

STATEMENT OF LEAVE PROJECT
DR. JOYCE A. YOUNG
PROFESSOR OF MARKETING
ORGANIZATIONAL DEPARTMENT
OCTOBER 30, 2011

1. Brief summary of leave project.

I would like to use this time to complete four scholarly research efforts. Over the last five years, my primary work focus at ISU included course development for the Motorsports Studies Program and also serving as Director of the Motorsports Studies Program. As a result, I was unable to devote sufficient time to scholarly research efforts and as such I would appreciate this leave time to reenergize my research activities.

2. Brief summary of results of most recent ISU sabbatical.

Below is a list of my activities during my last sabbatical in Fall 2006:

September

- a. Spent the first two weeks putting together an extensive outline of my new Motorsports Marketing course that consisted of a literature search and presentation to Guy Faulkner.
- b. Conducted several meetings concerning the Marketing program's strategic plan.
- c. Finalized and submitted manuscript to *the Journal of Foodservice Business Research*.

October

- d. Wrote and submitted for review a franchising-related manuscript to the International Society of Franchising Conference.
- e. Wrote and submitted an invited manuscript to the *Journal of Marketing Channels*.
- f. Spent one week with the outgoing editor of the *Journal of Marketing Channels* to prepare for my duties as incoming editor.

November

- g. Wrote a teaching case related to Motorsports Marketing that will appear in the leading Marketing Channels textbook in the discipline.
- h. Wrote and submitted for review an extensive teaching case related to Motorsports Marketing to the *Journal of Case Research*.

December

- i. Continued to gather teaching materials for my new Motorsports Marketing course. Will use some of the information in my Spring 2007 Business Marketing course in relation to a semester project.
- j. Met with Larry DeGaris, sports marketing professor at University of Indianapolis, to discuss potential joint research activities in terms of Motorsports Marketing.

Below is a list of the accepted scholarly publications as a result of the above activities:

Refereed Journal Articles

Young, Joyce A., "The IndyCar Series: A Marketing Channels Perspective," *International Journal of Sport Management and Marketing*, 18:1/2 (2010), 57-72.

Young, Joyce A., Paul W. Clark, and Faye S. McIntyre, "An Exploratory Comparison of the Casual Dining Experience: Chain vs Independent Restaurants," *Journal of Foodservice Business Research*, 10:3 (2007), 87-105.

Young, Joyce A., Paul W. Clark, and Faye S. McIntyre, "The Web as an E-Commerce Medium: An Exploratory Study of Consumer Perceptions in a Restaurant Setting," *Journal of Marketing Channels*, 14:1 (2007), 5-20.

Refereed Proceedings Article

Young, Joyce A., Paul W. Clark, and Faye S. McIntyre, "E-Commerce: The Adventures of Pizza Franchises," *2007 International Society of Franchising Conference*.

Textbook Teaching Case

Young, Joyce A. (2012). "Motorsports: The Inside Track" In *Marketing Channels: A Management View* (8th edition) by Bert Rosenbloom. Fort Worth, TX: Dryden.

3. Leave narrative.

a. Specific objectives and outcomes for this leave:

I plan to submit four journal articles during the time frame:

The first article, which relates to pedagogical issues in teaching Motorsports Management, involves an ongoing data collection effort that will be completed by Fall 2012. The subsequent manuscript will be submitted to the *International Journal of Sport Management and Marketing*.

The second article, which relates to the use of the Internet in channels of distribution, involves a longitudinal data collection effort that has been completed for some time. The subsequent manuscript will be submitted to the *Journal of Marketing Channels*.

The third article will involve co-branding issues within the franchising industry and will be conceptual in nature. The manuscript will be targeted to the *Journal of Small Business Management*.

The fourth article will be pedagogical in nature and will discuss how to team teach a History of Motorsports course using a cross-disciplinary approach. The manuscript will be targeted to a pedagogical history journal and co-written with Dr. Lisa Phillips, Assistant Professor of History.

- b. Anticipated contributions to faculty member, department, and university:** The journal articles will further enhance my professional reputation in the field and will also be productivity that I will be able to cite for the Scott College of Business during its next AACSB review.
- c. Timetable for completion and contingency plans.** I should be able to complete all activities in the four month semester period.
- d. Where and how the project will be carried out.** I will spend the majority of time working from my home.
- e. Time-specific characteristics of leave proposal.** None.
- f. Supplementary support.** None is required.
- g. Previous work or preparation in support of proposed leave.** None.

Up-to-date vita is attached.