Florian Hemme, Ph.D.

Contact

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Appointments

The University of Texas at Austin Austin, TX
Associate Director Online Sport Management Master's Program
January 2022 – Present

Assistant Professor of Instruction
June 2021 – Present

High Point University High Point, NC
Adjunct Professor
June 2021 – Present

Director, Capstone Experience M.A. Communication & Business Leadership
August 2020 – Present

Assistant Professor of Sport Management
August 2017 – May 2021

Education

The University of Texas at Austin Austin, TX
Ph.D. Kinesiology (Sport Management)
Graduated: May 2017

The University of Texas at Austin Austin, TX
M.Ed. Kinesiology (Sport Management)
Graduated: May 2013

University of Groningen Groningen, Netherlands
M.S. Human Resource Management
Graduated: July 2011

Catholic University Eichstätt-Ingolstadt Ingolstadt, Germany
B.S. Business Administration
Graduated: December 2009

Research Interests

My research aims at understanding people in their natural settings through in-depth qualitative inquiry, but is complemented by quantitative and historical methods, depending on the context and questions I seek to answer. My primary research focus relates to the analysis of organizational change, with a current emphasis on institutional work, change readiness, sensemaking, and identity work. My other academic interest lies within entrepreneurship, with a current emphasis on the sport and fitness industry.

Peer-reviewed Publications

Hemme, F., Morais, D.G., Bowers, M.T., & Todd, J.S. (2021). Leading culture change in public recreation. *Journal of Sport Management*. https://doi.org/10.1123/jsm.2020-0249

Morais, D.G., **Hemme, F.**, Reyes, C. (2021). Tap 'Follow' #FitFam: a process of social media microcelebrity. *Qualitative Research in Sport, Exercise and Health.* https://doi.org/10.1080/2159676X.2021.1904441

Hemme, F., Morais, D.G., & Lukow, J. (2020). Strategic social media marketing for the Premier Lacrosse League. *Case Studies in Sport Management, 9*, S1-S8. doi.org/10.1123/cssm.2019-0023

Hemme, F., Bowers, M.T., & Todd, J.S. (2020). Enacting logics in practice: A critical realist perspective. *Journal of Change Management, 20*(2), 99-122. doi.org/ 10.1080/14697017.2019.1703025

Hemme, F., & Morais, D.G. (2019). Legitimacy in public recreation: Examining rhetorical shifts in institutional creation and maintenance. *Sport in Society*. doi.org/10.1080/17430437.2019.1621845

Hemme, F., Bowers, M.T., & Todd, J.S. (2018). Change readiness as fluid trajectories: A longitudinal multiple-case study. *Journal of Organizational Change Management, 31*(5), 1153-1175. doi.org/10.1108/JOCM-07-2017-0284

Hemme, F., Morais, D.G., Bowers, M.T., & Todd, J.S. (2017). Extending sport-based entrepreneurship theory through phenomenological inquiry. *Sport Management Review*, *20*(1), 92-104.

Hemme, F., Dixon, M.A. (2015). A case study on power and politics in organizations. *Case Studies in Sport Management, 4*(1), 99-106.

Bowers, M.T., Green, B.C., **Hemme, F.**, & Chalip, L. (2014). Assessing the relationship between youth sport participation settings and creativity in adulthood. *Creativity Research Journal, 26*, 314-327.

Hunt, T.M., Dimeo, P., **Hemme, F.**, & Mueller, A. (2014). The health risks of doping during the Cold War: A comparative analysis of the two sides of the iron curtain. *The International Journal of the History of Sport, 31*, 2230-2244.

Hemme, F., & Todd, J.S. (2013). Beyond the hack-squat: George Hackenschmidt's forgotten legacy as a strength-training pioneer. *Iron Game History: The Journal of Physical Culture, 12*(3), 3-18.

Presentations

Hemme, F., & Morais, D.G. (May 2020). Going deep: Leading culture change in public recreation. Accepted for presentation at the North American Society for Sport Management Annual Conference, San Diego, CA.

Hemme, F., & Morais, D.G. (May 2020). "Give us your poor, your waived, your supplementally drafted…": Institutional maintenance in the case of the United States Football League. Accepted for presentation at the North American Society for Sport Management Annual Conference, San Diego, CA.

Morais, D.G., **Hemme, F.** (December 2019). *Social media FOR the people: Fan engagement and Identity*. Spurs Sports and Entertainment University, San Antonio, TX.

Morais, D.G., **Hemme, F.** (June 2019). *Smash that "Like" button, #FitFam: A phenomenological study on the process of social media fitness entrepreneurs*. Accepted for presentation at the International Conference on Sport & Society, Toronto, Canada.

Hemme, F., Bowers, M.T., & Todd, J.S. (May/June 2017). *A longitudinal multiple-case study of attention-based sensemaking in public recreation*. Accepted for presentation at the North American Society for Sport Management Annual Conference, Denver, CO.

Hemme, F., Todd, J.S., & Bowers, M.T. (May/June 2017). *Change readiness in public recreation: A longitudinal multiple-case study*. Accepted for presentation at the North American Society for Sport Management Annual Conference, Denver, CO.

Hemme, F., & Todd, J.S. (May 2017). *Shifting institutional logics in public recreation: A modified content analysis*. Accepted for presentation at the North American Society for Sport History Annual Convention, Fullerton, CA.

Hemme, F., & Bowers, M.T. (June 2015). *A place at the table: How sport management research can advance institutional theory.* Accepted for presentation at the North American Society for Sport Management Annual Conference, Ottawa, Canada.

Hemme, F., & Todd, J.S. (May 2015). *To go or not to go: A historio-ethical exploration of the 1936 Olympic boycott debate*. Accepted for presentation at the North American Society for Sport History Annual Convention, Miami, FL.

Hemme, F., Morais, D.G., & Todd, J.S. (April 2015). *Navigating the niche: Conversations with personal trainers and private gym owners.* Accepted for presentation at the Popular Culture Association/American Culture Association National Conference, New Orleans, LA.

Hemme, F., & Todd, J.S. (June 2014). *After-mat: The post-competitive career of wrestler and philosopher George Hackenschmidt*. Accepted for presentation at the North American Society for Sport History Annual Convention, Glenwood Springs, CO.

Works in Progress

N/A

Grants/Fellowship/Awards

North American Society for Sport History Roberta Park Award (2017)	$300
The University of Texas Professional Development Travel Award (2017)	$700
The University of Texas Mary Buice Alderson Teaching Excellence Scholarship (2016-2017)	$2,000
The University of Texas College of Education Continuing Fellowship (2016-2017)	$20,000
The University of Texas College of Education Graduate Student Research Award (2016)	$2,000
Texas New Scholars (2015)	$5,000
The University of Texas College of Education Continuing Fellowship (2015-2016)	$20,000
North American Society for Sport Management Student Research Competition Winner (2015)	$730
North American Society for Sport History Roberta Park Award (2015)	$300
The University of Texas Joe R. & Teresa Lozano Long Graduate Fellowship (2014-2015)	$4,000
The University of Texas Mary Buice Alderson Scholarship (2014-2015)	$2,000

The University of Texas Professional Development Travel Award (2014)	$380
North American Society for Sport History Roberta Park Award (2014)	$300
The University of Texas Texas New Scholars Graduate Scholarship (2013-2014)	$24,704

Teaching & Instructing Experience

High Point University
Assistant Professor High Point, NC
SMG 2100 Sport Marketing (Campus & Online)
SMG 2200 Sport Facility Management
SMG 2300 Sport Finance (Campus & Online)
SMG 3010 Governance of Sport Organizations
SMG 3010 Applied Management Principles in Sport
SMG 3010 Organizational Behavior in Sport Organizations (Campus & Online)
SMG 3020 Sport in Society
SMG 4100 Strategic Management of Sport Organizations
SMG 4200 Sport Executive Boardroom Experience.
CBL 5950/5950 Capstone 1/2 (Campus & Online)

The University of Texas at Austin, Kinesiology & Health Ed. Department Austin, TX
Assistant Professor of Instruction
KIN 395 Sport Finance (Online)
KIN 395 Organizational Behavior in Sports (Online)

Graduate Teaching Assistant
KIN 357 Strategic Management of Sport Organizations (Bowers)
KIN 312 Sport Industry in America (Ozyurtcu)
KIN 357 Strategic Management of Sport Organizations (Ozyurtcu)
KIN 350 Sociological Aspects of Sport & Physical Activity (Kelly)
KIN 356 Revenue and Budgeting in Sport (Sparvero)
KIN 357 Strategic Management of Sport Organizations (Bowers)

Assistant Instructor
KIN 351 Philosophy of Sport & Physical Activity
KIN 312 Sport Industry in America

Relevant Work Experience

SmallCap Sports Brownsville, TX
Co-Founder
March 2018 – March 2021

The University of Texas at Austin Austin, TX
Assistant Editor *Iron Game History: The Journal of Physical Culture*
May 2013 - Present

Academic Mentor for Student Athletes
August 2011 - August 2014

Marketing Student Assistant
August 2012 - May 2013

H.J. Lutcher Stark Center for Physical Culture & Sports Austin, TX
Research Assistant
May 2013 - August 2013

Amateur Athletic Union Orlando, FL
Event Operations & Junior Olympics Intern
May 2012 - August 2012

Professional Service

Ad-Hoc Reviewer
International Journal of Entrepreneurial Behavior & Research
International Journal of Entrepreneurship.
International Journal of Gender & Entrepreneurship
Journal of Sport Management
Sport Management Review
The International Journal of Management Education

Other Skills

Fluent in German; able to converse/correspond in French at basic level
SPSS Statistical Analysis Software, MAXQDA, Quark Xpress, Squarespace, Hootsuite, Canva