblay, M. & Faulkner, G. (2016). Sports day in Canada: a longitudinal evaluation. *International Journal of Health Promotion and Education*, 54 (1), 12-23. **Winner of the Pittu Laungani award for best paper in IJHPE in 2016.**
30. Finch, D., O'Reilly, N., Deephouse, D.L., Foster, W.M., Dubak, A., & Shaw, J. (2016). "Academic and practitioner antecedents of scholarly outcomes: Examining the role of industry engagement of business school faculty", *Industry and Higher Education*, 30(6) 369-381.
31. Dale, L. P., LeBlanc, A., Orr, K., Berry, T., Deshpande, S., Latimer-Cheung, A., O'Reilly, N., Rhodes, R., Tremblay, M., & Faulkner, G. (2016). Canadian physical activity guidelines for adults: Are Canadians aware? *Applied Physiology, Nutrition, and Metabolism*, 41, 1008-1011. LINK: [dx.doi.org/10.1139/apnm-2016-0115](https://doi.org/10.1139/apnm-2016-0115).
32. Rhodes, R. E., Spence, J. C., Berry, T., Deshpande, S., Faulkner, G., Latimer-Cheung, A., O'Reilly, N., & Tremblay, M. S. (2016). Understanding action control of parent support behavior for child physical activity. *Health Psychology*, 35(2), 131-140.
33. Nadeau, J., O'Reilly, N. & Heslop, L. (2015). "Cityscape Promotions at Mega-Events: The Role of Place Image", *Marketing Intelligence & Planning*, 33(2), 147 - 163.
34. Finch, D., Hillenbrand, C., O'Reilly, N., & Varella, P. (2015). "Psychological contracts and independent sales contractors: An examination of the predictors of contractor-level outcomes", *Journal of Marketing Management*, 31(17-18), 1924-1964.

35. Rhodes, R. E., Spence, J. C., Berry, T., Deshpande, S., Faulkner, G., Latimer-Cheung, A. E., O'Reilly, N. & Tremblay, M. S. (2015). Predicting changes across 12 months in three types of parental support behaviors and mothers' perceptions of child physical activity. *Annals of Behavioral Medicine*, 49(6), 853-864.
36. Abeza, G., O'Reilly, N., Dottori, M., Séguin, B., & Nzindukiyimana, O. (2015): Mixed methods research in sport marketing, *International Journal of Multiple Research Approaches*, DOI: 10.1080/18340806.2015.1076758. **Journal's 2nd most read article in 2015**
37. Finch, D. O'Reilly, N., Hillenbrand, C. & Abeza, G. (2015). "Standing on the Shoulders of Giants: An Examination of the Interdisciplinary Foundation of Relationship Marketing", *Journal of Relationship Marketing*, 14(3), 171-196.
38. Abeza, G., O'Reilly, N., Seguin, B. & Nzindukiyimana, O. (2015). "Social Media Scholarship in Sport Management Research: A Critical Review", *Journal of Sport Management*, 29(6), 601-618. **Listed as one of three most Viewed JSM articles from Dec 2015 to March 2016.**
39. LeBlanc AG, Berry T, Deshpande S, Duggan M, Faulkner G, Latimer-Cheung A, O'Reilly N, Rhodes RE, Spence JC, Tremblay MS. Knowledge and awareness of Canadian Physical Activity and Sedentary Behaviour Guidelines: a synthesis of existing evidence. *Applied Physiology Nutrition and Metabolism*. 40: 1–9 (2015).
40. O'Reilly, N., & Huybers, T. (2015). "Servicing in Sponsorship: A Best-Worst Scaling Empirical Analysis", *Journal of Sport Management*, 29(2), 153-169.
41. O'Reilly, N., Foster, G., Murray, R., and Shimizu, C. (2015). Merchandise Sales Rank in Professional Sport: Purchase Drivers and Implications for National Hockey League Clubs. *Sport, Business, Management: An International Journal*, 5(4), 307-324.
42. O'Reilly, N., Bandeh-Bahman, G., & Lafrance Horning, D. (2015). "Launching a National Sport Organization Loyalty Program: The Case of Club Hockey Canada", *Case Studies in Sport Management Journal*, <http://dx.doi.org/10.1123/cssm.2014-0031>
43. Finch, D., Deephouse, D., O'Reilly, N., Massie, T., & Hillenbrand, C. (2015). "Follow the leaders? An analysis of convergence and innovation of faculty recruiting practices in US business schools", *Higher Education*, DOI 10.1007/s10734-015-9931-5
44. Abeza, G. Pegoraro, A., Naraine, A., Séguin, B., & O'Reilly, N. (2014). "Activating a Global Sport Sponsorship with Social Media: An Analysis of TOP Sponsors, Twitter, and the 2014 Olympic Games", *International Journal of Sport Management and Marketing*, 15(3/4), 184-2013.
45. O'Reilly, N., Berger, I.E., Hernandez, T., Parent, M.M., & Séguin, B. (2014). "Urban sportscapes: An environmental deterministic perspective on the management of youth sport participation", *Sport Management Review*, 18(2), 291-307.
- 46.** Gibbs, C., O'Reilly, N., & Brunette, M. (2014). "Professional Team Sport and Twitter: Gratifications Sought and Obtained by Followers", *International Journal of Sport Communication*, 7(2), 188-213. **TOP VIEWED ARTICLE OF IJSC IN 2015.**
47. Abeza, G., & O'Reilly, N. (2014). Social media as a relationship driver: National sport organizations use of social media. *Journal of Applied Sport Management*. 6(3), 102-125.
48. O'Reilly, N., Gattinger, A., & Beselt, E. (2014). "Sponsorship Sales in Minor Sport: The Case of the 2013 ITU World Duathlon Championships", *Case Studies in Sport Management Journal*, 3(1).
49. Foster, G., O'Reilly, N., Shimizu, C., Khosia, N., & Murray, R. (2014). Determinants of regional sport network television ratings in MLB, NBA and NHL. *Journal of Sport Management*, 28(3), 356-375.
50. Abeza, G., O'Reilly, N., & Nadeau, J. (2014). Sport Communication: A Multidimensional Assessment of the Field's Development. *International Journal of Sport Communication*, 7(3), 289 -316.
51. Desjardins, E., Macintosh, E., O'Reilly, N., & Seguin, B. (2014). "Third and long: Building a sport club brand following a franchise failure." *Journal of Brand Strategy*, 2(4), 379-391.
52. O'Reilly, N. and Brunette, M.K. (2013). "Private-sector–Not-for-profit Partnerships in the Sport and Physical Activity Contexts". *International Journal of Sport and Society*, 4(1), 31-45.
53. Madill, J., O'Reilly, N., and Nadeau, J. (2014). "Financing Social Marketing Programs Through Sponsorship: Implications for Evaluation", *Journal of Social Marketing*, 4(1), 22-37.
54. Knight, P., Freeman, I., Stuart, S., Griggs, g. and O'Reilly, N. (2014). "Semiotic Representations of Olympic Mascots Revisited: Virtual Mascots of the Game 2006-2012, *International Journal of Event and Festival Management*, 5(1), 74-92.

55. Abdourazakou, Y., Lorgnier, N., O'Rourke, S., O'Reilly, N., & Abeza, G. (2013). "Fans' Online Services Expectations and Experiences: The Case of National Basketball Association". *Journal of Sports Science*, 1(1), 1-14.
56. Prior, D.D., O'Reilly, N., Mazanov, J. and Huybers, T. (2013) 'The impact of scandal on sport consumption: a conceptual framework for future research', *International Journal of Sport Management and Marketing*, 14(1/2/3/4), 188–211.
57. Armenakyan, A., Heslop, L.A., Nadeau, J., Lu, I.R.R. and O'Reilly, N. (2013) "'Tell me who's your host and I'll tell you who you are": Olympic Games image before and after the 2008 and 2010 Olympic Games', *International Journal of Sport Management and Marketing*, 14(1/2/3/4), 71–95.
58. O'Reilly, N. & Lafrance Horning, D. (2013). "Leveraging Sponsorship: The Activation Ratio", *Sport Management Review*, 16(4), 424–437.
59. Dubinsky, Y. & O'Reilly, N. (2013). "The Communication Strategies of the 2008 Beijing Olympic Games", *Sport and Society Journal*, 3(2).
60. Abeza, G., O'Reilly, N., & Reid, I. (2013). Relationship Marketing and Social Media in Sport. *International Journal of Sport Communication*, 6(2), 120-142.
61. Nadeau, J., O'Reilly, N., and Heslop, L., (2013). "Linking Place, Mega-Event And Sponsorship Evaluations", *The Journal of Product & Brand Management*, 22(2), 129-141.
62. Finch, D., Nadeau, J., and O'Reilly, N. (2013). "The Future of Marketing Education: A Practitioner's Perspective", *Journal of Marketing Education*, 35(1), 54-67. **WINNER, JME ARTICLE OF THE YEAR 2013**
63. Heslop, L., Nadeau, J., O'Reilly, N. & Armenakyan, A. (2013). "Mega-event and Country Co-branding: Image Shifts, Transfers and Reputational Impacts", *Corporate Reputation Review*, 16(1), 7-33.
64. MacIntosh, E., Nadeau, J., Seguin, B., O'Reilly, N., Bradish, C. & Legg, D. (2012). "The Role of Mega-Sports Event Interest in Sponsorship and Ambush Marketing Attitudes," *Sport Marketing Quarterly*, 21(1), 43-52.
65. Armenakyan, A., Heslop, L., Nadeau, J., & O'Reilly, N. (2012). "Does hosting the Olympic Games matter? : Canada's Image before and after the 2010 Olympic Games", *International Journal of Sport Management and Marketing*, 12(1/2), 111-140.
66. O'Reilly, N., Ayer, S., Pegoraro, A., Leonard, B., and Rundle-Thiele, S. (2012). "Toward an Understanding of Donor Loyalty: Demographics, Personality, Persuasion and Revenue", *Journal of Nonprofit and Public Sector Marketing*, 24, 65-81.
67. Griggs, G, Freeman, I., Knight, P., & O'Reilly, N. (2012). "A vision of London in the twenty-first century or just terrifying monsters: a semiotic analysis of the official mascots for the London 2012 Olympic and Paralympic Games", *Leisure Studies*, 31(3).
68. O'Reilly, N., Berger, I., Hernandez, T., Parent, M., and Seguin, B. (2012). "Understanding Adolescent Sport Participation Through Online Social Media", *Sport, Business and Management: An International Journal*, 2(1), 69-81.
69. O'Reilly, N., & Madill, J. (2012). "The Development of a Process for Evaluating Marketing Sponsorships", *Canadian Journal of Administrative Sciences*, 29(1), 50–66. **NOMINATED FOR TOP PAPER OF 2012 in CJAS**
70. O'Reilly, N., Heslop, L., and Nadeau, J. (2011). "The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?", *Journal of Sport & Tourism*, 16 (3), 231–257.
71. O'Reilly, N. (2011). "Experimental Design Methods in Sport Management Research: The Playoff Safety Bias", *Journal of Sport Management*, 25(3), 217-228.
72. Nadeau, J., O'Reilly, N., and Heslop, L. (2011). "China's Olympic destination: tourist evaluations of China and the Games", *International Journal of Culture, Tourism, and Hospitality Research*, 5(3), 235-246.
73. Kaplan, A., O'Reilly, N., and Nadeau, J. (2011). "The Hope Statistic as an Alternative Measure of Competitive Balance", *International Journal of Sport Finance*, 6(2), 170-184.
74. O'Reilly, N., Nadeau, J., and Kaplan, A. (2011). "Do Fans Want Their Team to be Competitive in the Short-Term (the next game) or the Long-Term (the full season), and Does the Answer Affect Management Decisions", *European Sport Management Quarterly*, 11(1), 73-86.
75. O'Reilly, N. (2011). "Sports: Professional Hockey Expansion in Canada", *Americas Quarterly*, May.

76. Nadeau, J., Pegoraro, A., Jones, F., and O'Reilly, N. (2011). "Racial-Ethnic Team-Market Congruency in Professional Sport", *Journal of Sport Management*, 25, 169-180.
77. Madill, J. and O'Reilly, N. (2010). "Investigating the Concept of Social Marketing Sponsorships: Terminology, Stakeholders, and Objectives", *Journal of Business Research*, 63, 133-139.
78. Zinger, T. and O'Reilly, N. (2010). "An Examination of Sports Sponsorship from a Small Business Perspective", *International Journal of Sports Marketing and Sponsorship*, 11(4), 283-301.
79. Pegoraro, A., Ayer, S., and O'Reilly, N. (2010). "Consumer Consumption and Advertising Through Sport", *American Behavioral Scientist*, 53(10), 1454-1475.
80. Heslop, L., Nadeau, J., and O'Reilly, N. (2010). "China and the Olympics: Views from Insiders and Outsiders", *International Marketing Review*, 27(4), 404-433.
81. Seguin, B., Parent, M., and O'Reilly, N. (2010). "Corporate Support: A Corporate Social Responsibility Alternative to traditional Event Sponsorship", *International Journal of Sport Management and Marketing*, 7(3/4), 202-222.
82. Murumets, K., O'Reilly, N., Tremblay, M., & Katzmarzyk, P. (2010). "Private Public Partnerships in Physical Activity and Sport: Principles for Responsible, Successful Partnerships", *Journal of Physical Activity and Health*, 7 (Spring), 317-319.
83. Pegoraro, A., O'Reilly, N., and Giguere, M. (2009). "Online and Offline Advertising during the NCAA Basketball Tournament: Which Companies Drive Consumers to the Web?", *International Journal of Sport Communication*, 2, 466-483.
84. O'Reilly, N., and Madill, J. (2009). "Methods and Metrics in Sponsorship Evaluation", *Journal of Sponsorship*, 2(3), 215-230.
85. Nadeau, J., Heslop, L., O'Reilly, N., and Luk, P. (2009). "Modeling Place Images: Specifying Indicator Direction", *Annals of Tourism Research*, 36(4), 735-738.
86. Pegoraro, A., O'Reilly, N., and Levallet, N. (2009). "Gender-based Sponsorship of Grassroots Events as an Agent of Corporate Social Responsibility: The Case of a National Women's Triathlon Series", *Journal of Sponsorship*, 2(2), 140-151.
87. Finch, D., O'Reilly, N., Varella, P. and Wolf, D. (2009). "Return on trust: An empirical study of the role of sponsorship in stimulating consumer trust and loyalty", *Journal of Sponsorship*, 3(1), 61-72.
88. Nadeau, J., O'Reilly, N., Heslop, L., and Lord, D. (2008). "China and the Olympic Games: American and Canadian Views in a Destination Context", *Asian Journal of Tourism and Hospitality Research*, 2(2), 3-19.
89. O'Reilly, N., and Foster, G. (2008). "Risk Management in Sport Sponsorship: Application to Human Mortality Risk", *International Journal of Sport Marketing and Sponsorship*, 10(1), 45-62.
90. Berger, I., O'Reilly, N., Parent, M., Seguin, B., and Hernandez, T. (2008). "Determinants of Sport Participation Among Canadian Adolescents", *Sport Management Review*, 11(3), 277-307. **Note: rated amongst the highest cited articles in SMR (see Elsevier website for SciVerse Scopus rating).**
91. Xing, X., Church, A., O'Reilly, N., Pegoraro, A., Nadeau, J., Schweinbenz, A., Heslop, L., and Séguin, B. (2008). "Olympic Games Host and Bid City Marketing: Exploring Issue Management in the Relationships among Event Stakeholder Groups", *International Journal of Sport Marketing and Sponsorship*, 9(4), 321-335.
92. O'Reilly, N., Lyberger, M., McCarthy, L., Seguin, B., and Nadeau, J. (2008). "Mega-Special-Event Promotions and Intent-to-Purchase: A Longitudinal Analysis of the Super Bowl", *Journal of Sport Management*, 22(4), 392-409.
93. Pichot, L., Tribou, G., and O'Reilly, N. (2008). "Sport Sponsorship, Internal Communications, and Human Resource Management: An Exploratory Assessment of Potential Future Research", *International Journal of Sport Communication*, 1(4), 1-11.
94. O'Reilly, N., Kaplan, A., Rahinel, R., and Nadeau, J. (2008). "If You Can't Win, Why Should I Buy a Ticket?: Hope, Fan Welfare, and Competitive Balance", *International Journal of Sport Finance*, 3(2), 106-118.
95. O'Reilly, N., Seguin, B., and Pegoraro, A. (2008). "Sponsorship in Canada: An Industry Landscape Study", *Journal of Sponsorship*, 1(3), 234-247.
96. Pegoraro, A., Seguin, B., O'Reilly, N., and Harrington, S. (2008). "Innovative Pedagogy in Sport Management: The Annual SPAD Field Trip", *International Journal of Sport Management and Marketing*, 4(2/3), 255-276,

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- Leisure Studies: 1.476 (2016)
- Health Psychology: 3.61 (2015)
- Communication & Sport: 2.395 (2016 & 2017)
- Academy of Management Learning & Education: 2.458 (2016)
- Journal of Sport Management: 1.14 (2016); 2.169 (2017)
- European Sport Management Quarterly: 1.778 (2016)
- Journal of Business Research: 2.129 (2015)
- Journal of Marketing Education: 1.51 (2016)
- Marketing Intelligence & Planning: 1.54 (2014)
- International Marketing Review: 3.25 (2016)
- Annals of Tourism Research: 2.71 (2015); 3.259 (2011)
- Sport Management Review: 1.65 (2016); 2.05 (2013); 3.516 (2017)
- American Behavioural Scientist: 1.766 (2014)
- Canadian Journal of Administration Sciences: 0.714 (2011)
- Sport Marketing Quarterly: 0.694 (2017)
- International Journal of Sport Finance: 1.35 (2011)
- International Journal of Entrepreneurship & Innovation: 0.75 (2014)
- Annals of Behavioral Medicine: 4.20 (2011)
- Journal of Marketing Management: 1.81 (2016)

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1. Lawrence, H. J., O'Reilly, N. O., Ullrich, C., Speck, A. (2018). The drivers of advocacy in season ticket holders in NCAA Division I football. Administrative Sciences Association of Canada (ASAC). Toronto, Canada. **BEST PAPER AWARD**
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4. Legg, D., O'Reilly, N. et al. (8 authors). "Ambush Marketing and the 2010 Vancouver Olympic Games", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013. – **BEST PAPER AWARD RECIPIENT**
5. Murray, R., and O'Reilly, N. "An Exploratory Study on the Effects of Competition Time on Franchise Value", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.
6. Finch, D., Hillenbrand, C., O'Reilly, N, and Varella, P. "Firm Sales and the High-Performing Independent Sales Agent: Applications for Marketing Management", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013 – **WINNER, JEAN PERRIEN AWARD FOR BEST PAPER IN FINANCIAL SERVICES (CONFERENCE-WIDE) AND HONOURABLE MENTION AWARD RECIPIENT, MARKETING DIVISION**
7. Nadeau, J., Heslop, L., and O'Reilly, N. "Jamaica's Country Image Influence on the Travel Decision", International Conference on Business Hospitality and Tourism Management, Runaway Bay, Jamaica, October 2011.
8. Davila, A., Foster, G., & O'Reilly, N. "Professional Sport Leagues: Contrasting Views on How to Structure the Business of Sports", in Football Economics: Proceedings of the Armand Carabén Workshop on Football Economics, IESE Business School, 51-96, September 2011.

9. Stuart, S., Romeo-Velilla, M., & O'Reilly, N., "Capacity in the Canadian Sport System: Why LTAD and NCCP yet no Certification of CPD for Administrators", Administrative Sciences Association of Canada, Montreal, QC, July 2011 – **HONOURABLE MENTION AWARD RECIPIENT**
10. O'Reilly, N., Seguin, B., and Nadeau, J. "Research and the Vancouver 2010 Olympic Games", The International Centre for Olympic Studies Conference, University of Western Ontario, London, October 2010.
11. O'Reilly, N., Helsop, L., and Nadeau, J., "The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010 – **HONOURABLE MENTION AWARD RECIPIENT**
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14. Davila, T., O'Reilly, N., and Foster, G. "Professional Sport Leagues: Contrasting Views on How to Structure the Business Side", Armand Carabén Workshop on Football Economics", IESE Business School, Barcelona, Spain, November 2009.
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- Burton, R. and O'Reilly, N. (2009), "Consider intangibles when weighing Olympic host city benefits", *Sports Business Journal*, September 7-13, Vol. 12, No. 19, 33.

Other Industry/Trade Journal Publications

1. O'Reilly, N. (2015). "Public-Private Partnerships in College Sports? The NACDA Report, October.

2. Finch, D., Nadeau, J., and O'Reilly, N. (2012). "Marketing education doesn't have to be this bad", Marketing Magazine, September 14th,
3. O'Reilly, N. and Burton, R. (2011), "Stars carry the charm, but properties carry the water", The Sponsorship Report, Vol. 26, No. 2, 4-5.
4. Burton, R. and O'Reilly, N. (2011), "Pro hockey's goal should be more CNY fans", Central New York Sports Magazine, Fall, 14-15.
5. Burton, R. and O'Reilly, N. (2011), "NFL Lockout: What would it mean for Central New York?" Central New York Sports Magazine, Summer, 27-28.
6. Burton, R. and O'Reilly, N. (2011), "Where Goeth the Bills?", Central New York Sports Magazine, Spring, 32-34.
7. Burton, R. and O'Reilly, N. (2010), "Size Does Matter", Central New York Sports Magazine, Winter, 27-28.
8. Burton, R. and O'Reilly, N. (2010), "Take Home Pay", Central New York Sports Magazine, Fall, 33-34.
9. Burton, R. and O'Reilly, N. (2010), "The Spectre of Sports Strikes", Central New York Sports Magazine, Summer, 34.
10. Burton, R. and O'Reilly, N. (2010), "Will the real Tiger Woods stand up?" Central New York Sports Magazine, Spring, 43-44.
11. Burton, R. and O'Reilly, N. (2009), "What does the Olympic Movement Mean to Central New York?" Central New York Sports Magazine, Winter, 43.

Conference Presentations (Peer-Reviewed Articles/Abstracts)

1. O'Reilly, N., Levallet, N., Wanless, E., & Naraine, M. (2019). "Logged On? Wi-Fi Usage and Behavior at NBA Games", American Marketing Association Winter Conference, Austin, USA, February.
2. Yun, L., Vanderloo, L., Berry, T., Latimer-Cheung, A. E., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., Faulkner, G. (2018). Social Climate of Physical Activity in Canada. Poster presentation at the 7th International Society for Physical Activity and Health Congress, London, England, October 15-17, 2018.
3. Lawrence, H. J., O'Reilly, N. O., Ullrich, C., Speck, A. (2018). The drivers of advocacy in season ticket holders in NCAA Division I football. Administrative Sciences Association of Canada (ASAC). Toronto, Canada. **BEST PAPER AWARD**
4. Abeza, G., O'Reilly, N. & Seguin, B. (2017). Adopt an Anthropological Approach to Examine an Online Latent Content: A Case of Major League Sport Teams' Use of Social Media", Sport Marketing Association Annual Conference, Boston, USA, November 2017.
5. Lithopoulos, A., Berry, T. R., Faulkner, G., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., Vanderloo, L. M., & Latimer-Cheung, A. E. (2017, October). Examining ParticipACTION's brand equity: A test of the brand equity pyramid. Poster presented at the Canadian Society for Psychomotor Learning and Sport Psychology Conference, St. John's, Newfoundland.
6. Priebe, C.S., Latimer-Cheung, A., Berry, T.R., O'Reilly, N., Rhodes, R., Spence, J.C., Tremblay, M.S., & Faulkner, G. (2017). An evaluation of the ParticipACTION "Make Room for Play" campaign. Abstract presented at the 20th International Play Association Triennial Conference. Calgary, AB (September, 2017).
7. O'Reilly, N., Foster, B., Nadeau, J., Abeza, G. & MacIntosh, E. (2017). Exploring New Frameworks in Sponsorship Research: Rhetorical History, Subcultures and Institutional Theory, North American Society for Sport Management (NASSM) Conference, Denver, Colorado, June 2017.
8. O'Reilly, N., Fodor, A., MacIntosh, E., Abeza, G., Nadeau, J., MacAdam, L., Pasqualicchio, G., & Dottori, M. (2017). Impact Studies in Sport: The Development of a Process for Funding Agencies, Administrative Sciences Association of Canada (ASAC), Montreal, Quebec, June 2017.
9. Nadeau, J., Armenakyan, A., O'Reilly, N., & Heslop, L. (2017). Making Sense of Attribution Attempts: Emotional Evanescence in Sponsorship Outcomes, Administrative Sciences Association of Canada (ASAC), Montreal, Quebec, June 2017.
10. Abeza, G., O'Reilly, N., & Seguin, B. (2016). The Value of Social Media for Sport Fans: A Sequential Focus Group Design Exploration, North American Society for Sport Management (NASSM) Conference, Orlando, Florida, June 2016.

11. Finch, D., Varella, P., Foster, W., Sundararajan, B., Bates, K., Nadeau, J., O'Reilly, N., & Deephouse, D. (2016). The business school scorecard: Examining the systematic sources of business school value, Administrative Sciences Association of Canada (ASAC), Edmonton, Alberta, June 2016.
12. Sundararajan, B., Finch, D., & O'Reilly, N. (2016). Homophily in Author Team Networks: A Network Analysis of Authors and Author Teams in Leading Management Journals (2016), Administrative Sciences Association of Canada (ASAC), Edmonton, Alberta, June 2016.
13. Abeza, G., O'Reilly, N. & Seguin, B. (2015). The Practice of Ambush Marketing in Social Media: The Case of Sochi 2014 Olympic Games, Sport Marketing Association (SMA), Atlanta, Georgia.
14. O'Reilly, N., Finch, D., Abeza, G., & Hillenbrand, C. (2015). ASAC, Halifax, Nova Scotia. **Awarded Paper of Merit in Marketing Division.**
15. Abeza, G., O'Reilly, N. & Seguin, B. (2015). IOC's Social Media Regulation and Its Effectiveness in Protecting Ambush Marketing: The Case of Sochi 2014 Olympic Games. October 28, 2015, 13th Annual Conference Sport Marketing Association. Atlanta, Georgia.
16. Abeza, G., O'Reilly, N., Seguin, B., & Jones, F. (2015). Athlete Product Endorsement and Use of Twitter. The 23rd European Association for Sport Management conference. Sep, 9 -12, 2015, Dublin, Ireland.
17. Abeza, G., O'Reilly, N., Mazanov, J., Huybers, T., & Prior, D. (2015). Off-the-Field Scandals in Professional Sports and Impacts on Consumers Brand Engagement. NASSM 2015 Conference, Ottawa, Ontario, June 2 - 6, 2015.
18. Abeza, G., O'Reilly, N., Benoit, S., Nzindukiyimana, O., & Dottori, M. (2015). Theory Utilization in Social Media Scholarship in Sport Studies: A Review. NASSM 2015 Conference, Ottawa, Ontario, June 2 - 6, 2015.
19. Dottori, M., O'Reilly, N., Sevigny, A. (2015). The Playing Field of Sport Public Relations: Current Orientation, Theoretical Underpinnings, and Prevalent Methods. NASSM 2015 Conference, Ottawa, Ontario, June 2 - 6, 2015.
20. Orr, K., LeBlanc, A. G., Berry, T., Deshpande, S., Latimer-Cheung, A. E., O'Reilly, N., Rhodes, R. E., Spence, J. C., Tremblay, M. S., & Faulkner, G. (2015). Awareness of Canadian physical activity guidelines and self-reported physical activity: Cross-sectional analysis. Oral presentation at the Canadian Society for Exercise Physiology, Hamilton, ON.
21. Rhodes, R. E., Berry, T., Deshpande, S., Faulkner, G., Latimer-Cheung, A., O'Reilly, N., Spence, J. C., & Tremblay, M. S. (2015). Predicting changes in child physical activity and
22. three types of parental support behaviors across 18 months. Poster presented at the International Society of Behavioral Nutrition and Physical Activity, Edinburgh, Scotland.
23. Prior, D., O'Reilly, N., Mazanov, J., Huybers, T., & Abeza, G. (2015). The Effects of Scandal on Purchase Intention, 2015 Academy of Marketing Science Annual Conference, Denver, Colorado, USA, May 12-15.
24. Abeza, G., O'Reilly, N., Mark, L., Nzindukiyimana, O., & Dottori, M. (2015). Research Tradition in Sport Communication: The Orientation, Prevalence and Characteristics. 2015 IACS Summit on Sport and Communication, Charlotte, North Carolina, March 6-8, 2015.
25. Liu, Y., Séguin, B., O'Reilly, N., & MacIntosh, E. (2014). "Ambush Marketing: A Chinese Perspective, Sport Marketing Association of Australia and New Zealand (SMAANZ) Annual Conference, November 26.28.
26. Abeza, G., O'Reilly, N., Seguin, B., & Nzindukiyimana, O. (2014). Social Media Research in Sport Studies: Current State and Historical Evolution. 2014 Sport Entertainment & Venues Tomorrow (SEVT) Conference, Columbia, South Carolina, Nov 20, 2014.
27. Dawson Beatty, G., Haines, M., Hurd, K., Bynum, S, Lawrence-Benedict, H., Lemay, E., & O'Reilly, N. (2014, November 21). An inside look at the Reebok CrossFit Games Spectator Experience. 2014 Sport Entertainment & Venues Tomorrow Annual Conference in Columbia, SC.
28. Burton, R., O'Reilly, N. (2014). Can A City's Reputation Cause Negative Image Transfer for Sponsors? SMA Conference, Philadelphia, Pennsylvania, October 21-25, 2014.
29. Abeza, G., O'Reilly, N., Mazanov, J., Huybers, T., & Prior, D. (2014). Framing of off-the-Field Scandals in Professional Sports: The Case of the National Football League. The 22nd European Association for Sport Management conference. 9 -12, 2004, Coventry, UK.

30. Abeza, G., O'Reilly, N., Dottori, M. & Seguin, B. (2014). Mixed Methods Research Approach in the Field of Sport Marketing. The 12th Annual Conference of Sport Marketing Association, October 21-25, 2014, Philadelphia, PA.
31. Abeza, G., & O'Reilly, N. (2014). The Use of Social Media in Meeting Relationship Marketing Goals: The Case of Sporting Event Organizations. The 2014 Social Media & Society Conference, September 27-28, 2014, Toronto, Ontario.
32. Dottori, M., Abeza, G., O'Reilly, N., & Seguin, B. (2014). The Presentation of Self Online: The Case of Canadian Paralympic Athletes. The 22nd European Association for Sport Management conference. September 9 -12, 2014, Coventry, UK.
33. Mazanov, J., & O'Reilly, N. (2014). The Implications of Anti-Doping on High Performance Sport Human Resource Management. The 22nd European Association for Sport Management conference. 9 -12, 2004, Coventry, UK.
34. Deephouse, D., Finch, D., Hillenbrand, C., Massie, T., O'Reilly, N. (2014). Hiring Criteria for Business School Faculty: An Empirical Analysis. Academy of Management. Philadelphia, August 1-5 2014.
35. Finch, D., Hillenbrand, C., O'Reilly, N., Varella, P. (2014) Psychological Contracts and Independent Sales Contractors: Fulfillment, Performance and Management Practice-oriented. Academy of Management. Philadelphia, August 1-5.
36. Abeza, G., Levallet, N., O'Reilly, N., Seguin, B., & Dottori, M. (2014). Canadian Interuniversity Sport: Survey of athlete experiences and use of social media. NASSM 2014 Conference, Pittsburgh, Pennsylvania, May 27 - 31, 2014.
37. MacIntosh, E., Desjardins, E., Seguin, B., O'Reilly, N. (2014). Building a Sport Club Brand Following a Franchise Failure: Third and Long. NASSM 2014 Conference, Pittsburgh Pennsylvania, May 27-31, 2014.
38. Bokel, C., Hamil, S., Marston, K., O'Reilly, N. "Masters of Sport: Secrets of a successful sporting education", 2014 Sport Business International Webinar. More than 1,000 participants. April 30, 2014.
39. Abeza, G., & O'Reilly, N. (2014). Major developments in the field of sport communication: A multi-dimensional assessment. 2014 IACS Summit on Sport and Communication, New York, March 14 -16, 2014.
40. Abeza, G., O'Reilly, N., & Dottori, M. (2014). The role of social media in enhancing participation in sport: The case of community sport organizations. 2014 IACS Summit on Sport and Communication, New York, March 14 -16, 2014.
41. O'Reilly, N. MacIntosh, E., & Nadeau, J. "Embarking on the economic impact analysis of a professional sport club", European Association of Sport Management (EASM) Conference, Istanbul, Turkey, September 2013.
42. Seguin, B., MacIntosh, E., O'Reilly, N., and Rodrique, F. "Ambush Marketing: Value Co-Creation or Co-Destruction", European Association of Sport Management (EASM) Conference, Istanbul, Turkey, September 2013.
43. Armenakyan, A., Heslop, L., Nadeau, J., O'Reilly, N., and Lu, I. "The Role of Expectations, Confirmation, and Perceived Performance in Olympic Games Attitudes: A Cross-National Longitudinal Study", Academy of Marketing Science 16th Biennial World Marketing Congress, Melbourne, Australia, July 2013.
44. Finch, D., Hillenbrand, C., Varella, P., and O'Reilly, N. (2013). "For Love or Money - Deconstructing Relational Value", 10th Industrial & Organisational Psychology (IOP) Conference, Perth, Australia, July 2013.
45. Legg, D., O'Reilly, N. et al. (8 authors). "Ambush Marketing and the 2010 Vancouver Olympic Games", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013. – **BEST PAPER AWARD RECIPIENT**
46. Pegoraro, A., Levallet, N., O'Reilly, N., and Burton, R. "Disruptive Innovation and Professional Sport: A Call for Future Research on the Role of Technology", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.

47. Murray, R., and O'Reilly, N. "An Exploratory Study on the Effects of Competition Time on Franchise Value", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.
48. Finch, D., Burndred, B., and O'Reilly, N. "Stakeholder Influence on Firm Value: An Interdisciplinary Literature Review", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013.
49. Finch, D., Hillenbrand, C., O'Reilly, N., and Varella, P. "Firm Sales and the High-Performing Independent Sales Agent: Applications for Marketing Management", Administrative Sciences Association of Canada (ASAC), Calgary, Alberta, June 2013 – **WINNER, JEAN PERRIEN AWARD FOR BEST PAPER IN FINANCIAL SERVICES (CONFERENCE-WIDE) AND HONOURABLE MENTION AWARD RECIPIENT, MARKETING DIVISION**
50. McEvoy, C., Dixon, J., and O'Reilly, N. (2013). Teaching with the Case Method, 2013 North American Society for Sport Management Conference (NASSM 2013), Austin, Texas, USA, June 2013.
51. Nadeau, J., Heslop, L., and O'Reilly, N. "Cityscape Promotions at Mega-Events: The Role of Place Images", Academy of Marketing: 8th Global Brand Conference, Porto, Portugal, April 2013
52. O'Reilly, N. and Dixon, G. "Social Marketing Sponsorship Termination: An Exploratory Analysis", Sport Management Association of Australia and New Zealand (SMAANZ), Sydney Australia, November 2012
53. Mazanov, J., and O'Reilly, N. "Second Generation Policy Paradigms to Manage the Role of Drugs in Sport", Sport Management Association of Australia and New Zealand (SMAANZ), Sydney Australia, November 2012
54. Abeza, G., Reid, I. & O'Reilly, N. (2012). An exploratory study of the opportunities and challenges of social media in meeting relationship marketing goals in sport organizations". October 23, 10th Annual Conference Sport Marketing Association. Orlando, Florida. **BEST PAPER AWARD WINNER**
55. Armenakyan, A., O'Reilly, N., Heslop, L., & Nadeau, J. "Sponsorship, Country Images and the Olympic Games: Results of a Research Agenda Around Beijing 2008 and Vancouver 2010", 11th International Symposium for Olympic Research, London, Ontario, Canada, October 2012
56. Armenakyan, A., Heslop, L., Nadeau, J., Irene, R.R., & O'Reilly, N. "The role of expectations, confirmation, and perceived performance in Olympic Games attitudes: A cross-national longitudinal study", 11th International Symposium for Olympic Research, London, Ontario, Canada, October 19-20.
57. MacIntosh, E., and O'Reilly, N. "Mixed Martial Arts (MMA): Contrasting Fans and Non-Fans Perceptions of Violence in the Sport", North American Society for Sport Management (NASSM), Seattle, Washington, May 2012
58. LaFrance Horning, D., and O'Reilly, N. "Motivation for the Adoption of Women's Recreational Hockey Participation", North American Society for Sport Management (NASSM), Seattle, Washington, May 2012
59. Foster, G., O'Reilly, N., and Shimizu, C. "Regional Sports Networks", Administrative Sciences Association of Canada (ASAC), St. John's, Newfoundland, June 2012
60. Finch, D., Nadeau, J., and O'Reilly, N. "The New World of Marketing Work and the Implications on Marketing Education in Canada", Administrative Sciences Association of Canada (ASAC), St. John's, Newfoundland, June 2012
61. O'Reilly, N. and Barnett, S. "City Branding and Northern Canadian Communities", Administrative Sciences Association of Canada (ASAC), St. John's, Newfoundland, June 2012
62. Nadeau, J., Heslop, L., and O'Reilly, N. "Jamaica's Country Image Influence on the Travel Decision", International Conference on Business Hospitality and Tourism Management, Runaway Bay, Jamaica, October 2011.
63. Nadeau, J., Heslop, L., O'Reilly, N., Cakmak, E., and Verwey, S. "A Cameo Effect on Sponsorship Brands?: Examining the Evaluations of Tourists during the 2010 South Africa FIFA World Cup", European Association of Sport Management (EASM) Conference, Madrid, Spain, September 2011.
64. Bradish, C., Chard, C., Legg, D., MacIntosh, E., Nadeau, J., O'Reilly, N., Seguin, B., and Stotlar, D. "An Examination of Consumer Perceptions and Olympic Marketing Programs: The Vancouver

- 2010 Winter Olympic Games” (Madrid, Spain: European Association of Sport Management, September 2011).
65. Armenakyan, A., Heslop, L., Nadeau, J., and O’Reilly, N. “The Role of Involvement and Expectations in Olympic Games Attitudes: A Cross-National Study”, Academy of Marketing Science World Marketing Congress, Reims, France, July 2011.
 66. Freeman, I., Knight, P., Griggs, G., & O’Reilly, N., “Semiotic Representations of Olympic Mascots Revisited”, Administrative Sciences Association of Canada (ASAC), July 2011.
 67. Finch, D., Varella, P., & O’Reilly, N., “Quantifying Stakeholder Relationships: An Examination of the Attitudinal and Behavioural Dimension of Relationship Capital”, Administrative Sciences Association of Canada (ASAC), July 2011.
 68. Finch, D, O’Reilly, N. & Varella, P., “The Value of Relationship Capital”, Administrative Sciences Association of Canada (ASAC), July 2011.
 69. Stuart, S., Romeo-Velilla, M., & O’Reilly, N., “Capacity in Canada’s Sport System: Why LTAD and NCCP yet no Certification or CPD for Administrators”, Administrative Sciences Association of Canada (ASAC), July 2011.
 70. Finch, D., Nadeau, J., & O’Reilly, N., “The Future of Marketing and Implications on Post-Secondary Marketing Education”, Administrative Sciences Association of Canada, July 2011.
 71. Lafrance-Horning, D., & O’Reilly, N., An Empirical Investigation of Sponsorship Activation, North American Society for Sport Management (NASSM), June 2011.
 72. Schmidt, A., Bradish, C., O’Reilly, N., Bedford, D., & McKelvey, S, “Vancouver 2010 Olympic Games Marketing and Ambush”, North American Society for Sport Management (NASSM), June 2011.
 73. Nadeau, J., Heslop, L., O’Reilly, N., Verwey, S., Armenakyan, A., and Çakmak, E., “Importance of Country Image to Mega-event Sponsorship Brands: Comparison of Vancouver Winter Olympics and South Africa FIFA World Cup”, 7th Global Brand Conference of the Academy of Marketing’s Brand Corporate Identity and Reputation Special Interest Group, Oxford, UK, April 2011.
 74. Heslop, L., Armenakyan, A., Nadeau, J., and O’Reilly, N. “The Tinkerbelle Effect: the power of beliefs for Canada and the Olympics”, Invited presentation, Carleton University Alumni Association, Vancouver Chapter, Vancouver, British Columbia, March 2011.
 75. O’Reilly, N, and Brunette, M. “Public-Private Partnerships in the Sport and Physical Activity Contexts”, 2nd International Conference on Sport & Society, Kolkata, India, February/March 2011.
 76. Bradish, C., MacIntosh, E., O’Reilly, N., Seguin, B., Legg, D., Nadeau, J., and Stotler, D. “Implications from the 2010 Winter Olympic Games: A Research Study Summary for Sport Marketing Theory, Practice and Study”, Sport Marketing Association, New Orleans, USA, October 2010.
 77. O’Reilly, N., Seguin, B., and Nadeau, J. “Research and the Vancouver 2010 Olympic Games”, The International Centre for Olympic Studies Conference, University of Western Ontario, London, October 2010.
 78. Verwey, S., Nadeau, J., O’Reilly, N. and Heslop, L. “A Comparison of the Perceptions of Foreign Visitors and South Africans during the 2010 FIFA Soccer World Cup”, Southern African Communication Association Conference, Johannesburg, South Africa, September 2010.
 79. Seguin, B., O’Reilly, N, and Bradish, C. “2010 Winter Olympic Games: A Study of Consumer Perceptions Regarding Sponsorship, Ambush Marketing and the Olympic Movement”, European Association of Sport Management, Prague, September 2010.
 80. Berger, I., Hernandez, T., O’Reilly, N., Parent, M., Seguin, B., and Svindal, M, “Urban Sportsapes: An Environmental Deterministic Perspective On Youth Sport Participation”, 13th Biennial Jerusalem Conference in Canadian Studies, Jerusalem, Israel, June, 2010.
 81. Burton, R., and O’Reilly, N. “Olympic Hockey – After the Circus Leaves Vancouver”, Hockey on the Border: An International Scholarly Conference, Buffalo, New York, June 2010.
 82. Dixon, J.C., Gibbs, C., Holmes, M.R., and O’Reilly, N., “Exploring the Impact of Executive Leadership Experience on Payroll Efficiency in the National Hockey League”, Hockey on the Border: An International Scholarly Conference, Buffalo, New York, June 2010.
 83. O’Reilly, N., Helsop, L., and Nadeau, J., “The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?”, Administrative Sciences Association of Canada

Conference (ASAC), Regina, SK, June 2010 – **HONOURABLE MENTION AWARD RECIPIENT**

84. Xing, X., Yang, P., and O'Reilly, N. "Participant Motivations to Attend and Aerobics Event in China", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010.
85. Pegoraro, A., O'Reilly, N., and Giguere, M. "Double Faulting: Does Equal Prize Money in Professional Tennis Advance Progress of Gender Depictions in Televised Advertisements", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010.
86. Jones, F., Graham, D., Pegoraro, A., O'Reilly, N., and Nadeau, J., "Non-Traditional Roles For Women In The Sport And Athletic Industry: Women AS University Mascots", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010.
87. Finch, D., Varella, P., O'Reilly, N., and Wolfe, D., "The Value of Sponsorship: A Study of the Role of Professional Sports Sponsorships in Stimulating Consumer Trust and Loyalty", Administrative Sciences Association of Canada Conference (ASAC), Regina, SK, June 2010
88. Burton, R., and O'Reilly, N. "The Intangibles of Professional Sport: How about Painting Green Bay Green?", A Mirror of our Culture: Sport and Society in America Conference, Green Bay, Wisconsin, May 2010.
89. Nadeau, J., O'Reilly, N. And Heslop, L. "Consumer Evaluations of Olympic Sponsors: Linking Place, Mega-Event and Sponsorship Evaluations", 6th International Conference of the Academy of Marketing's Brand, Identity and Corporate Reputation Special Interest Group, Barcelona, Spain, April 2010.
90. O'Reilly, N., Heslop, L., and Nadeau, J. "Top Sponsors and the International Olympic Committee: A B2B Marketing Relationship?", Sport and Society Conference, Vancouver, Canada, March 2010.
91. Nadeau, J., O'Reilly, N., and Heslop, L., "China's Olympic Destination: Beijing Tourist Evaluations of China and the 2008 Games", The 3rd International Conference on Destination Branding and Marketing, Macau, China, December 2009. – **TOP PAPER AWARD RECIPIENT**
92. O'Reilly, N., Heslop, L., and Nadeau, J. "The Sponsor-Global Event Relationship: Conceptual Development of a Business-to-Business Tourism Marketing Relationship", The 3rd International Conference on Destination Branding and Marketing, Macau, China, December 2009.
93. Davila, T., O'Reilly, N., and Foster, G. "Professional Sport Leagues: Contrasting Views on How to Structure the Business Side", Armand Carabén Workshop on Football Economics", IESE Business School, Barcelona, Spain, November 2009.
94. Heslop, L., Nadeau, N., and O'Reilly, N., "China's Image Before and After the 2008 Olympic Games: Not Everything Went As Planned", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009. – **TOP PAPER AWARD RECIPIENT**
95. O'Reilly, N., Eys, M., and Muise, M. "Development of Sport Participation Management: Integrating Sport Management and Sport/Exercise Psychology Scholarships", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
96. O'Reilly, N., Pegoraro, A., Nadeau, J., Carvalho, P., and Jones, F. "Community Reflections and Attendance in Professional Sport: Diversity and Team-Market Congruence", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
97. O'Reilly, N., and Madill, J. "Methods and Metrics in Sponsorship Evaluation", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
98. Pegoraro, A., and O'Reilly, N., "Teen Athletes' Consumer Behaviour: Implications for Marketers", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
99. Madill, J. and O'Reilly, N., "Forming, Terminating, Managing and Evaluating Sponsorships: An Empirical Examination", Administrative Sciences Association of Canada Conference (ASAC), Niagara Falls, ON, June 2009.
100. Nagel, M., O'Reilly, N., Dickson, G., Gerrard, B., Brown, M., and Yeh, KT, "Turbulence in World Markets: Implications for the Future of Globalization and Sport Finance", North American Society for Sport Management (NASSM), Columbia, South Carolina, May 2009.
101. Ayer, S., Pegoraro, A., Leonard, B., O'Reilly, N., and Bouffard, P. "Donor Devotion: The Loyal Donor Vs. the Habitual Switcher - Who, Why, and What to Do", ARNOVA Conference, Philadelphia, Pennsylvania, November 2008.

102. Rahinel, R. and O'Reilly, N. "Deception at a Distance: How and when does Temporal Distance Affect Persuasion Knowledge Activation", ACR 2008, San Francisco, October 2008.
103. Madill, J. and O'Reilly, N. "Investigating the Concept of Social Marketing Sponsorships: Terminology, Stakeholders, and Objectives", World Social Marketing Conference, Brighton & Hove City, England, September 2008.
104. Parent, M., Nehmé, C., Séguin, B., and O'Reilly, N. "Examining What Drives Urban Canadian Youth to Actively Participate in Sport", European Association for Sport Management (EASM), Heidelberg, September 2008.
105. O'Reilly, N. and Dixon, G. "Corporate Credibility, Sponsorship and Drink-Driving: A Critical Review of the Traffic Accident Commission's Sponsorship of Australian Football League", European Association for Sport Management (EASM), Heidelberg, September 2008.
106. O'Reilly, N. and Foster, G. "Dimensions of Olympic Sponsorship Risk: Risk Management, Sponsorship, and the 2008 Olympic Summer Games", International Sport Business Symposium, Beijing, China, August 2008.
107. Pegoraro, A., O'Reilly, N. and Madill, J. "Social Marketing, Anti-Doping and the Olympic Games", 9th International Symposium for Olympic Research, Beijing, China, August 2008.
108. McCarthy, L., O'Reilly, N., Lyberger, B., Seguin, B., and Nadeau, J. "Mega-Special Event Promotions and Intent to Purchase: A longitudinal Analysis of the Olympic Games", Sport Marketing Association (SMA) Conference, Gold Coast, Australia, July 2008.
109. Zinger, T., and O'Reilly, N. "Sponsorship Activity across Small Enterprises: An Empirical Study", International Conference on Small Business (ICSB), Halifax, Canada, June 2008.
110. Leonard, B., O'Reilly, N., Berger, I., Parent, M., Seguin, B., and Hernandez, T. "'Active' versus 'Cultural' Use of Time: Health, Happiness and Sense of Belonging", World Leisure Conference, Montreal, Canada, October 2008.
111. Rahinel, R., and O'Reilly, N. "The playoff safety bias": Exploring how the sequential goal heuristic could make playoff appearances matter more than championships", North American Society for Sport Management (NASSM), Toronto, Canada, May 2008
112. Rahinel, R., O'Reilly, N., Chang, C, and Cheng, J. " Straddling between hope and uncertainty: Using decision trees and neural networks to predict fan orientations to competitive balance", North American Society for Sport Management (NASSM), Toronto, Canada, May 2008.
113. Pegoraro, A., and O'Reilly, N. "An analysis of television commercials during tennis grand slam finals: Does the equal prize money = gender equality in advertising?", North American Society for Sport Management (NASSM), Toronto, Canada, May 2008.
114. O'Reilly, N., and Madill, J. "Sponsorship evaluation", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.
115. Pegoraro, A., Ayer, S., and O'Reilly, N., and Madill, J. "Online and offline advertising during the 2007 NCAA basketball tournament – Which companies drive consumers to the web?", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.
116. O'Reilly, N., Leonard, B., Berger, I., Hernandez, T., Seguin, B., and Parent, M. "The influence of household context in youth participation in Canada", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.
117. Hernandez, T., Berger, I., Brisette, C., O'Reilly, N., Parent, M., Seguin, B. "Sport participation in Canada: A longitudinal cohort analysis of youth", Administrative Sciences Association of Canada Conference (ASAC), Halifax, Nova Scotia, May 2008.
118. Ellis, D., Seguin, B. and O'Reilly, N. "Ambush Marketing in Canada: An Update", Sport Management Association of Australia and New Zealand (SMAANZ), Auckland, New Zealand, November, 2007
119. O'Reilly, N. and Foster, G. "High Risk Sport Sponsorship", Sport Management Association of Australia and New Zealand (SMAANZ), Auckland, New Zealand, November, 2007
120. Zinger, J.T. and O'Reilly, N. "The Small Firm - Sports Sponsorship Dynamic: An Exploratory Analysis", Canadian Conference on Small Business and Entrepreneurship, Kelowna, Canada, November 2007

121. Pegoraro, A., Seguin, B. and O'Reilly, N. "Innovative Pedagogy in Sport Marketing: The Annual SPAD Field Trip -The Case of Lausanne, 2000", Sport Marketing Association (SMA), Pittsburgh, USA, October 2007
122. O'Reilly, N. and Pegoraro, A. "Marketing and Anti-Doping", Play the Game Conference, Reykjavik, Iceland, October, 2007
123. O'Reilly, N. and Farrell, C. "Brand Globalization in Professional Sports: A Preliminary Analysis of the National Basketball Association", Administrative Sciences Association of Canada Conference (ASAC), Ottawa, Ontario, June, 2007
124. O'Reilly, N., Kaplan, A., Rahinel, R., and Nadeau, J. "Competitive Balance in Professional Team Sport: Connecting the Dots", Administrative Sciences Association of Canada Conference (ASAC), Ottawa, Ontario, June, 2007
125. Bruce, A., Ellis, D., MacDonald, M., Woods-Pichette, C., Seguin, P., Parent, M., and O'Reilly, N. "The Cause of Amateur Sport in Canada", Administrative Sciences Association of Canada Conference (ASAC), Ottawa, Ontario, June, 2007
126. O'Reilly, N., Parent, M., Berger, I., Seguin, B., and Hernandez, T. "Examining Urban Youth Engagement in Sport", North American Society for Sport Management, Miami, USA, June 2007.
127. Jones, F., Mak, J., O'Reilly, N., and Nadeau, J. "Attracting Minorities to a Major League Baseball Park" North American Society for Sport Management, Miami, USA, June 2007.
128. O'Reilly, N., Lyberger, M., McCarthy, L., Seguin, B., and Nadeau, J. "Intent-to-Purchase and Mega-Special-Event Sponsorship: A Longitudinal Analysis of the Super Bowl", Academy of Marketing Science, Miami, USA, May 2007.
129. Nadeau, J. and O'Reilly, N. "Salary Caps and Marquee Player Mobility: The Havlat Effect", 4th Annual Sprott Annual Doctoral Symposium, Eric Sprott School of Business, Ottawa, Canada, April 2007. **EXCELLENT PRESENTATION AWARD RECIPIENT**
130. Special Session: "Branding Sport Teams and Leagues", AMA Winter Marketing Educators' Conference, San Diego, USA, February 2007.
131. Seguin, B., and O'Reilly, N. "Sport Sponsorship in Canada-Bridging the gap between National Sport Organizations and Corporate Sponsors", 4th Annual Sport Marketing Association (SMA) Conference, Denver, USA, November 2006.
132. O'Reilly, N. and Nadeau, J. "The Sponsorship of Country-based Mega-Events: Propositions from Product-Country Image Research", 4th Annual Sport Marketing Association (SMA) Conference, Denver, USA, November 2006.
133. O'Reilly, N., and Madill, J. "Evaluating Social Marketing Sponsorships", Social Marketing Advances in Research and Theory (SMART) Conference, Banff, Alberta, October 2006.
134. Rahinel, R., O'Reilly, N., and Madill, J. "Public Urban Gun Use Behaviour and Social Marketing: Balancing Theoretical and Practical Considerations", Social Marketing Advances in Research and Theory (SMART) Conference, Banff, Alberta, October 2006 – **TOP STUDENT PAPER AWARD RECIPIENT (ADVISOR)**
135. McCarthy, L., Lyberger, M., Seguin, B. and O'Reilly, N. "Consumer Opinion and Mega Events: A Longitudinal Analysis of Olympic Games Sponsorship", European Association of Sport Management Conference, Nicosia, Cyprus, September, 2006.
136. O'Reilly, N., and Madill, J. "Sponsorship Evaluation", 5th European Conference on Research Methodology for Business and Management Studies, Trinity College Dublin, Ireland, July 2006.
137. O'Reilly, N., Lefroy, K., and Seguin, B. "Predictors of Success in Bachelor-Level Sport Administration Education", North American Society for Sport Management (NASSM), Kansas City, USA, June 2006.
138. O'Reilly, N., and Nadeau, J. "Diversity and Team-Market Congruence in the NBA", North American Society for Sport Management (NASSM), Kansas City, USA, June 2006.
- 139.** Nadeau, J., Heslop, L., O'Reilly, N. and Luk, P. "Climbing to New Heights: Lessons from Mount Everest on PCI and TCI Convergence", Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006 - **HONOURABLE MENTION BEST PAPER (ENGLISH) RECIPIENT**
140. O'Reilly, N. and Seguin, B. « Modélisation de l'impact économique du sport olympique: un apprentissage après FINA 2005 », Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006.

141. Valliere, D., and O'Reilly, N. "The Everest of Business: Exploring the Entrepreneurship-Mountaineer Analogy", Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006.
142. O'Reilly, N., Kaplan, A., and Nadeau, J. "Competitive Balance in Professional Team Sport: The Case of Major League Baseball", Administrative Sciences Association of Canada Conference (ASAC), Banff, Canada, May/June, 2006.
143. Freeman, I., Knight, P., and O'Reilly, N. "Symbolism and the Effectiveness of Olympic Mascots", Administrative Sciences Association of Canada Conference (ASAC), Banff, Alberta, May/June, 2006.
144. Knight, P., Freeman, I., and O'Reilly, N. "Semiotics of Olympic Mascots", 3rd Annual Sprott Annual Doctoral Symposium, Eric Sprott School of Business, Ottawa, Canada, April 2006.
145. Nadeau, J. and O'Reilly, N. "Community Reflections and Attendance in Professional Sport: Team-Market Congruence in the National Basketball Association", 3rd Annual Sprott Annual Doctoral Symposium, Eric Sprott School of Business, Ottawa, Canada, April 2006. **EXCELLENT PRESENTATION AWARD RECIPIENT**
146. O'Reilly, N., Chan, Y., and Knight, P. "Charting a Course for Knowledge Management Research: Insights from a Knowledge Café", ICICKM 2005: 2nd International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Dubai, United Arab Emirates, November 2005
147. McCarthy, L., O'Reilly, N., Seguin, B., and Lyberger, M. "A Call for Sponsorship Research on the Mega-Sponsee", The 3rd Annual Sport Marketing Association Conference, Tempe, AZ, USA, November 2005.
148. O'Reilly, N. and Currie, S. "The Challenges of Implementing an On-line Concept for Citizen Engagement: An Assessment of a Failed e-Parliament Initiative", The International Conference on E-Government, October 2005.
149. Rahinel, R., O'Reilly, N., Cukier, W., and Cody, S. "Mathematics as a Performance Predictor in Information Technology Management", ISECON Conference, Columbus, USA, October 2005.
150. McCarthy, L., Seguin, B., Lyberger, M., O'Reilly, N., and Preuss, H. "Consumer interest, awareness and intent to purchase; a three country study of Olympic sponsorship", The 13th European Congress of Sport Management, Newcastle-Gateshead, England, September 2005.
151. Cukier, W., Cody, S. and O'Reilly, N. "Gender and Information Technology Management Education: Who's Doing the Math?", Twelfth Annual International Conference on Literacy and Educational Research, Granada, July 2005.
152. O'Reilly, N. and Seguin, B. "Generating Resources and Brand Equity in Endurance Sport", North American Society for Sport Management (NASSM), Regina, Canada, June 2005.
153. Kaplan, A. and O'Reilly, N. "The CEO – 'Star Athlete' Analogy: The Role of Variable Compensation in Professional Sport", Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
154. O'Reilly, N., Foster, M., Patterson, M. and Rahinel, R. "Netnography and Marketing Education: Learnings from a Large-Class Environment", Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
155. O'Reilly, N., McCarthy, L., Seguin, B., and Lyberger, M. "Sponsorship and the Super Bowl: A Longitudinal Analysis", Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
156. Dewan, T., Luk, P., O'Reilly, N., Berger, I., Heslop, L., Martin, D., Valliere, D., Nadeau, J., and Skurnik, I. "Lessons from climbing the world's tallest mountain: Research at 5400 meters", Administrative Sciences Association of Canada Conference (ASAC), Toronto, Ontario, May/June, 2005.
157. Knight, P. and O'Reilly, N. "Knowledge Management Best Practices in Non Profit Organizations: A Doctoral-Level Investigation", Information Resources Management Association International Conference, San Diego, USA, May 2005
158. Stan, M. and O'Reilly, N. "Factors Affecting the Adoption of Information Technology in Canadian National Sport and Multi-Sport Organizations", Eric Sprott School of Business Doctoral Symposium, Ottawa, ON, April 2005

159. O'Reilly, N. and Stan, M., "The Adoption of Information Technology as a Best Practice in Sport Marketing: Learnings from Canadian Amateur Sport Organizations", Sport Marketing Association, Memphis, Tennessee, November 2004
160. O'Reilly, N. and Knight, P. "Knowledge Management Best Practices in Volunteer Managed Organizations: The Case of Triathlon Canada", ICICKM 2004, The International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Toronto, Canada, October 2004
161. O'Reilly, N. and Madill, J., "The World Anti-Doping Agency: The Role of Social Marketing", Social Marketing Advances in Research and Theory (SMART) Conference, Kananaskis, Alberta, September 2004 – **TOP PAPER AWARD RECIPIENT**
162. Seguin, B., O'Reilly, N., Lyberger, M. and McCarthy, L. "Marketing d'embuscade : menace serieuse pour l'exclusivité des sponsors olympiques", Administrative Sciences Association of Canada, Quebec, QC, June 2004
163. O'Reilly, N. and Nadeau, J. "Antecedents of Business Success in the National Hockey League: A Loglinear Analysis", North American Society for Sport Management Conference, Atlanta, GA, June 2004
164. Nadeau, J. and O'Reilly, N. "Factors Related to Profitability in the National Hockey League", Eric Sprott School of Business Doctoral Symposium, Ottawa, ON, April 2004

Invited Conference Presentations/Honours/Lectures (Professional Academic)

1. "Outside perspectives on sponsorship in Canada", Petro-Canada/Suncor, September 2018, Toronto, Canada.
2. Raimondi, T., McEwan, C., Kelly, M., Clymer, B., Holter, A., Fodor, A., Lawrence, H. J., Gerome, J., & O'Reilly, N. (2017, October 20). 2017 CrossFit Games Economic Impact and Student Experience. *Ohio University College of Business Research Colloquia*. Athens, OH.
3. "Fan Engagement in 2017", Keynote Presentation to the staff and management of the Athletics Department at the University of Notre Dame, Indiana, Oct 2, 2017.
4. "The Science of Social Marketing and Corporate Responsibility", Heath Canada Science Symposium IV: Food for Thought: Scientific Advances in Nutrition and Food Safety, Ottawa, Canada, *March 2, 2015*
5. American Communications Association (ACA). "8th Annual Canadian Sponsorship Landscape Study", Webinar, February 10, 2015.
6. National Sport Forum (NSF) – "Nifty Fifty: Corporate and Industry Sponsorship Survey" – February 9, 2015, with Seaver, R., & Kahler, J.
7. National Sport Forum (NSF) – "Sport Management in the Digital and Data Analytics Age", Ohio University Day, February 8, 2015.
8. Sport Entertainment & Venues Tomorrow (SEVT) Conference Industry Panel – Participant, Columbia, South Carolina, November 19, 2014.
9. Sport Entertainment & Venues Tomorrow (SEVT) Conference Finance & New Revenue Resources Panel – Participant, Columbia, South Carolina, November 20, 2014.
10. Canadian Olympic Committee/SIRC – Revenue Generation and National Sport Federations Webinar – October 28, 2014
11. Canadian Paralympic Committee – Sponsor Summit – Most Valuable Property Presentation, Toronto, Canada, October 2014.
12. Ohio University College of Business Executive Advisory Board – April 11, 2014
13. Abdourazakou, Y., O'Reilly, N., Abeza, G., Lorgnier, N., & O'Rourke, S. (2013). Fans online experience and services expectations: A case of the National Basketball Association. Research Centre for Sport in Canadian Society, Workshop. September 25, 2013, University of Ottawa, Ottawa, Ontario.
14. "Ottawa Senators Economic Impact Study", Ottawa Business Journal Luncheon, Ottawa, Ontario, February 2014.
15. "The Canadian Sponsorship Landscape Study: The Rise of Festivals, Fairs and Annual Events", Canadian Association of Fairs Annual Conference, Ottawa, November 2013.
16. "International Sport Business: The Role of the Olympic Games and Other Mega-Events", Keynote, Nipissing University, Immigration Canada Lecture Series, North Bay, October 2013.

17. "Revenue Generation: Fans' online experience and services expectations: A case of the National Basketball Association", Research Centre for Sport in Canadian Society Seminar Series, September 2013.
18. "Revenue Generation in Sport", Sports Industry Research Council (SIRC) Seminar Series, Ottawa, ON, September 2013
19. Canadian Sponsorship Landscape Study, 7th Annual. Canadian Sponsorship Forum, Saskatoon, SK, May 2013
20. Canadian Sponsorship Landscape: Sponsorship & Women, Canadian Sport Tourism Alliance Sport Events Congress 2013, Ottawa, Ontario, April 2013
21. "The Age of Social/Digital Media in Sport Marketing" – Panel at University of Windsor Sports Conference, Windsor, Ontario, March 2013
22. "Cross-Platform Ad Strategies" – Panel Moderator at NFL Digital Media Summit, Austin, Texas, March 2013
23. "Sponsorship in Canada" - CFL Summit, Regina, Saskatchewan, March 2013
24. "Sponsorship Activation: Reality in 2012", Invited keynote presentation to the sport management faculty at Victoria University, Melbourne, Australia, December 2012.
25. Invited Keynote – "Sponsorship Activation" – NFL Club Development Meetings, Chicago, Illinois, USA, November 2012
26. Risk Management Seminar, Ontario Stewardships Program, Alfred, Ontario, November 2012 (en français)
27. Panel Member, "Symposium on the Promotion of Canadian Films and Television Programs in Canada and Internationally", International Institute of Communications Conference, Ottawa, Canada, October 2012
28. Invited Keynote – "Sponsorship ROI" – NFL Sponsor Summit, New Orleans, USA, October 2012
29. "To play the game well, you must understand the rules: The Canadian Sponsorship Landscape in 2012" – Industry Conference Presentation, Western Sponsorship Congress, Calgary, Alberta, October 2012
30. "Sport Marketing" – invited keynote presentation to the Ryerson University Marketing Association, September 2012
31. "Impact of Social Media in Sports" – Panel Presentation, Ted Rogers School of Management Sports Conference, Ryerson University, Toronto, September 2012
32. "Sponsorship in 2012 and Beyond", Presentation to Faculty of Business at the University of New South Wales, Canberra, Australia, August 2012.
33. Research Seminar: Sponsorship & Sport Marketing", Invited presentation to the faculty of the School of Business at the ADFA Campus, University of New South Wales, Canberra, Australia, August 2012.
34. "Canadian Sponsorship Landscape Study: 6th Annual", Canadian Sponsorship Forum, Montreal, Quebec, July 2012.
35. "Sports Marketing in Canada in 2012: Reality & Opportunity", Keynote, GameOn Sport Marketing Conference, Marketing Magazine & Rogers Centre, Toronto, June 2012
36. "Retention & Recruitment" – Keynote Presentation – Hockey Quebec Sommet – Montreal, Quebec, August 2011.
37. "Fifth Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Montreal, QC, July, 2011.
38. "Making Dollars and Cents of Sports Sponsorship", (with Keane, K. And Cooper, B.), Sports Marketing Conference, Toronto, Ontario, June, 2011.
39. "Role of Olympics as Catalyst for Infrastructure Development", contributor to Price Waterhouse Coopers report, January, 2011.
40. "Sponsorship and Professional Sport: The Canadian Marketplace", The Sponsorship Summit, Toronto, Ontario, October 2010.
41. "2010 Canadian Sponsorship Landscape Study", Sponsorship Marketing Council of Canada (SMCC) Annual Conference, Toronto, Ontario, April 2010
42. "Private Sector-Not for Profit Partnerships in Sport and Physical Activity", Canadian Sponsorship Forum, Whistler, BC, March, 2010

43. "Fourth Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Whistler, BC, March, 2010.
44. Discussant - "Who's ambushing whom? An examination of anti-ambush marketing legislation in Canada: The case of the 2010 Olympic and Paralympic Winter Games", by Dana Ellis, Research Centre for Sport in Canadian Society Workshop, University of Ottawa, Ontario, April 2009
45. "Revenue Generation", Canadian Sport Tourism Alliance Sports Events Conference, Gatineau, Quebec, April 2009
46. "Canadian Sponsorship: Tactics and Strategies", Sport Alliance, Sudbury, Ontario, March 2009
47. "Third Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Quebec, Quebec, February, 2009
48. "Second Annual Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Halifax, Nova Scotia, May 2008
49. "Leadership Roundtable: Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Niagara, Canada, March 2008
50. "High Risk Sport Sponsorship", International Sport Management Workshop, Heilbronn Business School Heilbronn, Germany, March 2008
51. John Nadeau, Louise A. Heslop, Norman O'Reilly and Peter Luk (2007), "Climbing to New Heights: Lessons From Mount Everest on PCI and TDI Convergence" Sprott Letters: Frontiers in Business Research and Practice, SL 2007-012.
52. "Leadership Roundtable: Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Hamilton, Canada, October 2007
53. "Canadian Sponsorship Landscape Study", Canadian Sponsorship Forum, Toronto, Ontario, September 2007
54. NFL Manager Business Seminar at Stanford University's Graduate School of Business (observer), June 2007
55. "Event Bidding", Ryerson University MBA Seminar, March 2007
56. "Sport Marketing in Business Research", Sprott Seminar Series: Research Colloquia, Carleton University, January 2007
57. "Sport Marketing", University of Ontario Institute of Technology Guest Lecture to Marketing Students, January 2007
58. "Leadership Roundtable: Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Hamilton, Canada, December 2006
59. "Professional Sport", University of Ottawa Masters of Arts in Sports Administration Seminar, Ottawa Canada, April 2006
60. "Leadership Roundtable: Mount Everest & Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Hamilton, Canada, December 2005
61. "Marketing Metrics", The Business of Sponsorship Conference, Vancouver, Canada, November 2005
62. "Sponsorship Evaluation: 2004 Grey Cup", Ryerson Research Series, November 2005
63. "Setting International Goals and Achieving Them", International Education Week, Ryerson University Office of International Affairs, November 2005
64. "Research at 5300m", Ryerson Research Series, November 2005
65. "Leadership Roundtable: Mount Everest & Strategy Implementation", collaboration with Pickard & Laws Consulting Group, Toronto, Canada, December 2005
66. "Settling Goals and Reaching Them: 2005 Research Expedition to Mount Everest", Ryerson University Distinguished Faculty Lecture Series, May 2005
67. "Applied Sport Management Research: 2005 Research Expedition to Mount Everest", Guest Speaker, School of Sports Administration, Laurentian University, March 2005
68. "Sponsorship Evaluation and Agency Theory", invited presentation to the Department of Management and Marketing, University of Limerick, Ireland, February 2005
69. "The World Anti-Doping Agency: The Role of Social Marketing"; Sprott School of Business Faculty Seminar Series, January 2005 (with Judith Madill)
70. "Sponsorship and Triathlon: The Road to Beijing", speech and discussion panel member, International Triathlon Union Congress and Conference, Vancouver, Canada, December 2004

71. "Leadership Roundtable: The Lance Armstrong Analogy", collaboration with Pickard & Laws Consulting Group, Niagara, Canada, December 2004
72. "Knowledge Management in Consulting, Academia and Practice in Canada", Panel Member, ICICKM 2004, The International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Toronto, Canada, October 2004
73. Session Chair, ICICKM 2004, The International Conference on Intellectual Capital, Knowledge Management and Organisational Learning, Toronto, Canada, October 2004
74. "Social Marketing: The Case of WADA", University of Ottawa, Graduate Level Sport Marketing Class, January, 2004
75. "Marketing to the amateur sport athlete: the case of the World Anti-Doping Agency", University of Alberta Sport Management Conference, Edmonton, March 2003
76. "Violence in sport: its Impact on Marketing", Concordia Seminar on Sport Marketing, Montreal, November, 2002
77. "The Canadian Sport Policy", Insight Conference: Cutting Edge Strategies for Sport Managers, Toronto, August 2002