

Dr. Simon LIČEN

CONTACT INFORMATION

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EDUCATION

- Ph.D.** Social Sciences—Journalism, University of Ljubljana (Slovenia), **2011**.
Dissertation: *Telecasting Sports: Sports Broadcasts on Slovenian Public Television (in English)*.
- B.A.** Journalism, University of Ljubljana (Slovenia), **2005**.
Thesis: *Kakovost anketnih vprašanj javnih glasovanj v slovenskih spletnih medijih (The Quality of Web Surveys Published in Slovenian Journalistic Websites)*.
Honors: *Prešeren Award* Nominee for Best Diploma Thesis
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EMPLOYMENT

- Washington State University**, *Associate Professor (with tenure)*, **August 2019-present**
Department of Educational Leadership & Sport Management
Assistant Department Chair (Sport Management), **August 2019-present**
Program coordinator (Sport Management), **August 2018-August 2019**
Assistant Professor (tenure-track), **August 2013-August 2019**
- Institute for Sports and Events Medvode** (Zavod za šport in prireditve Medvode), *Director of Sports Programs*, **2012-2013**
- Zdrav dih (“Healthy Breath”) Ltd.**, *Researcher*, **2011-2012**
- WTA Tour Banka Koper Slovenia Open**, *Director of Communications*, **2008-2010**
Communications Manager, **2005-2007**
- University of Ljubljana**, *Early-stage researcher*
Faculty of Sport (Ljubljana, Slovenia), **2005-2010**
- FIBA.com**, *Correspondent (Slovenia)*, **2004-2008**
- POP TV**, *Assistant Editor*, **2004-2005**
- TV Koper-Capodistria**, *Sports desk, Italian program (Internship)*, **June-August 2003**
- Radio Tartini**, *Speaker/disk jockey*, **1998-2001**

ADDITIONAL ACADEMIC APPOINTMENTS

- Beijing Foreign Studies University**, *Senior Research Fellow*, **February 2022-Feb. 2026**
Center for International Sport Communication and Diplomacy Studies

University of Primorska, Visiting Associate Professor, October 1-December 31, 2020
Faculty of Tourism Studies, Portorož, Slovenia (funded by a grant by the Republic of Slovenia and the European Social Fund)

Beijing Sport University, Visiting Lecturer, Sport Journalism, May 2015-Present
School of International Sport Organization (suspended since 2020 due to Covid-19)

CONTRACT AND PROJECT WORK IN THE SPORT INDUSTRY (Selected)

Timing Ljubljana, Technical Direction, Ljubljana Marathon and Run of Trios, 2008-2013

City Office of Sport, Ljubljana, Team Manager, Five Cities International Basketball Tournament, 2009-2011

FIBA Europe U20 European Champ. for Men, Venue Manager, Gorizia (Italy), July 2007

Sports Federation for the Disabled of Slovenia/Slovenian Paralympic Committee, National Basketball Team Manager, Div. B European Championship, Summer 2006

Basketball Federation of Slovenia, Project Leader, localization of live statistical software, 2007-2009; Web designer, 2000-2002; Assistant Tournament Director, U-20 Women's European Championship Qualifying Round, Summer 2001

BOOKS

Dežman, B., & Ličen, S. (Eds.) (2009). *Officiating Basketball: Research Aspects* (In Slovenian). Ljubljana: Faculty of Sport, Institute for kinesiology.

Doupona Topič, M. & Ličen, S. (Eds.) (2008). *Sport, Culture & Society: An Account of Views and Perspectives on Social Issues in a Continent (and Beyond)*. Ljubljana: University of Ljubljana, Faculty of Sport.

Doupona Topič, M. & Ličen, S. (Eds.) (2008). *Sport, Culture & Society: Abstract book*. Ljubljana: University of Ljubljana, Faculty of Sport.

JOURNAL ARTICLES – PEER-REVIEWED

Published

Ličen, S., Frandsen, K., Horky, T., Onwumechili, C., & Wei, W. (2022). Rediscovering mediatization of sport. *Communication & Sport, 10*(5), 795-810. Doi: 10.1177/21674795221123675

Ličen, S., Antunovic, D., & Bartoluci, S. (2022). A Public Service? Mediatization of the Olympic Games in Croatia and Slovenia. *Communication & Sport, 10*(5), 931-950. Doi: 10.1177/21674795221090423

Ličen, S. & Jedlicka, S. (2022). Sustainable development principles in U.S. sport management graduate programs. *Sport, Education & Society, 27*(1), 99-112. Doi: 10.1080/13573322.2020.1816541

Ličen, S. & Bejek, B. (2020). Pogostost in vsebina poročanja o športu žensk v časopisih Delo in Slovenske novice leta 2015 (Slovenian daily newspaper coverage of women's sports in 2015). *Družboslovne razprave, 35*(92), 7-33.

- Ličen, S.** (2019). Influence of hosting a major sports event on patriotic attitudes: The EuroBasket 2013 competition in Slovenia. *International Review for the Sociology of Sport*, 54(3), 361-383. Doi: 10.1177/1012690217722116
- Jakubowska, H. & **Ličen, S.** (2019). The role of mass media in the formation of gendered national identity: Polish coverage of women's and men's basketball championships. *International Review for the Sociology of Sport*, 54(3), 302-324. Doi: 10.1177/1012690217719566
- Brown, K., **Ličen, S.**, Billings, A.C., & Devlin, M. B. (2017). Envisioning Slovenia, Telecast from Brazil: Relationships Between National Identity and Slovenian Viewership of the 2016 Rio Summer Olympic Games. *International Journal of Sport Communication*, 10(4), 487-507. Doi: 10.1123/ijsc.2017-0062
- Ličen, S.**, Cole, A.N. (2017). Public Perception of Social Impacts of the 2013 EuroBasket for Men. *International Journal of Sport Management*, 18(1), 89-115.
- Ličen, S.**, Lončar, M., Delorme, N., Horky, T., & Jakubowska, H. (2016). International newspaper coverage of the 2013 EuroBasket for men. *Communication & Sport*, 5(4), 448-470. Doi: 10.1177/2167479516628271
- Ličen, S.** (2015). The eternal talent, the French Senegalese, and the coach's troop: Broadcasting soccer on Slovenian public television. *Soccer and Society*, 16(5-6), 657-673. Doi: 10.1080/14660970.2014.963312.
- Slabe Erker, R., **Ličen, S.** (2014). Factors influencing leisure-time physical activity and health-related quality of life (in Slovenian). *Obzornik zdravstvene nege (Slovenian Nursing Review)*, 48(2), 113-126. Doi: 10.14528/snr.2014.48.2.18
- Billings, A., Brown, N., Brown, K., Guo Q., Leeman, M., **Ličen, S.**, Novak, D. & Rowe, D. (2013). From pride to smugness and the nationalism between: Olympic media consumption effects on nationalism across the globe. *Mass Communication and Society*, 16(6), 910-932. Doi: 10.1080/15205436.2013.822519
- Ličen, S.** (2013). "Black as Kenenisa Bekele in a tunnel": Representation of African athletes in Slovenian Olympic broadcasting. *Ecquid Novi: African Journalism Studies*, 34(2), 93-108. Doi: 10.1080/02560054.2013.788455
- Ličen, S.** & Billings, A.C. (2013). Affirming nationality in trans-national circumstances: Slovenian coverage of continental franchise sports competitions. *International Review for the Sociology of Sport*, 48(6), 751-767. Doi: 10.1177/1012690212446821
- Ličen, S.** & Billings, A.C. (2013). Cheering for "our" champs by watching "sexy" female throwers: Representation of nationality and gender in Slovenian 2008 Summer Olympic television coverage. *European Journal of Communication*, 28(4), 379-396. Doi: 10.1177/0267323113484438
- Ličen, S.** & Billings, A.C. (2012). Two perspectives on one competition: Slovenian coverage of artistic gymnastics at the 2008 Summer Olympics. *Science of Gymnastics*, 4(3), 49-59.
- Slabe Erker, R., Kustec Lipicer, S., & **Ličen, S.** (2012). Sport for all and the state in Slovenia: A review. *Šport*, 59 (1/2), 13-18.
- Dežman, B. & **Ličen, S.** (2010). A reference model of the structure of the game of basketball. *Šport*, 58(1-2), 68-74.

- Billings, A.C., MacArthur, P.J., **Ličen, S.**, & Wu D. (2009). Superpowers on the Olympic basketball court: The United States versus China through four nationalistic lenses. *International Journal of Sport Communication*, 2(4), 380-397.
- Ličen, S.** & Doupona Topič, M. (2008). The imbalance of commentators' discourse during a televised basketball match. *Kinesiology*, 40(1), 61-68.
- Doupona Topič, M., Bergant, S., Weiss, O., & **Ličen, S.** (2007). A sport index as a mean for assessing the societal significance of sport. *Šport*, 55(4), 36-39.
- Ličen, S.**, Lozar Manfreda, K., & Hlebec, V. (2006). The quality of survey questions published on Slovenian journalistic web sites. *Metodološki zvezki*, 3(2), 355-368.
- Ličen, S.**, Dežman, B., & Plut, R. (2006). Analysis of referee and umpire calls in basketball. *Šport*, 54(4), 13-17, suppl.
- Ličen, S.**, Cecić Erpić, S., & Doupona Topič, M. (2006). Athlete-coach relationship in Slovenian top-level basketball teams. *Šport*, 54(4), 44-48, suppl.
- Ličen, S.**, & Lončar, M. (2006). Cognitive and conative dimension of referees in ball sports. *Šport*, 54(3), 16-20.
- Lončar, M., Dežman, B. & **Ličen, S.** (2004). Tracking two and three referees with a computer. *FIBA Assist*, (8), 40-43.

BOOK CHAPTERS – PEER-REVIEWED

Published

- Ličen, S.** (2021). More than fun and games: How the world will look at American sports—and America—after Covid-19. In Billings, A.C., Wenner, L., & Hardin, M. (Eds.), *American Sport in the Shadow of a Pandemic: Communicative Insights* (pp. 31-46). Pieterlen and Bern, Switzerland: Peter Lang.
- Ličen, S.** & Jedlicka, S. (2021). Governance of Professional Sport Beyond the U.S. In Ruihley, B.J. & Li, B. (Eds.), *Administration and Governance in a Global Sport Economy* (pp. 229-246). Dubuque, IA: Kendall-Hunt.
- Ličen, S.** (2020). Bailouts and tax breaks: Slovenian Olympic Committee's communication during Covid-19. In P. M. Pedersen, B. J. Ruihley, & B. Li (Eds.), *Sport and the pandemic: Perspectives on Covid-19's impact on the sport industry* (pp. 137-145). London: Routledge.
- Kustec, S. & **Ličen, S.** (2020). Sport and Welfare in Central and Eastern European countries. In Martelli, S., Testa, A., & Porro, N. (Eds.). *Sport, Welfare and Social Policy in the European Union* (pp. 132-142). London: Routledge.
- Ličen, S.** (2019). Sport and National Identity: Building a Nation Through Mediated Distinction. In Pedersen, P., Thibault, L., & Thompson, A. (Eds.), *Contemporary Sport Management*, 6th ed. (p. 387). Champaign, IL: Human Kinetics.
- Ličen, S.** (2018). Field Interview. In Bass, J. R. (Ed.), *Introduction to Sport Management*, 2nd ed. (p. 133-134). Champaign, IL: Human Kinetics.
- Ličen, S.** (2017). Sport as international communication. In Billings, A. C. (Ed.), *Defining Sport Communication* (pp. 209-222). London: Routledge.

- Billings, A., Brown, N., Brown, K., Guo Q., Leeman, M., **Ličen, S.**, Novak, D. & Rowe, D. (2016). From pride to smugness and the nationalism between: Olympic media consumption effects on nationalism across the globe. In Billings, A. and Hardin, M. R. (Eds.), *The Global Impact of Olympic Media at London 2012* (Chapter 5). London: Routledge. (Reprint)
- Ličen, S.** (2016). The eternal talent, the French Senegalese, and the coach's troop: Broadcasting soccer on Slovenian public television. In van Sterkenburg, J. and Spaaij, R. (Eds.), *Mediated Football: Representations and Audience Receptions of Race/Ethnicity, Nation and Gender* (Chapter 5). London: Routledge. (Reprint)
- Ličen, S.** (2013). Slovenia. In Horkey, T. and Nieland, J.-U., *International Sports Press Survey 2011* (pp. 148-162). Norderstedt: Book on Demand.
- Ličen, S.** (2012). Mister Olympic programming. In Eastman, S. and Ferguson, D., *Media Programming: Strategies and Practices* (9th ed.) (Chapter 7, Non-Prime-Time Programming, pp. 18-19). Stamford, CT: Wadsworth.
- Dežman, B. & **Ličen, S.** (2012). A reference model of period structure in a basketball game. In Dežman, B. (Ed.), *Struktura košarkarske igre in igralna učinkovitost* (pp. 3-12). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Dežman, B. & **Ličen, S.** (2012). A model of the course of a basketball game. In Dežman, B. (Ed.), *Struktura košarkarske igre in igralna učinkovitost* (pp. 13-26). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Dežman, B. & **Ličen, S.** (2009). Studying basketball officiating and basketball officials. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 11-15). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Dežman, B. & **Ličen, S.** (2009). Infraction calls in three-person officiating with regard to the officials' on-court position. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 95-105). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Dežman, B., **Ličen, S.**, & Plut, R. (2009). Infraction calls in two-person officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 87-94). Faculty of Sport, Institute for kinesiology.
- Ličen, S.** (2009). (Im)partialness and subjectiveness in the discourse of sports journalism. In Velikonja, M., Stankovic, P. and Starc, G. (Eds.), *Kalejdoskop športa: uvod v športne študije* (pp. 233-247). Maribor: Aristej.
- Ličen, S.** (2009). Psychological dimensions of basketball officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 1-10). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.** (2009). A sociodemographic profile of elite Slovenian basketball officials. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 17-25). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.**, Dežman, B., & Plut, R. (2009). Comparison of referee and umpire calls in basketball. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 77-85). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Lončar, M., Dežman, B., & **Ličen, S.** (2009). Differences in distance covered by and movement speed of officials in two-person and three-person officiating. In Dežman, B.

- and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 37-48). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Lončar, M. & **Ličen, S.** (2009). Officials' heart rate in two-person and three-person officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 57-64). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.** (2009). Distance covered/fatigue and heart rate/functional loading of a basketball official in three-person officiating. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 65-75). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Ličen, S.**, Turk, J., & Doupona Topič, M. (2009). Violence experienced by basketball officials. In Dežman, B. and Ličen, S. (Eds.), *Košarkarsko sojenje: zbornik raziskav* (pp. 107-115). Ljubljana: Faculty of Sport, Institute for kinesiology.
- Doupona Topič, M., Weiss, O., Methlagl, M., & **Ličen, S.** (2009). The role of sport in society. In Doupona Topič, M. & Ličen, S. (Eds.), *Sport, Culture & Society: an Account of Views and Perspectives on Social Issues in a Continent (and Beyond)* (pp. 60-64). Ljubljana: University of Ljubljana, Faculty of Sport.
- Ličen, S.** (2008). The objective cheer: An overview of ethical codification in sports reporting. In Doupona Topič, M. & Ličen, S. (Eds.), *Sport, Culture & Society: an Account of Views and Perspectives on Social Issues in a Continent (and Beyond)* (pp. 93-98). Ljubljana: University of Ljubljana, Faculty of Sport.
- Ličen, S.**, & Bračič, M. (2008). Attitudes to doping among players in Slovenian top-level basketball teams. In Milanović, D., & Prot, F. (Eds.), *5th International Scientific Conference on Kinesiology, Zagreb, Croatia, September 10-14, 2008. Proceedings book* (pp. 774-776). Zagreb: Faculty of Kinesiology, University of Zagreb.
- Ličen, S.** (translator) (2007). Olympics and the mass media. In Girginov, V., Parry, J.S., & Hosta, M. (Eds.), *The Olympic Games Explained: A Student Guide to the Evolution of the Modern Olympic Games* (Slovenian edition) (pp. 52-64). Ljubljana: Faculty of sport, Institute for Sport.
- Ličen, S.**, Plut, R., & Dežman, B. (2006). Analysis of referees' interventions in basketball. In Dancs, H., Hughes, M., & O'Donoghue, P. (Eds.). *Book of proceedings* (pp. 138-149). Szombathely: Berzsényi Daniel College.

RESEARCH REPORTS

- Kustec Lipicer, S., & **Ličen, S.** (2011). *State interventions for the sport activity of the population: Assessments and perceptions of executors and decision-makers*. Ljubljana: University of Ljubljana, Centre for Policy Analyses.
- Kustec Lipicer, S., Slabe Erker, R., **Ličen, S.**, & Bilavčič, N. (2011). *Efficient governmental support for the sport activity of the population*. Ljubljana: University of Ljubljana, Centre for Policy Analyses and Institute for Economic Research.

HANDBOOKS

- Ličen, S.**, & Erčulj, F. (Eds.) (2006). *Mini-basketball Officials' Handbook*. Ljubljana: Faculty of Sport, Institute for sport, 2006.

Ličen, S., & Erčulj, F. (Eds.) (2006). *Basketball Rules for Beginning Referees*. Ljubljana: Faculty of Sport, Institute for sport.

Ličen, S., & Dežman, B. (Eds.) (2003). *Officiating Mechanics for Beginning Basketball Referees*. Ljubljana: Faculty of Sport, Institute for sport.

CONFERENCE PRESENTATIONS – PEER REVIEWED

Accepted, forthcoming

Ličen, S., Huang, L., Xiao, B., & Bi, X. (2023, Mar.). Newspaper coverage of sport in China, Slovenia and the United States. Accepted for presentation at the 4th World Association for Sport Management conference, Doha, Qatar.

Ličen, S. & Čermelj, N. (2023, Mar.). Social media promotional strategies of the 2022 Winter Olympic Games. Accepted for presentation at the 4th World Association for Sport Management conference, Doha, Qatar.

Girginov, V., Akindes, G., Lamay, C., & **Ličen, S.** (provisional order) (2023, Mar.). Invited symposium on communicating sport management as a scientific discipline (working title). Proposed by the organizers of the 4th World Association for Sport Management conference, Doha, Qatar.

Ličen, S. & Čermelj, N. (2023, Mar.). Promoting the 2022 Winter Olympics on Chinese and Western Social media. Accepted for presentation at the 2023 Summit on Communication and Sport, Barcelona, Spain.

Wenner, L., Billings, A., Hardin, M., Butterworth, M., Frederick, E., Pegoraro, A., Ramon, X., & **Ličen, S.**, (2023, Mar.). A Blessing or a Curse? Sport Management, Professional Education, and the Trajectory of Communication and Sport Inquiry. Accepted for presentation at the 2023 Summit on Communication and Sport, Barcelona, Spain.

Completed

Ličen, S. (with Huang, L., Xiao, B., & Bi, X.) (2022, June). Sports reporting in the East and West: ISPS 2021 in China and the US. Play the Game, Odense, Denmark.

Antunovic, D., **Ličen, S.**, Bartoluci, S., (2022, May). "Our" Region, Many Voices: Sports Media Research in Central and Eastern Europe. Sports Communication Interest Group (SCIG), International Communication Association pre-conference, Paris, France.

Ličen, S. (2022, Mar.). The different worlds of sports reporting: A comparative analysis of print media sports reporting on five continents. National results of the International Sports Press Survey 2021 (United States). IACS Summit on Communication and Sport, Glassboro, NJ, USA.

Ličen, S. (with Crawford, T., & McGrath, C.) (2019, Oct.). Like in the movies? Giving a voice to international female student-athletes at American universities. Play the Game, Colorado Springs, CO, USA.

Ličen, S. (with Jedlicka, S.) (2019, Oct.). Teach your children well: Sport management v. sport for development at American universities. Play the Game, Colorado Springs, CO, USA.

- Crawford, T., **Ličen, S.**, & McGrath, C. (2019, April). Female International Athletes at American Universities: Reasons to Attend and Experiences that Followed. College Sport Research Institute, Columbia, SC, USA.
- Ličen, S.** (2019, Mar.). Shifting Meanings of National Identity in Three Countries. Summit on Communication and Sport, Boise, ID, USA.
- Dominy, M. & **Ličen, S.** (2019, Mar.). Media Framing of FIFA's Human Rights Scandals, 2010-2018. Summit on Communication and Sport, Boise, ID, USA.
- Ličen, S.** (2018, Apr.). National Identification and Mediated Sport in Global Contexts. Summit on Communication and Sport, Bloomington, IN, USA.
- Ličen, S.** (2018, Apr.). Twitter Activity of the International Basketball Federation. Summit on Communication and Sport, Bloomington, IN, USA.
- Ličen, S.** (2018, Mar.). Twitter Activity of the International Basketball Federation. Washington State University Academic Showcase.
- Ličen, S.** (2017, Nov.). Impact and Legacy of the 2013 EuroBasket in Slovenia. Play the Game, Eindhoven, The Netherlands.
- Ličen, S.** & Willoughby, R. (2017, May). Focused World Engagement: Twitter Activity of the International Basketball Federation. North American Society for Sport Management conference, Denver, CO, USA
- Ličen, S.**, Billings, A.C., & Brown, K. (2017, Apr.). Envisioning Slovenia, Telecast from Brazil: Relationships Between National Identity and Slovenian Viewership of the 2016 Rio Summer Olympic Games. Summit on Communication and Sport, Phoenix, AZ, USA
- Sipocz, D., Coche, R., Billings, A.C., **Ličen, S.**, & Smith, L. (2017, Apr Covering the Rio Olympics (panel). Summit on Communication and Sport, Phoenix, AZ, USA
- Ličen, S.** (2016, Nov.). Effects of Media Consumption of Two (Mega-) Events in Slovenia. North American Society for the Sociology of Sport, Tampa Bay, FL, USA.
- Ličen, S.** (2016, Mar.). Cataloguing Sport Communication Programs: An IACS Initiative. Summit on Communication and Sport, Grand Rapids, MI, USA.
- Ličen, S.**, Coche, R., Horky, T., Onwumehili, C., Wenner, L., Haynes, R. (2016, Mar.). The Internationalization of Communication and Sport. Summit on Communication and Sport, Grand Rapids, MI, USA (panel organizer/moderator).
- Ličen, S.**, Butterworth, M.L., Grano, D.A., Oates, T.P., Wenner, L. (2015, Mar.). Forty Years of Mythic Spectacle. Summit on Communication and Sport, Charlotte, NC, USA (panel organizer/moderator).
- Alspach, S.L., Horky, T., Nie T., Onwumehili, C., Walker, J., **Ličen, S.** (2015, Mar.). The Internationalization of Communication and Sport. Summit on Communication and Sport, Charlotte, NC, USA (panel organizer/moderator).
- Hassall, K.M., & **Ličen, S.** (2015, Mar.). A Double Minority in a WASP's World: Impact of Media Representation on the Identities of Female Minority Rowers. Summit on Communication and Sport, Charlotte, NC, USA.
- Ličen, S.** (2014, June). EuroBasket 2013: Perceived impact and potential legacy. Sport&EU conference, Köln, Germany.

- Ličen, S.**, Slabe-Erker, R., & Cole, A.N. (2014, May). Mega-events in new democracies: Public perception of benefits associated with the 2013 men's EuroBasket. North American Society for Sport Management conference, Pittsburgh, PA, USA.
- Ličen, S.**, Lončar, M., Delorme, N., Begović, M., & Horky, T. (2014, Mar.). Major events for major promotion? International newspaper coverage of the 2013 Men's EuroBasket. Summit on Communication and Sport, New York City, NY, USA.
- Billings, A., Brown, N., Brown, K., Guo Q., Leeman, M., **Ličen, S.**, Novak, D. & Rowe, D. (2013, Aug.). From pride to smugness and the nationalism between: Olympic media consumption effects on nationalism across the globe. Association for Education in Journalism and Mass Communication Conference, Washington, D.C., USA.
- Ličen, S.** (2013, Feb.). "Congratweetlations!" 2012 Olympic twitting by the Slovenian public radio. Communication & Sport Summit, Austin, TX, USA.
- Ličen, S.** & Billings, A.C. (2012, Nov.). Affirming nationality in trans-national circumstances: Slovenian coverage of continental franchise sports competitions. National Communication Association 98th Annual Convention, Orlando, FL, USA.
- Kustec Lipicer, S., Slabe Erker, R. & **Ličen, S.** (2012, Sep.). Governance of sport for all policies in Slovenia. European Association for Sport Management Conference, Aalborg, Denmark.
- Ličen, S.** & Billings, A.C. (2012, Mar.). Cheering for "our" champs by watching "sexy" female throwers: Representation of nationality and gender in Slovenian 2008 summer Olympic television coverage. Communication & Sport Summit, East Peoria, IL, USA.
- Ličen, S.** (2011, Oct.). Embracing or despising diversity? Sports broadcasts on public television, the case of Slovenia. Play the Game, Cologne, Germany.
- Ličen, S.** & Doupona Topič, M. (2010, May). Athlete portrayals in TV Slovenia's 2008 Olympic coverage. European Association for the Sociology of Sport, Porto, Portugal.
- Ličen, S.** & Doupona Topič, M. (2009, Nov.). Biased representations and bizarre remarks in Slovenian Olympic telecasts. North American Society for the Sociology of Sport, Ottawa, Canada.
- Billings, A.C., MacArthur, P.J., **Ličen, S.**, & Wu D. (2009, Nov.). Superpower on the Olympic basketball court: U.S. vs. China through four nationalistic lenses. North American Society for the Sociology of Sport, Ottawa, Canada.
- Ličen, S.** (2009, May). Us vs. them: Partisanship in the discourse of Slovenian sports telecasters. European Association for the Sociology of Sport, Rome, Italy.
- Ličen, S.** & Doupona Topič, M. (2009, May). Can the press fire a coach? An analysis of the relation between Aleksandar Džikić and newspaper journalists. European Association for the Sociology of Sport, Rome, Italy.
- Ličen, S.** & Bračić, M. (2008, Sept.). Attitudes to doping among players in Slovenian top-level basketball teams. International Scientific Conference on Kinesiology, Zagreb, Croatia.
- Ličen, S.** (2008, May). The respect of journalistic principles by sports journalists. European Association for the Sociology of Sport, Bled, Slovenia.

- Ličen, S.** (2006, Dec.). A comparison of play-by-play broadcasts of a basketball match on two TV stations. International Christmas Postgraduate School, Szombathely, Hungary.
- Ličen, S.,** Plut, R., & Dežman, B. (2006, Aug.). Analysis of referees' interventions in basketball. World Congress of Performance Analysis of Sport, Szombathely, Hungary.
- Ličen, S.,** Lozar Manfreda, K., & Hlebec, V. (2005, Sept.). The quality of survey questions published on Slovenian journalistic websites. International Conference of Applied Statistics, Ribno, Slovenia.

GRANT ACTIVITY AND PROPOSAL DEVELOPMENT

- “British media coverage of English Premier League club ownership,”** submitted to the Washington State University College of Education 2022-2023 Faculty Research Funding Awards. July 2022-June 2023. Amount requested: \$5000, funded. Role on the project: Principal Investigator (PI).
- “Krajša in daljša gostovanja tujih strokovnjakov in visokošolskih učiteljev na slovenskih visokošolskih zavodih 2019-2022”** [Short-term and long-term visits by foreign experts and higher education instructors at Slovenian institutions of higher education, 2019-2022], funded by the Ministry of Education, Science and Sport of the Republic of Slovenia. Total value €10,655.59, funded. Role on the project: Visiting faculty, long-term visit (three months).
- “Un passo avanti”** [A step forward], grant proposal submitted to the Chair/Con il SUD Foundation in Italy. Not funded. Role on the project: Interpreter.
- “Fool’s Gold: A Series,”** proposal submitted to the Amazon Catalyst program. Amount requested: \$25,000, not funded. Role on the project: Principal Investigator.
- “Toward a Contemporary Measure of Nationalism,”** proposal submitted to the FACE Foundation Thomas Jefferson Fund program. Amount requested: \$17,860, not funded. Role on the project: Co-Principal Investigator (Co-PI), with Nicolas Delorme (University of Bordeaux in Bayonne).
- “National Identification and Mediated Sport in Global Contexts,”** proposal submitted to the Washington State University Office for Grants and Research Development 2017 New Faculty Seed Grant awards. Amount requested: \$20,400, not funded. Role on the project: Principal Investigator (PI).
- “National Identification and Mediated Sport in Global Contexts,”** submitted to the Washington State University College of Education 2017-2018 Faculty Research Funding Awards. July 2017-June 2019. Amount requested: \$5000, funded. Role on the project: Principal Investigator (PI).
- “Towards a Theory of Sport Communication in Africa: A Theory of Sports Journalism,”** Letter of Intent submitted to the Washington State University Office of Research Grand Challenges Seed Grant awards. Estimated amount: \$15,000, not funded. Role on the project: Principal Investigator (PI).
- “Content and motivation to follow social media in sports: An international study,”** submitted to the Washington State University Office for Grants and Research

Development 2015 New Faculty Seed Grant awards. August 2015-June 2016.
Amount requested: \$29,025, not funded. Role on the project: Principal Investigator (PI).

“Content and motivation to follow social media in sports: An international study,”
submitted to the Washington State University College of Education 2015-2016
Faculty Funding Awards. August 2015-June 2016. Amount requested: \$4910, funded.
Role on the project: Principal Investigator (PI).

Virtual 5K for Research, funds recipient, October 2014. Amount collected: \$817, funded.

“Football as a Carrier of Identity Change”, international project submitted to the
Humanities in the European Research Area Joint Research Programme on Cultural
Encounters. June 2013-June 2016. Amount requested €160.000 (Slovenia only), not
funded. Role on the project: Principal Investigator (PI).

“Efficient State Support for Population Sports Activity” (orig. Učinkovita državna
podpora za športno aktivnost državljanov), project No. V5-1031 funded by the
Slovenian Research Agency (Agencija za raziskovanje Republike Slovenije). October
1, 2010-September 30, 2012. Amount granted: €30.000, funded. Role on the project:
Research associate.

TEACHING EXPERIENCE/COURSES TAUGHT (undergraduate unless specified)

WASHINGTON STATE UNIVERSITY (2013-present)

SpMgt 367 Sport in American Society

SpMgt 379 Sport Communication

SpMgt 384 Global Sport Management

SpMgt 491 Internship supervision

SpMgt 579 Mass Communication for Sport Organizations (graduate) (in-person and online)

UNIVERSITY OF PRIMORSKA, FACULTY OF TOURISM STUDIES (Fall 2020)

Business Tourism and Events (graduate)

Sport Tourism (graduate)

Event Management

Congress Events and Tourism

Sport Events and Tourism

Fundamentals of Event Management

Congress Management

BEIJING SPORT UNIVERSITY, SCHOOL OF INTERNATIONAL SPORT ORGANIZION (2015-present)

Sport Journalism

External curriculum reviewer, Beijing Sport University, Department of Foreign Languages,
May-June 2017

UNIVERSITY OF LJUBLJANA, FACULTY OF SPORT (2005-2010)

Sport and Media

Sport Sociology

Theory and Methodics of Basketball

INVITED/GUEST LECTURES

Beijing Foreign Studies University, Center for International Sport Communication and Diplomacy Studies, "Transition, Transformation, Transcendence: International Forum on the Olympic Communication and Media Operation in the East Asia (2018-2022)," *Content Analysis of Official Social Media Accounts of the XXIV Winter Olympic Games*, Beijing, China, Apr. 23, 2022.

University of Primorska, Faculty of Tourism Studies, *Motivations to watch and participate in sporting events* (graduate), Dec. 23, 2021

Presidency of the Republic of Croatia to the Council of the European Union, *Role and Influence of Media in Sport* conference, keynote speaker, June 2020 (cancelled due to Covid-19)

Washington State University, Sport Management Research Meetings, *Sustainability in Sport Management Education at American Universities* (open), Oct. 9, 2019

Beijing Sport University, *Effects of Media and Sport* (all-university), June 6, 2019

Beijing Sport University, *Current trends in sport media* (all-university), June 4, 2018

University of Memphis, *Olympic Broadcasting* (undergraduate), Feb. 12, 2018

University of Ljubljana, Faculty of Social Sciences, *Sport journalism* (graduate), Nov. 23, 2017

Washington State University, Sport Management Research Meetings, *Impact and Legacy of Major Sports Events: Findings from the 2013 EuroBasket* (open), Oct. 25, 2017

University of Memphis, Honors College, *Olympic Broadcasting* (undergraduate), Nov. 7, 2016

Lewis-Clark State College, Dr. Bob Frederick Sport Leadership Lecture Series, [Lessons from the Rio 2016 Olympics](#) (all-university and general public), Oct. 12, 2016

University of Ljubljana, Faculty of Social Sciences, *Sport journalism* (undergraduate), May 25, 2016

University of Ljubljana, Faculty of Social Sciences, *Sport journalism* (graduate), Nov 18, 2014

University of Ljubljana, Faculty of Social Sciences, *Introduction to Sport Journalism* (undergraduate), Mar. 11, 2013

University of Primorska, *The relation between media and sport* (undergraduate), Dec. 13, 2012

University of Ljubljana, Faculty of Social Sciences, *Sports journalism discourse* (undergraduate), Nov. 12, 2012

University of Ljubljana, Faculty of Social Sciences, *Sports journalism and its relations with politics and corporate interests* (graduate), Nov. 7, 2012

University of Ljubljana, Faculty of Social Sciences, *Sports journalism and sports reporting* (undergraduate, graduate), 2012-2013

University of Alabama, *Cultural diversity in sports broadcasting: Notions of identity on Slovenian television* (undergraduate), Mar. 26-28, 2012

University of Ljubljana, Faculty of Social Sciences, *Sport as a tool of diplomacy* (undergraduate), Jan. 18, 2012

STUDENT COMMITTEE MEMBERSHIPS

(asterisk denotes advisor role/committee chairmanship)

Doctoral dissertation

- Kelsey Elizabeth Quinn (La Trobe University, Australia), 2022 – external examiner

Master's theses

- Nastja Čermelj* (University of Primorska, Slovenia), 2022 – co-mentor
- Emily Weber*, 2020
- Mary Barnett*, 2016 – co-chair
- DJ Mackie, 2016
- Barbara Bejek*, 2016 (University of Ljubljana, Slovenia) – co-mentor
- Devon E. Carroll, 2015
- Kerry M. Hassall*, 2015

Master's comprehensive exam

- Bailey Arnold*, 2023 (anticipated)
- Gabriel Chaikin*, 2023 (anticipated)
- Gabrielle Charles*, 2023 (anticipated)
- Krystal Leger-Walker*, 2023 (anticipated)
- Erica Fraley, 2022
- Robert Jackson, 2022
- Marie Lund-Hansen*, 2022
- Taylor MyCoy, 2022
- Austin Melhart, 2022
- Scott J. Driscoll*, 2021
- Lewis Hubbard*, 2021
- Kylar Hunt, 2021
- Andrew Kalahar*, 2021
- Hailie Palafox, 2021
- Taylor Shewchuk, 2021
- Marit Thorkildsen, 2021
- Cassie Thompson*, 2020
- Binta Bojang, 2020
- Melissa Dominy*, 2020
- Hayley Halkovic*, 2020
- Monica McNamara, 2020
- Shaorui Zhu, 2020
- Rachel Horras, 2019
- Jordan Hunter, 2019
- Wei Ching Liao*, 2019
- Kaitlyn Layman*, 2019
- Titus Nordquist, 2019
- Jacob Staniszewski, 2019
- Michael Marlow*, 2018
- Henry Evans*, 2018
- Jaime Flowers, 2018
- Cheyenne Gaspar, 2018
- Marielle (Molly) Gagnon, 2018
- Deja'Nay Gilliam*, 2018
- Kourtney Guetlein, 2018
- Melissa Olsen, 2018
- Gordon Anderson, 2017
- Ethan Cobb*, 2017
- Kelly Forsyth, 2017
- Korin Hedlund, 2017
- Alec Hurley, 2017
- Dominique Kropp, 2017
- Anastasia Rarig, 2017
- Jessica Reagan, 2017
- Robert Willoughby, 2017
- Chase Winkler, 2017
- Hayase Yoshizumi, 2017
- Brandon Altenburg, 2016
- Kendall Boliba*, 2016
- Christine Cook, 2016
- Giles Dakin-White, 2016
- Leigha Krick, 2016

- Katelyn Spradley*, 2016
- Tess Taylor*, 2015
- Spencer Roland, 2015
- Jennifer Hale, 2015
- Rachel Wright, 2015
- Hannah Gwazdauskas, 2015

Honors theses

- William Millick, 2021
- Emily Fallin*, 2021
- Julia Brady*, 2019
- Jim Crawford*, 2015
- Kelly Forsyth, 2015
- Jaci Barbano, 2014

Ronald E. McNair Post-Baccalaureate Achievement Program

- Teresa Zaragoza*, 2017-2018

Bachelor's theses (University of Ljubljana)

- Mojca Horn, 2012
- Peter Pavšič, 2011
- Alenka Perhavec, 2011
- Stjepan Paladin* (co-mentor), 2010
- Gašper Sojar, 2010
- Jaka Potrpin, 2009
- Jurij Nučič, 2009
- Gregor Štorman, 2009
- Polona Jarc, 2006

ACADEMIC SERVICE

JOURNAL EDITORSHIP

Sport & EU Review, *Co-editor*, 2010-2014

Communication and Sport, *Special issue co-editor*: Sport and Mediatization: Sports Events and Cultures Across the World, 2021-2022

EDITORIAL BOARD MEMBERSHIPS

Communication and Sport (current impact factor: 3.183), 2019-present

Sociology of Sport Journal (current impact factor: 2.349), 2014-2017

Journal of ALESDE (Asociación Latinoamericana de Estudios Socioculturales del Deporte), 2010-2015

Šport (Ljubljana), 2009-2011

JOURNAL AND BOOK REVIEWERSHIPS (alphabetical order)

Communication and Sport; Edward Elgar (book chapter review); European Journal of Communication; International Journal of the History of Sport; International Journal of Sport Communication; International Review for the Sociology of Sport; Journal of Sport Management; Mass Communication and Society; Medijska istraživanja/Media Research; New Media and Society; Routledge (book proposal reviewer); Science of Gymnastics; Sociology of Sport Journal; Šport; Sport in Society.

CONFERENCE BOARD MEMBERSHIPS

Play the Game 2019 conference, Program Committee, Colorado Springs, CO, 2019

5th Conference of the European Association for the Sociology of Sport, Secretary, Organizing Committee, Bled, Slovenia, 2008

CONFERENCE REVIEWERSHIPS (alphabetical order)

European Association for the Sociology of Sport, European Communication Research and Education Association, Kinesiology, National Communication Association, North American Society for Sport Management, Play the Game, Summit on Communication and Sport.

WASHINGTON STATE UNIVERSITY SERVICE (selected)

Faculty Senate Committee on Committees, member, **2022-present**

College Graduate Studies Committee, member, **2022-present**

College Scholarship Committee, member, **2020-present**

University Graduate School Mentor Academy, member, **2020-present**

College Grants and Research Advisory Committee, member, **2017-2020**

University Visioning Conference, delegate, **2019**

WSU Unified Sports Club, committee chair, **2018-2020**

College Leadership Team, member, **2018-present**

Memorandum of Understanding, Coordinated signing of MOU with Beijing Sport University, **2017-2018**

Sport Management Research Meetings, Monthly faculty and student research presentation series, creator and director, **2016-2020**

Study Abroad Program Director (trip cancelled due to insufficient registrations), **2016**

College Diversity and International Committee, member, **2015-2020**

Three-Minute Thesis, judge, **2015**

Undergraduate program assessment, committee member, **2014-2017**; assessment director, **2018-present**

Graduate program assessment, committee member, **2014-2017**; assessment director, **2018-present**

Gordon-Enberg Sport Management Speaker Series, convenor, **2014-2017, 2020**

New Faculty Orientation, panellist, **2014**

Scholarship application reviewer, **2014-present**

Recruitment and student development activities, incl. Week of Welcome leader/presenter, Athletics Professional Development Kickoff presenter, University Preview presenter, Future Cougars of Distinction host, **2014-present**

Social media director, Sport Management program, **2013-present**

LEADERSHIP IN PROFESSIONAL AND ACADEMIC ORGANIZATIONS (selected)

International Association for Communication and Sport, Board of Directors, 2012-2016

UNESCO Management of Social Transformation (MOST) National Committee, Member, 2012-2015

SPOLINT—International Institute for Sustainable Development, Policy, and Diplomacy of Sport, Advisory Board, 2010-2016

UNESCO Slovenian National Commission, Member, 2010-2014

Society of Young Researchers of Slovenia, President, Selection Committee, Mentor of the Year Award, 2010, 2011

I Came to Play basketball-humanitarian camp, Academic Director, Fruška Gora, Serbia, 2009-2010

Society of Young Researchers of Slovenia, Executive Board, 2007-2009

SPORT INDUSTRY LEADERSHIP ROLES (selected)

Institute for Sports and Events Medvode (Zavod za šport in prireditve Medvode), Technical Committee, 2013-2014

Sport Union of Slovenia (Športna unija Slovenije), Technical Committee, 2009

Association of Basketball Officials of the Slovenian Coast (Društvo obalnih košarkarskih sodnikov), Founding Member (2003), Board Member (2003-2011), President, Technical Committee (2003-2007)

Slovenian Association of Basketball Officials (Združenje košarkarskih sodnikov Slovenije), Secretary of the Technical Committee, 2003

SELECTED ACCOMPLISHMENTS

Fluent in Slovenian, Italian, English, Serbian and Croat languages (spoken and written), limited knowledge of German, Spanish and French.

Held over 60 lectures, courses and seminars for a variety of professional institutions and organizations including Television Slovenia, Institute for Fair Play and Tolerance in Sport, Basketball Federation of Slovenia, Slovenian PR Society, I Came to Play NGO, City Office for Sport in Ljubljana.

Interviewed by or quoted in the following media outlets in Estonia, Italy, Serbia, Slovenia, the United Kingdom, Ukraine, the United States: **Ampak** (2008), **Daily Evergreen** ([May 1, 2017](#)), **Delo** (incl. Dec 22, 2011, May 11, 2013, [May 8, 2018](#)), **Dnevnik** (incl. [Aug 19, 2014](#)), **Finance** ([Sep 17, 2013](#)), **The Guardian** ([Oct 9, 2014](#)), **Harrisburg Patriot-News** (April 24, 2011: [1](#), [2](#)), **Huffington Post** (op-ed on [Aug 22, 2016](#)), **Jalka** (October 2015), **KLEW** ([Aug 21, 2014](#), TV and web), **Lewiston Tribune** (October 28, 2014), **MMC RTVSLO** (incl. [Jul 31, 2009](#), [Feb 5, 2014](#), [Mar 24, 2014](#), [Sep 1, 2014](#), [Aug 3, 2016](#), [Mar 27, 2019](#)), **Nedeljski Dnevnik** (Sep 2017), **NetsDaily** ([Sep 16, 2006](#)), **Pacific Standard Magazine** ([Jan 30, 2014](#)), **POP TV** (incl. [Nov. 5, 2020](#)), **Primorske novice** (incl. [Dec 22, 2011](#)), **Radio Capodistria** ([Dec 5, 2015](#), [Aug 7, 2016](#), [Mar 4, 2018](#), [Jul 4, 2018](#), [Aug. 31, 2020](#)), **Radio Capris**, **Radio Hit**, **Radio Slovenija** (incl. [1](#), [Sep 18, 2013](#), [Jan 9, 2014](#), [Feb 4, 2014](#), [Jun 12, 2014](#), [Aug 3, 2016](#), [Aug 18, 2016](#), [Aug. 28, 2020](#)), **Radio Sora**, **Slovenian Press Agency**, **Slovenske novice**, **Sotočje** (2013), **Številke** podcast ([Jan 30, 2015](#)), **Tennis Italiano** (September 2005), **TV Apolo** (August 2010), **TV Koper-Capodistria** (incl. [Oct 29, 2015](#)), **TV Maribor**, **TV Medvode**, **TV Slovenija**, **Večer** (incl. [Aug. 6, 2022](#)), **WalletHub** ([August 2016](#)), **Washington State Magazine** ([Summer 2015](#)), **WikiNews** (November 16,

2013, in [English](#) and [Ukrainian](#)), **WSU News** ([Oct 7, 2013](#), [Aug 12, 2014](#), [Oct 27, 2014](#), [Mar 25, 2015](#), [Jan 17, 2017](#), [Feb 26, 2019](#), [Mar 27, 2019](#)).

Panelist for: **SportForum** (Ljubljana, [Apr 23, 2009](#)), **Washington State University** (Pullman, August 18, 2014), **Maraton Franja Academy** (Ljubljana, [Jun 9, 2016](#)), **Foreign Language Basketball Association** (Beijing, May 12, 2018).

Former basketball referee at national and youth levels (1998-2008). Some international experience (e.g., European Championship of the Deaf, U14 European Championship for boys). Also officiated wheelchair basketball.

PROFESSIONAL MEMBERSHIPS (alphabetical, some currently inactive)

Association for the Study of Sport and the European Union (Sport & EU)

Commission on Sport Management Accreditation (C.O.S.M.A.)

European Communication Research and Education Association (E.C.R.E.A.)

European Association for Sport Management (E.A.S.M.)

International Association for Communication and Sport (I.A.C.S.)

National Communication Association (N.C.A.)

North American Society for Sport Management (N.A.S.S.M.)

North American Society for the Sociology of Sport (N.A.S.S.S.)

World Association for Sport Management (W.A.S.M.)