

**JONATHAN R. OLIVEIRA, Ph.D.**

Assistant Professor

Sport &amp; Recreation Management Program

Hart School of Hospitality, Sport and Recreation Management

College of Business | James Madison University

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[ResearchGate Profile](#): 84 citations  
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**EDUCATION**

<b>University of Illinois Urbana-Champaign</b>	2021–2025
Ph.D. in Recreation, Sport and Tourism	Champaign, IL, USA
Dissertation: <i>The Social Impacts of College Sport Events in the Local Community's Quality of Life: Understanding Residents' Perceptions</i>	
<b>Federal University of Paraná</b>	2019–2021
M.S. in Physical Education	Curitiba, PR, Brazil
Thesis: <i>Sport Tourism: Futbol Club Barcelona's Structure as a Tourist Attraction in the City of Barcelona</i>	
<b>Federal University of Paraná</b>	2014–2017
B.S. in Physical Education	Curitiba, PR, Brazil
Thesis: <i>Violence Football Club: The Martial Arts Among Organized Fans</i>	

**ACADEMIC APPOINTMENTS**

<i>Assistant Professor</i>	2024-Present
Sport & Recreation Management Program James Madison University	
<i>Graduate Teaching Assistant</i>	2021-2024
Department of Recreation, Sport & Tourism University of Illinois Urbana-Champaign	
<i>Graduate Research Assistant</i>	2019-2021
Department of Physical Education Federal University of Paraná	

<i>Graduate Research Assistant</i> Researcher at the Sports Intelligence Research Institute Federal University of Paraná	2018-2020
<i>Undergraduate Research Assistant</i> Quality of Life Nucleus Federal University of Paraná	2016-2017

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## RESEARCH INTERESTS

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### Research Areas

#### *Sport Management*

- Sport Events Social Impacts with particular emphasis on hosting communities
- Sport Facility Management Operations

#### *Sport Tourism*

- Stadium Tour, Sport Museums, and Match-Days
- Impacts of Sport Tourism Events on Local Destinations
- Sport Tourists Socio-Cultural Consumer Behavior

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## RESEARCH EXPERIENCES

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### Journal Articles (Peer-Reviewed)

17. **Oliveira, JR**; Manjunath, S; Uvinha, RR; Capraro, AM. (2026). Sport tourism in Barcelona (Catalonia, Spain): Examining Stakeholder Influence on FC Barcelona's Tourism Operations. *Journal of Sport & Tourism*, 1-13. <https://doi.org/10.1080/14775085.2025.2611281>.
16. Lopes Müller-Junior, IL; **Oliveira, JR**; Fredericks, JJ; Capraro, AM. (2025). Rise of Brazilian Muay Thai: Origins, Glocalization, and Mythification. *Sporting Traditions*, 42(2), 193-216. <https://search.informit.org/doi/10.3316/informit.T2026012700008891255068136>
15. Warwick, L; **Oliveira, JR**; Sato, M. (2025). Investigating the Climate Vulnerability of North American Ultra-Endurance Running Events. *Sport in Society*, 1–18. DOI: <https://doi.org/10.1080/17430437.2025.2450797>.
14. **Oliveira, JR**; Uvinha, RR; Silveira, CE; Capraro, AM. Football tourism in the city of Barcelona: The Camp Nou Experience as a touristic attraction. *Revista de Gestão e Negócios do Esporte*, 9(1). <https://www.revistaabragesp.org.br/index.php/home/article/view/43>.
13. **Oliveira, JR**; Uvinha, RR; Silveira, CE; Capraro, AM. (2024). “Football Tourism”: building and managing the Camp Nou Experience as a tourist attraction. *PODIUM Sport, Leisure and Tourism Review*, 13(2), 221–249. DOI: <https://doi.org/10.5585/podium.v13i2.23069>

12. Tobar, FB; Ramshaw, G; **Oliveira, JR.** (2024). Conceptualising the Global Touristic Football Club. *Sport in Society*, 27(10), 1658-1681. DOI: <https://doi.org/10.1080/17430437.2024.2306900>
11. Tewari, K; Lundin, E; Cho, S; Du, X; **Oliveira, JR;** Fernandez, M. (2024). International Graduate Students' Perspectives on Sense of Belonging in Leisure Spaces. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 35, 100505. DOI: <https://doi.org/10.1016/j.jhlste.2024.100505>.
10. **Oliveira, JR;** Souza, MTO; Capraro, AM. (2022). The media coverage and public opinion of hosting a women's football mega-event: the English bid for UEFA Women's Euro 2021. *Sport in Society*, 25(4), 799-818. DOI: <https://doi.org/10.1080/17430437.2022.2025778>
9. **Oliveira, JR;** Tobar, FB; Capraro, AM. (2021). Football tourism: a bibliometric analysis of published works in the tourism-based journals (2003–2019). *Journal of Sport & Tourism*, 25(4), 317-335. DOI: <https://doi.org/10.1080/14775085.2021.1965010>
8. **Oliveira, JR;** Pereira, BO; Lise, RS; Capraro, AM. (2021) Sports tourism: a case study about the Ultimate Fighting Championship (UFC) 198 in Curitiba – Brazil. *Tourism in Analysis Journal*, 32(1), 19-39. DOI: <https://doi.org/10.11606/issn.1984-4867.v32i1p19-39>
7. Vargas, PPI; **Oliveira, JR;** Capraro, AM. (2021). “I have missing of that time:” memories about after school sports of Curitiba (1980-1990). *Brazilian Journal of Sport Sciences*, 43(1), 1-8. DOI: <https://doi.org/10.1590/rbce.43.e005520>.
6. **Oliveira, JR;** Capraro AM. (2020). The implications of the COVID-19 pandemic on a sports tourist attraction: A Case Study on Fútbol Club Barcelona. *Iberoamerican Journal of Tourism*, 10(2), 165-186. DOI: <https://doi.org/10.2436/20.8070.01.184>
5. **Oliveira, JR;** Capraro, AM. (2020). Catalan independence, identity and globalization at the Fútbol Club Barcelona. *Motrivivência*, 32(61), 01–21. DOI: <https://doi.org/10.5007/2175-8042.2020e64993>
4. **Oliveira, JR;** Vargas, PPI; Capraro, AM; Zaniol, GE. (2020). Narratives of organized supporters practicing martial arts about the violence in the football of Paraná. *Licere*, 23(2), 393–425. DOI: <https://doi.org/10.35699/2447-6218.2020.24054>
3. **Oliveira, JR;** Vargas, PPI. (2020). Sport as an object of research in social sciences – reflections on the book "methodological possibilities for the approach to sport in social sciences". *The Journal of the Latin American Socio-cultural Studies of Sport*, 12(2), 191-202. Retrieved from: <https://revistas.ufpr.br/alesde/article/view/70896>
2. Heuer, S; Navarro, RT; **Oliveira, JR;** Capraro, AM. (2020). Fiction, “factions” and power: looks at the area of Physical Education from the work “Divergente”. *The Journal of the Latin American*

*Socio-cultural Studies of Sport*, 12(1), 141–157. Retrieved from: <https://revistas.ufpr.br/alesde/article/view/72120>

1. Nemitz, CE; **Oliveira, JR**; Capraro, AM. (2020). The 4-1-4-1 tactic in football: its variations used by the Germany's National Team in the 2014 Football World Cup. *Brazilian Journal of Futsal and Football*, 12(48), 218-229. Retrieved from: <http://www.rbff.com.br/index.php/rbff/article/view/927>

### Submitted Manuscripts

2. **Oliveira, JR**; Tobar, FB; Romano, FS. *A Conceptual Model for the Management of Football Tourism Experiences with Stadium Tours and Museums*.
1. Melody, A; Rocha, R; **Oliveira, JR**. *Betting Big: The Influence of Sport Gambling on Fan Identification and Engagement*.

### In-progress Manuscripts

3. **Oliveira, JR**; Sato, M; Liechty, T; Rocha, CM. *Proposing a Conceptual Model of Community Perceptions of Sport Social Impacts: Evidence from Non-Mega Sport Events*. [Expected Submission: February 2025; Targeted Journal: Journal of Sport Management].
2. Tobar, FB; Karimi, M; Schultz, A; **Oliveira, JR**. *Sport Tourist Fans' Perceptions of Event Sustainability Strategies: Behavioral Insights from UEFA Euro 2024*. [Expected Submission: April 2026; Targeted Journal: Soccer & Society].
1. **Oliveira, JR**. *Understanding the Social Impacts of Intercollegiate Sport Events on Non-American Residents in U.S. Host Communities*.

### Book (Peer-Reviewed)

1. **Oliveira, JR**; Capraro, AM. (2024). *Football Tourism: An Analysis of the Futbol Club Barcelona as a tourist attraction*. Brasilia: Brazilian Ministry of Sports.

### Book Chapter (Peer-Reviewed)

4. **Oliveira, JR**; Tobar, FB. (2026). Trends in Sport Tourism. In *Tourism Markets, Motivations, Experiences and Behaviours*. Elsevier. <https://doi.org/10.1016/B978-0-443-27698-9.00047-7>.
3. **Oliveira, JR**; Tobar, FB. (2025). Unpacking Motivation: Factors influencing Women's Travel to the 2023 FIFA Women's World Cup in Australia and New Zealand. In Beissel, A. *The 2023 FIFA Women's World Cup: Events, Issues, and Controversies*. Routledge. ISBN: [9781003507703](https://doi.org/10.1080/9781003507703).
2. Tobar, FB; Petersen-Wagner, R; **Oliveira, JR**. (2024). A Dark Side of Social Media: Cancel Culture in Sports Organizations. In Scheinbaum, AC. *Cancel Culture and Brand Boycotts: The Dark Side of Social Media for Brands*. Routledge. ISBN: [9781032670492](https://doi.org/10.1080/9781032670492).

1. **Oliveira, JR**; Souza, MTO; Capraro, AM. (2024). The media coverage and public opinion of hosting a women's football mega-event: the English bid for UEFA Women's Euro 2021. In Ludvigsen, JAL; Rookwood, J; Parnell, D. *The Sport Mega-Events of the 2020s: Governance, Impacts and Controversies*. ISBN: [9781032593821](#).

### Academic Conferences and Seminars

#### *Oral Presentations*

19. **Oliveira, JR**; Tobar, FB; Romano, FS. A Conceptual Framework for Managing Football Tourism Experiences with Stadium Tours and Football Museums. World Association for Sport Management [WASM]. March: 3-6. Cape Town, South Africa. [Accepted for presentation].
18. Alanis, M; Rocha, R; **Oliveira, JR**. Betting Big: The Influence of Sports Gambling on Fan Identification and Engagement. Sport Marketing Association [SMA]. October: 22-24. Phoenix-Glendale, Arizona, United States. [Accepted for presentation].
17. Warwick, L; **Oliveira, JR**; Sato, M. Investigating the Climate Vulnerability of North American Ultra-Endurance Running Events. North American Society for Sport Management [NASSM]. May: 27-30, 2025. San Diego, California, United States.
16. **Oliveira, JR**; Tobar, FB; Sato, M. Exploring the Intersection of Identity and Motivation: Women Sport Fans at the 2023 FIFA Women's World Cup. North American Society for Sport Management [NASSM]. May-June: 29-1, 2024. Minneapolis, Minnesota, United States.
15. **Oliveira, JR**; Tobar, FB; Romano, FS. Evaluating Visitors' Experiences with Sport Facilities Operations: Expanding the Multidimensional Assessment Model (MAM) Stadium and Museum tours. Applied Sport Management Association [ASMA]. February: 13-17, 2024. Knoxville, Tennessee, United States.
14. **Oliveira, JR**; Zou, S; Sato, M; Welty-Peachey. Visitor Satisfaction and Experiences with Sports Facilities: Consumers' Online Reviews on Visiting FC Barcelona's Stadium. North American Society for Sport Management [NASSM]. May-June: 31-3, 2023. Montreal, Canada.
13. **Oliveira, JR**. Resident's Perceptions on Social Outcomes from Hosting Sport Events in Brazil. International Congress of Qualitative Inquiry [ICQI]. May: 18-20, 2023. Champaign, Illinois, Canada
12. **Oliveira, JR**; Romano, FS; Tobar, FB (2022). Football Tourism: a Multidimensional Evaluation of the Visiting Experience in Stadiums and Museums of Soccer. Brazilian Association of Sport Management [ABRAGESP in Portuguese]. October: 18-22, 2022. Uberlândia, MG, Brazil.

11. **Oliveira, JR**; Capraro, AM; Welty-Peachey, J. (2022). The Impacts of Camp Nou Stadium's Operations in Barcelona (Catalunya, Spain): an Analysis of the Managerial Operations and its Stakeholders. North American Society for Sport Management [NASSM]. June: 2-4, 2022. Atlanta, GA, United States.
10. **Oliveira, JR**; Cruz, EG; Capraro AM. (2019). Football Tourism: Mapping the Production of Knowledge in Journals with Impact Factor of Journal of Citation Reports (JCR). 16th Seminar of National Association of Research and Graduate Studies in Tourism [ANPTUR in Portuguese]. September: 18-20, 2019. Curitiba, PR, Brazil.
9. **Oliveira, JR**; Capraro, AM. (2019). The Tourist Experience in a Football Stadium: The Tour in Arena da Baixada of the Clube Atlético Paranaense Paranaense. 1st Academic Week of Physical Education at the Federal University of Paraná. October: 21-25, 2019. Curitiba, PR, Brazil.
8. **Oliveira, JR**; Pinto, MJA; Carbonell, NM. The Public and Private Tourism Management in the City of Barcelona. 26th Tourism Week of Paraná [SEPATUR in Portuguese]. November: 04-08, 2019. Curitiba, PR, Brazil.
7. Cordeiro, WM; **Oliveira, JR**; Capraro, AM. Argentine and England: Opponents Beyond the Four Lines? The Media Use of the Falkland/Malvinas Islands' War at the 1986 World Cup. 2nd International Seminar Interdisciplinary of Studies on Football and Society. May: 28-29, 2019. Ponta Grossa, PR, Brazil.
6. Reis, FDG; Lourenço, NL; **Oliveira, JR**; Souza, MTO; Capraro, AM. Judo and Taekwondo at the Federal Government Program Bolsa Atleta Pódio: An Analysis of the Distribution of Funding Among Male and Female Athletes. 4th International Seminar on Management and Policies for the sport. May: 08-10, 2019. Curitiba, PR, Brazil.
5. **Oliveira, JR**. Catalan Identity and the Separatist Cause. 15th Congress of Sports History, Leisure and Physical Education/2nd International Congress of Sports History. Fútbol Club Barcelona. November: 06-09, 2018. Curitiba, PR, Brazil.
4. **Oliveira, JR**; Souza, MTO. "Més que un Club, Més que Fútbol". 5th History of Sports Congress. 5th History of Sports Congress. May: 24-25, 2018. Coimbra, Portugal
3. **Oliveira, JR**; Capraro, AM. Football Organized Fans: an Oral History at the Paraná State's Football. 5th History of Sports Congress. May: 24-25, 2018. Coimbra, Portugal
2. **Oliveira, JR**. Reflections on Ethics in Sports Doping. 3rd Congress of Latin Association of the Sports Philosophy [ALFID in Spanish]. May: 09-12, 2018. São Paulo, SP, Brazil

1. **Oliveira, JR.** Relationship of the Subjective Perception of Effort with the Change Health in Active and Sedentary Eutrophic Children and Adolescents. 25th Scientific Initiation Event for Undergraduates at the Federal University of Paraná. October: 02-06, 2017. Curitiba, PR, Brazil.

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## GRANT ACTIVITIES

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### Funded Grants

#### *Externa Grants*

- “Leveling the Pitch: Women’s Pathways to Leadership in Brazilian Football and the 2027 FIFA Women’s World Cup Legacy.” (2026). FIFA Research Scholarship 2026. Principal Investigator: **Oliveira, JR**; Co-investigators: Lopes, A; Feller, R; Santana, WF. Amount awarded: **\$7,000.00 USD**.

#### *Internal Grants*

- “The Social Impacts of College Football and Basketball on Host Communities: Examining Perceptions of Local Residents through a Mixed Methods Approach.” (2025). Principal Investigator: **Oliveira, JR**. Hart School Summer Research Grant 2025. Hart School of Hospitality, Sport & Recreation Management, James Madison University. Amount Awarded: **\$2,500.00 USD**.

### In-Progress

#### *External*

- “From the Hill to the Battlefield: Clemson University, Military Heritage, and the Defense of American Values via College Football.” (2026). National Endowment for the Humanities. Principal Investigator: Tobar, FB. Co-Investigator: **Oliveira, JR**. Amount Requested: **\$75,000 USD**.

### Not Funded

- “The JMU Football Social Impact Report” (2025). Madison Trust 2026. James Madison University. Principal Investigator: **Oliveira, JR**. Co-Investigator: Dominic, P. Amount Requested: **\$15,000.00 USD**.
- “North America’s Sport Mega-Events Decade: Engaging Students and Faculty Through Volunteering, Experiential Learning, and Research.” (2024). Madison Trust 2025. James Madison University. Principal Investigator: Manjunath, S. Co-Investigator: **Oliveira, JR**. Amount Requested: **\$25,000.00 USD**.
- “A United Effort: Understanding Host Residents’ Expectations of Social Legacies from Hosting the 2026 FIFA Men’s World Cup.” (2023). FIFA Research Scholarship 2024. Principal Investigator: **Oliveira, JR**. Co-Investigator: Feller, R. Amount Requested: **\$23,815.00 USD**.

- “Delavan Summer Festival 2023.” (2022). Tourism Attractions & Festivals Grant Program 2022 of the State of Illinois – Tourism Festivals & Events Component. Principal Investigator: Matt Ficks [Delavan City Hall]; Co-Investigator: **Oliveira, JR**. Amount Requested: **\$15,000.00 USD**.

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### AWARDS, FELLOWSHIPS & ASSISTANTSHIPS

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#### Academic Awards & Certification

- Best Master Thesis Award. (2022). 3rd Brazil’s Thesis and Dissertation Award – Soccer and Fandom Rights. Brazilian Federal Government.
- 2nd Best Master’s Thesis Award. (2022). 13th Brazilian Sport Management Conference [Brazilian Association of Sport Management]. ABRAGESP.
- Best Conference Paper Award. (2019). 16th ANPTUR Seminar of the National Association of Research and Graduate Studies in Tourism. [Brazil]. ANPTUR.
- Best Conference Paper Award Finalist. (2019). 26th Tourism Week of Paraná [SEPATUR in Portuguese]. SEPATUR.
- “Certificate in Foundations of Teaching.” (2023). Center for Innovation in Teaching & Learning, University of Illinois Urbana-Champaign.

#### Scholarships & Fellowships

- Christine Z. Howe Award. (2023). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$1,000.00 USD**.
- Doctoral Fellowship. (2021). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$5,000.00 USD**.
- Graduate Teaching Assistantship. (2024 Summer). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$7,359.99 USD**
- Graduate Teaching Assistantship. (2024 Spring). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$9,813.32 USD**
- Graduate Teaching Assistantship. (2023 Fall). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$12,266.65 USD**
- Graduate Teaching Assistantship. (2023 Summer). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$6,321.82 USD**

- Graduate Teaching Assistantship. (2023 Spring). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$8,577.76 USD**
- Graduate Teaching Assistantship. (2022 Fall). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$11,097.50 USD**
- Graduate Teaching Assistantship. (2022 Spring). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$9,649.98 USD**
- Graduate Teaching Assistantship. (2021 Fall). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$9,649.98 USD**
- Recipient of the CAPES Foundation Graduate Scholarship. (2019-2021). Federal University of Paraná. [Brazil]. Awarded amount: **\$5,200.00 USD**.
- Recipient of the Inteligência Esportiva Research Institute Graduate Scholarship. (2019). Awarded amount: **\$3,150.00 USD**. Federal University of Paraná. [Brazil].
- Recipient of the CNPq (Brazilian National Council for Scientific and Technological Development) Undergraduate Scholarship. (2016-2017). Brazilian Federal Government. Awarded amount: **\$1,400.00 USD**.

### Conference Travel Funding

- Hart School Faculty Conference Travel. (2024). Hart School of Hospitality, Sport & Recreation Management, College of Business, James Madison University. Awarded amount: **\$2,368.00 USD**
- Graduate Conference Travel. (2023). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$700.00 USD**.
- Graduate Conference Travel. (2022). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$350.00 USD**.
- Graduate Conference Travel. (2021). Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Awarded amount: **\$100.00 USD**.

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### TEACHING EXPERIENCES

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\*Represents mean score (5 = “Excellent” and 1 = “Poor”) on Students’ Evaluation of the Quality of Instructor

\*\* Represents in-progress courses

#### James Madison University

*Instructor*

SRM 498: Global Sport Management

- Spring 2025: 26 Students\*\*

**SRM 482: Internship in Sport & Recreation Management**

- Summer 2025: 16 Students

**SRM 436: Facilities & Event Management**

- Summer 2025: 16 Students (online) [5.00\*]

**SRM 241: Introduction to Sport & Recreation Management**

- Spring 2026 (Section 003): 28 Students\*\*
- Fall 2025 (Section 004): 36 Students
- Fall 2025 (Section 003): 34 Students
- Spring 2025 (Section 004): 35 Students [5.00\*]

**SRM 240: Sport & Recreation Management Seminar (Career Development)**

- Spring 2026 (Section 002): 33 Students\*\*
- Spring 2026 (Section 001): 34 Students \*\*
- Fall 2025 (Section 001): 36 Students
- Spring 2025 (Section 002): 30 Students [5.00\*]
- Spring 2025 (Section 001): 35 Students [4.95\*]
- Fall 2024 (Section 003): 36 Students [4.67\*]
- Fall 2024 (Section 002): 37 Students [4.68\*]

**University of Illinois Urbana-Champaign**

*Instructor*

**RST 518: Event Management**

- Summer 2025: 11 Students (Graduate Level, Online)

**RST 130: Foundations of Sport Management**

- Spring 2024: 99 Students [4.59\*]
- Fall 2023: 48 Students [4.25\*]
- Summer 2023: 19 Students (Online) [4.33\*]
- Spring 2023: 91 Students [4.33\*]

*Teaching Assistant*

**RST 430: Sport & Development**

- Spring 2024: 66 Students

**RST 130: Foundations of Sport Management**

- Fall 2022: 65 Students

RST 205: Issues in Intercollegiate Athletics: The Big Ten Conference

- Spring 2023: 91 Students (Online)
- Fall 2022: 81 Students (Online)

RST 199: Business Strategies for Professional Sport Organizations

- Spring 2023: 30 Students (Online)
- Fall 2022: 81 Students (Online)

RST 242: Nature and American Culture

- Spring 2022: 767 Students (Online)
- Fall 2021: 709 Students (Online)

**Federal University of Paraná [Brazil]**

*Teaching Assistant*

BE 0010: History of Sport and Physical Education

- Fall 2020: 60 Students (Online)
- Fall 2019: 40 Students
- Spring 2018: 40 Students

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### INVITED PRESENTATIONS

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#### Guest Lecture

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| 2025 Fall   | SRL 525: Research Techniques in Sport Recreation Leadership. “Qualitative Research.” Sport & Recreation Leadership Program. (Graduate). Hart School of Hospitality, Sport & Recreation Management. James Madison University. |
| 2025 Spring | RST 590: Doctoral Research Seminar and Colloquium. “Job Market in Academia.” (Graduate). Department of Recreation, Sport & Tourism. University of Illinois Urbana-Champaign.   |
| 2024 Fall   | SM 313: Global Perspectives in Sport Management. “Global Sport Management: The Latin American Landscape.” (Undergraduate). Department of Sport Management. University of Michigan.   |
| 2024 Fall   | SRL 525: Research Techniques in Sport Recreation Leadership. “Qualitative Research.” (Graduate). Sport & Recreation Leadership Program. James Madison University.  |

- 2024 Spring SMT 450: Sport Facility and Event Management. “Finance and Budgeting: Bidding and planning for different events.” (Undergraduate). Business Administration—Sport Management. Lincoln Memorial University.
- 2024 Spring RST 430: Sport & Development. “Social Impacts of Sport Events.” Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign.
- 2024 Spring RST 430: Sport & Development. “Sport Development in Latin America.” Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign.
- 2023 Spring RST 590: Doctoral Research Seminar and Colloquium. “Scholarly writing—bringing your projects and ideas to fruition: the process, picking an outlet, and overcoming challenges.” (Graduate). Recreation, Sport & Tourism Department. University of Illinois Urbana-Champaign.
- 2022 Fall RST 199: e-Sports Foundations. “e-Sport Ecosystem.” Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign.

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### SERVICE AND LEADERSHIP

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#### Service to Profession

##### *Reviewer*

- 2025-Present Manuscript Reviewer for the North American Society for Sport Management Conference ( $n = 02$ )
- 2025-Present Manuscript Reviewer for *Journal of Sport & Tourism* ( $n = 01$ )
- 2025-Present Manuscript Reviewer for *Journal of Global South Sport Studies* ( $n = 01$ )
- 2025-Present Manuscript Reviewer for *Football Studies* ( $n = 01$ )
- 2025 Spring Manuscript Reviewed for *Tourism Review* ( $n = 01$ )
- 2025 Spring Manuscript Reviewed for *Ido Movement for Culture. Journal of Martial Arts Anthropology* ( $n = 01$ )
- 2024 Summer Manuscript Reviewed for *Journal of Sport History* in Brazil ( $n = 01$ )
- 2025 Spring Conference Paper review for the *Florida Brazil Summit 2025*. Rosen College of Hospitality Management, University of Central Florida, United States. ( $n = 01$ )

2018 Fall 15th Congress of Sports History, Leisure and Physical Education/2nd International Congress of Sports History. Positivo University, Brazil. ( $n = 02$ ).

*Mentorship /Committee Board*

2024-Present Research Experiences for Undergraduates (REU). College of Business, James Madison University. Role: Mentor of 1 Undergraduate Student.

2026 -Present Selected Mentor for the First-Year and Transfer Student Research Experience (FYRE) program in the Spring 2026. James Madison University. Role: Mentor of 1 First-Year Undergraduate Student for the Semester.

2023-2024 Undergraduate Research Apprenticeship Program. University of Illinois Urbana-Champaign. Role: Mentor of 2 Undergraduate Students.

2022-2023 Undergraduate Research Apprenticeship Program. University of Illinois Urbana-Champaign. Role: Mentor of 1 Undergraduate Student.

2025 Undergraduate Bachelor Thesis: Camila Nicácio Mendes. University of São Paulo. Role: Committee Board Member.

2022 Undergraduate Bachelor Thesis: Flávia Tiji da Silva. University of São Paulo. Role: Committee Board Member.

2019 Undergraduate Bachelor Thesis: Carlos Eduardo Nemitz. Federal University of Paraná. Role: Committee Board Member.

*Other Services*

2022 Fall Delavan City Hall (Illinois) grant application. [US]. Role: Consultant Volunteer, Strategic Planning, and Grant Writer

2019 Fall 4th International Seminar on Management and Policies for the sport. Federal University of Paraná. [Brazil]. Role: Session Moderator and Organizing Committee Member

2019 Spring 1st Academic Week of Physical Education. Federal University of Paraná. [Brazil]. Role: Session Moderator and Session Panelist

2018 Fall 15th Congress of Sports History, Leisure and Physical Education/2nd International Congress of Sports History. Positivo University. [Brazil]. Role: Session Moderator, Submission Reviewer, and Organizing Committee Member

2016 Undergraduate Student Representative Committee at the Physical Education Department. Federal University of Paraná. [Brazil]. Role: President

**Departmental/Campus Service**

## Curriculum Vitae

Jonathan R. Oliveira, Ph.D.

- 2025-Present Hart School Facility Planning Committee. Role: Staff Member.
- 2025-Present Hart School Data Analytics Committee. Role: Staff Member.
- 2026-Summer (Expected) Study Abroad in Spain. SRM 490: International Sport Tourism. May: 19th-29th. Barcelona-Madrid-Sevilla, Spain. 10 Students Selected. James Madison University. Role: Program Director.
- 2025 Fall “SRM Research Career Fair.” Approximately 200 Students Presented Research Proposal. Hart School of Hospitality, Sport & Recreation Management, James Madison University. Role: Co-organizer & Judge.
- 2025 Spring Experiential Learning Trip to NCAA Men’s Final Four 2025. April: 2nd-8th. San Antonio, TX, United States. Eight Students Selected. Hart School of Hospitality, Sport & Recreation. James Madison University. Role: Program Director.
- 2025 Spring Final Project Oral Presentations in RST 670 “Advanced Event Planning and Management in Sport and Recreation.” Sport & Recreation Leadership Program (Graduate), Hart School of Hospitality, Sport & Recreation Management, James Madison University. Role: Volunteer Judge.
- 2024 Fall “Inaugural SRM Research Career Fair.” Approximately 200 Students Presented Research Proposal. Hart School of Hospitality, Sport & Recreation Management, James Madison University. Role: Co-organizer & Judge.
- 2024 Fall SRM Open House. “Introducing Prospective JMU Students and Parents to the Sport and Recreation Management Major.” Hart School of Hospitality, Sport & Recreation Management, James Madison University. Role: Session Presenter.
- 2024 Spring Undergraduate Research Symposium. University of Illinois Urbana-Champaign. April 25th. Role: Volunteer Judge.
- 2024 Spring Illinois Marathon. The Recreation, Sport & Tourism department’s booth Role: Volunteer.
- 2023 Fall Search Committee board member in the sport management faculty open-rank (tenure-track) position in the Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Role: Student Representative.
- 2023 Spring Undergraduate Research Symposium. University of Illinois Urbana-Champaign. April 27th. Role: Volunteer Judge.
- 2023 Spring Final project oral presentations in RST 370 “Research Methods.” Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Role: Volunteer Judge.

- 2023 Spring Illinois Marathon. The Recreation, Sport & Tourism department's booth Role: Volunteer.
- 2022 Fall Final Project Oral Presentations in RST 370 "Research Methods." Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. Role: Volunteer Judge.

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#### ACADEMIC MEMBERSHIPS

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- 2025-Present **Brazilian Scholars for Sport Management (BRASSM)**, Founder, President
- 2024-Present **Applied Sport Management Association (ASMA)**, Member
- 2022-Present **North American Society for Sport Management (NASSM)**, Member
- 2022-2023 **Brazilian Association Society for Sport Management (ABRAGESP in Portuguese)**, Brazil, Member
- 2020-2021 **Brazilian College of Sport Sciences (CBCE in Portuguese)**, Brazil, Member
- 2019-2020 **National Association of Research and Graduate Studies in Tourism (ANPUTR in Portuguese)**, Brazil, Member
- 2019-2020 **World Leisure Organization Youth Ambassadors (WLOYA)**, Latin America, Member

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#### INDUSTRY EXPERIENCE

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- 2025-Present **Football Tourism Institute** (Harrisonburg, VA, United States)  
*Founder and Director*  
Research and Consultancy agency for stadium tours and football museum designing and development of operations in Brazil, Ecuador, England, Germany, Netherlands, Scotland, and the United States.
- 2024 Summer **C.O.N.M.E.B.O.L.** (Las Vegas, NV, United States)  
*Stadium analyst at Allegiant Stadium*  
Responsible for teams and staff services, facility operations coordination, delegations' receptions at the Copa America 2024<sup>TM</sup> [International soccer tournament of national teams held in the United States and organized by CONMEBOL, the South American Soccer Confederation].
- 2022 Fall **Joinville Esporte Clube** (Joinville, SC, Brazil)  
*Consultant for Stadium Activation & Fan Engagement*  
Designed and delivered tailored strategies for stadium operations and fan engagement of this Brazilian professional soccer team.