

WIL “FISACK” FISACKERLY, PH.D.

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Norman, OK

Lecturer, Management and International Business
Price College of Business
The University of Oklahoma

EDUCATION

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| PhD | University of South Carolina
Sport and Entertainment Management
Focus: Esports in Higher Education | August 2024 |
| MS | Coker University
Collegiate Athletic Administration
Graduated Summa Cum Laude | May 2020 |
| BS | Florida Southern College
Multimedia Journalism; Sports Communication & Marketing; Film Studies
Graduated Summa Cum Laude
Minored in Economics | May 2018 |

RESEARCH EXPERIENCE

- Graduate Research Assistant** August 2020 – August 2024
Department of Sport and Entertainment Management, University of South Carolina
- Created teaching materials for textbooks and developed pedagogical tools for assessing student understanding.
 - Developed literature reviews for manuscripts submitted to field-leading academic journals.
 - Oversaw experiments and maintained logistical systems for operation.

TEACHING EXPERIENCE

- University of Oklahoma, Norman, OK** August 2024 – present
Lecturer, Management and International Business, Price College of Business
- MGT 3153: Intro to Sports Business. 40 students a term, an introductory course for Sports Business majors. Study of the management principles of both collegiate and professional athletics.
 - MGT 3213: Sports Sales/Revenue Generation. 40 students a term, elective course for Sports Business majors. Examines various business disciplines as they apply to generating revenue in the sports industry.

- MGT 3243: Financing in Sports Business. 30 students a term, elective course for Sports Business majors. Course contents include budgeting, financing, economic impact, and systems of sport firms.
- MGT 3273: Esports Revenue & Monetization. 30 students a term, required course for Esports Business Certificate. Insights into how esports organizations, teams, and events generate income through sponsorships, advertising, merchandise, and other monetization strategies.

University of South Carolina, Columbia, SC

June 2021 – July 2024

Ph.D. Candidate, Department of Sport and Entertainment Management

- SPTE 101: The Student-Athlete Experience. 25-35 students a term and serves as a collaboration between the SPTE department and Gamecock Athletics to prepare freshmen athletes for the college experience, especially in academic preparation.
- SPTE 440: Sport and Entertainment Finance. 25-30 students a term, a terminal course for junior and seniors in the SPTE program. Course contents include budgeting, financing, economic impact, and systems of sport and entertainment firms.
- SPTE 550: The Business of Esports. 25-30 students a term. Elective course for SPTE majors designed to provide students with an overview of the business of esports, focusing on the history of video games and the various business elements of the modern, competitive esports environment.

Florida Southern College, Lakeland, FL

August 2022 – December 2023

Adjunct Instructor, Barney Barnett School of Business and Free Enterprise

- SPM 3500: Economics of Sport. 5-10 students a term. Elective course for SPM majors that introduces and applies concepts from microeconomics and sports management. Analysis of the economic impact of professional sports leagues and organizations, as well as the impact of major sporting events. Examines topics such as salaries, budgeting, and sport finance and their impact on the industry.
- SPM 4520: International Sport. 5-10 students a term. Elective course for SPM majors that Addresses the impact of sport on world culture and business. Professional and recreational sports are examined on a global basis, including large-scale events like the World Cup and Olympic Games.

PRESENTATIONS AND INVITED LECTURES

Oral Presentation, “Where do amateurs go to become pros? A comparison of the current competition systems in collegiate esports to traditional collegiate sport environments,” 2024 Hawaii International Conference on System Sciences (HICSS).

Oral Presentation, “Esports ecology: A preliminary conceptual analysis,” 2023 North American Society for Sport Management Conference.

Oral Presentation, “Is it worth it? localizing the brand identity of an esports team,” 2023 North American Society for Sport Management Conference.

Oral Presentation, “The death(ball) of an esports league: A sport entrepreneurship perspective of the Overwatch League’s tumultuous decline,” 2023 Sport and Entertainment Venues of Tomorrow

Oral Presentation, “Effect of scholarships on collegiate esports athletes,” 2022 North American Society for Sport Management Conference.

Oral Presentation, “A comprehensive analysis of the self-presentation on Instagram of the WNBA athletes in the 2020 and 2021 seasons,” 2022 North American Society for Sport Management Conference.

Oral Presentation, “Exploring college choice for esports athletes,” Collegiate Sport Research Institute Conference, 2022.

Oral Presentation, “Impacts of esports localization on team identity,” Sport and Entertainment Venues of Tomorrow, 2021.

Poster Presentation, “A sport politic: an analysis of top collegiate competitors' social media activity, brand activations, and earnings,” Collegiate Sport Research Institute Conference, 2023.

Poster Presentation, “An examination of esports athlete movement between professional and collegiate competition,” Sport and Entertainment Venues of Tomorrow, 2022.

Poster Presentation, “Influencers, influential or influenced? A comprehensive analysis of WNBA athletes' self-presentation on social media,” Sport Marketing Association Conference, 2021.

PUBLICATIONS

Journal Papers

Fisackerly, W. and Hwang, Y. (2024) Where do amateurs go to become pros? A comparison of the current competition systems in collegiate esports to traditional collegiate sport environments. *Journal of Electronic Gaming and Esports*.

Hwang, Y., Fisackerly, W., and Heere, B. (2024). Is it worth it? Localizing the brand identity of an esports team. *Sport Marketing Quarterly*.

Ross, W. and Fisackerly, W. (2023). Do we need esports ecology? Comparisons of environmental impacts between traditional sport and esports. *Journal of Electronic Gaming and Esports*.

Book Chapters

Fisackerly, W. (in press). Esports professional player career process. In Jenny, S. E. & Scholz, T. (Eds.), *Routledge handbook of esports*. Routledge.

Journal Papers in Review

Pedo Lopes, A., Nagel, M., Fisackerly, W., and Seidman, M. Women professional athletes and their personal brands on social media: An analysis of 2020 and 2021 WNBA player photos on Instagram. Submitted to: *Journal of Global Sport*.

Papers in Progress

Fisackerly, W. and Hwang, Y. “The death(ball) of an esports league: A sport entrepreneurship perspective of the Overwatch League’s tumultuous decline.”

Fisackerly, W., Hwang, Y., Brown, M., and Malvone, N. “The institutional work of directors in collegiate esports programs.”

Fisackerly, W., Kazmierski Davie, G., and Hwang, Y., “Exploring college choice for esports athletes.”

Fisackerly, W., Black, W., and Schmidt, S., “It’s in the game: Blitz University adds collegiate esports.”

PROFESSIONAL TRAINING

Online Teaching Portfolio, Teaching and Learning Center, Florida Southern College, 2022
The TLC provides regular professional development opportunities and downloadable resources for engaged teaching and learning, instructional technology, and course design. Completion of the online teaching portfolio certifies educators to teach online courses and reinforces a positive and productive learning environment.

Preparing Future Faculty Certificate, Center for Teaching Excellence, USC, 2021
Successful PFF candidates have completed activities designed to prepare participants in the critical areas of faculty competence: teaching, research, and service. This accomplishment is an indicator of the participant's initiative and a measure of experience toward becoming future faculty.

PROFESSIONAL AFFILIATIONS

North American Society for Sport Management, 2022-Present

Omicron Delta Kappa, 2016-2018

COMMUNITY SERVICE

Sport and Entertainment Management Graduate Student Association

President, University of South Carolina, May 2022 – May 2024

HONORS AND AWARDS

Outstanding Doctoral Teacher of the Year Department of Sport and Entertainment Management, USC	2024
Scholar of the Year (Nominee) National Association of Collegiate Esports	2024
CoSIDA Video Feature – College (1st place) Best video produced by a Division II or smaller athletic department.	2018
Esports Scholar-Athlete – Esports MVP Scholar-Athlete given to the athlete with the highest GPA on the esports team. MVP given to the most valuable player on the esports team.	2018