Thursday June 2, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 9
The Interplay among Visual Image, Communication Style, and Culture in Determining the Persuasiveness of Sport Advertising
Won Jae Seo, The University of Texas at Austin
B. Christine Green (Advisor), The University of Texas at Austin
Yongjun Sung (Advisor), The University of Texas at Austin

Thursday June 2, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 11
Intercollegiate Student-Athletes Perceptions of Equity: Are Perceptions Changing?
Ray Schneider, Bowling Green State University
Amanda Paule, Bowling Green State University

Thursday June 2, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 236
Effects of Personal Involvement and Expert Information on Fantasy Sports Consumers’ Winning Expectancy and Anticipated Emotion
Dae Hee Kwak, University of Michigan
Joon Sung Lee, University of Michigan

Thursday June 2, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 240
Sport Identity Influences in an Organizational Context: A Model of Vocational and Workplace Outcomes
Kyle Ehrhardt, University of Wisconsin-Milwaukee

Thursday June 2, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 35
Major League Baseball Franchise Attendance and the Uncertainty-of-Outcome Hypothesis
Brian Mills, University of Michigan
Rodney Fort (Advisor), University of Michigan

Thursday June 2, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 322
A Comparison of Traditional versus Athletic Variables for Predicting College Student-Athlete GPA.
James Johnson, Ball State University

Thursday June 2, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 9
The LGBT Advantage: Sexual Orientation Diversity and Diversity Strategy Contribute to Greater Organizational Performance
George Cunningham, Texas A&M University

Thursday June 2, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 11
Premises Liability: A Fitness Center Case Study
Robin Ammon, University of South Dakota

Thursday June 2, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 236
Cause Marketing via Sport Events: The Effect of Inspiration on Post-Event Behaviors
So Youn Lim, The University of Texas at Austin
Amy Rundio, The University of Texas at Austin
B. Christine Green (Advisor), The University of Texas at Austin
Thursday June 2, 2011, 8:55 AM (20-minute oral presentation (including questions))  
Room 240

The Psychological Contract and Individual Effectiveness of Student-Athletes
Christopher Barnhill, The Ohio State University  
Brian Turner (Advisor), The Ohio State University

Thursday June 2, 2011, 8:55 AM (20-minute oral presentation (including questions))  
Room 35

Demand for Individual Sports: Estimating Pay-Per-View Buyrates for the Ultimate Fighting Championship
Scott Tainsky, University of Illinois  
Steve Salaga, University of Michigan  
Carla Santos, University of Illinois

Thursday June 2, 2011, 8:55 AM (20-minute oral presentation (including questions))  
Room 322

Why Play Sport in Your Underwear? Children's Perceptions of Athlete Photos
Sarah Leberman, Massey University

Thursday June 2, 2011, 9:20 AM (Keynote)  
Room 40

Sport in the Global Community: Issues Facing the Olympic Movement from the Perspective of a Former IOC Member and Olympian
Ms. Charmain Crooks, Canadian Olympian, Olympic Medallist, IOC Member

Thursday June 2, 2011, 10:35 AM (20-minute oral presentation (including questions))  
Room 9

A Five Year Update of African-American NCAA DI-FBS Coaches
Trevor Bopp, University of Florida  
Michael Sagas, University of Florida

Thursday June 2, 2011, 10:35 AM (20-minute oral presentation (including questions))  
Room 11

Sport Beverage Labels: An Analysis of FDA Guidelines and the Potential Legal Implications for Marketing in the Sport Industry
Natasha Brison, Georgia State University  
Anita Moorman, University of Louisville  
Brenda Pitts, Georgia State University

Thursday June 2, 2011, 10:35 AM (20-minute oral presentation (including questions))  
Room 236

They Play but Do They Watch? An Examination of Tennis Consumers
Sagatomo Tokuyama, Shigakkan University  
Jason Miller, United States Tennis Association - Southern Section  
Dylan Naeger, University of Louisville

Thursday June 2, 2011, 10:35 AM (20-minute oral presentation (including questions))  
Room 240

Innovative Tools That Will Give Sizzle and Pizzazz to Your Teaching
Lisa Miller, American Public University System  
Steve Juaire, American Public University System  
Brian Freeland, American Public University System  
Larry Flegle, American Public University System
Thursday June 2, 2011, 10:35 AM (20-minute oral presentation (including questions)) Room 35

**The Impact of the Recession on Youth Sport Programs in a Local Community**

Courtney Peddle, University of Windsor
Marijke Taks (Advisor), University of Windsor

Thursday June 2, 2011, 10:35 AM (20-minute oral presentation (including questions)) Room 322

**From Transcripts to Codes to Patterns: Enhancing Qualitative Research Methods with Association Rule Discovery**

Orland Hoeber, Memorial University
Richard Wolfe, University of Victoria

Thursday June 2, 2011, 11:00 AM (20-minute oral presentation (including questions)) Room 9

**The Effect of the STAR Sportsmanship Education Module on Parents’ Self-Perceived Sportsmanship Behaviors in Youth Sport**

Dwedor Ford, North Carolina A & T State University

Thursday June 2, 2011, 11:00 AM (20-minute oral presentation (including questions)) Room 11

**Elite Sport Policy and Higher Education: The Instrumental Use of Sport to Achieve Internal and External Stakeholder Agendas**

Mathew Dowling, University of Alberta
Marvin Washington (Advisor), University of Alberta

Thursday June 2, 2011, 11:00 AM (20-minute oral presentation (including questions)) Room 236

**An Empirical Investigation of Sponsorship Activation**

Denyse Lafrance Horning, Nipissing University
Norm O'Reilly, University of Ottawa

Thursday June 2, 2011, 11:00 AM (20-minute oral presentation (including questions)) Room 240

**Voluntary Organizational Turnover Intentions: Do Leadership Behaviors and Satisfaction with the Leader Matter?**

Janelle E. Wells, University of Florida
Jon Welty Peachey, Texas A&M University

Thursday June 2, 2011, 11:00 AM (20-minute oral presentation (including questions)) Room 35

**Misplaced Priorities? Assessing Student Perceptions of Funding for Athletic Programs in Higher Education**

Brent Estes, Sam Houston State University
Ryan Zapalac, Sam Houston State University
Dustin Joubert, Texas A&M University

Thursday June 2, 2011, 11:00 AM (20-minute oral presentation (including questions)) Room 322

**Sport and Disadvantage: The Impact of Participation**

David Gallant, La Trobe University
Thursday June 2, 2011, 11:25 AM (20-minute oral presentation (including questions)) Room 9
Sport, Entertainment, and Desensitization of Violent Media: A Cross-Cultural Analysis of the Moderating Effects of Non-Violent Media
Lauren Burch, Indiana University-Bloomington
Evan Frederick, Indiana University-Bloomington
Jinwook Chung, Indiana University-Bloomington
Choongboon Lim (Advisor), Indiana University-Bloomington
Paul Pedersen (Advisor), Indiana University-Bloomington

Thursday June 2, 2011, 11:25 AM (20-minute oral presentation (including questions)) Room 11
Hoosier Whiteness and the Indiana Pacers: Understanding Strategic Change from a Critical Race Based Sensemaking Theory
Robert Scott Carey, Brock University

Thursday June 2, 2011, 11:25 AM (20-minute oral presentation (including questions)) Room 236
An Examination of the Motivations and Constraints of Sport Participants
Michael Naylor, Auckland University of Technology
Jordan Bass, Florida State University
Y. K. Kim (Advisor), Florida State University

Thursday June 2, 2011, 11:25 AM (20-minute oral presentation (including questions)) Room 240
Pacifika and Maori Leadership in New Zealand Sport: Barriers and Strategies
Ryan Holland, Massey University
Sarah Leberman (Advisor), Massey University
Farah Palmer (Advisor), Massey University
Robyn Walker (Advisor), Massey University

Thursday June 2, 2011, 11:25 AM (20-minute oral presentation (including questions)) Room 322
Working toward a Process-Based Team Identity Scale: Bridging the Gap between Social Psychology and Sport Management
Bob Heere, University of Texas at Austin
Xiaoyan Xing, Laurentian University
Luo Li, University of Texas at Austin
Dusko Bogdanov, Florida State University

Thursday June 2, 2011, 11:25 AM (20-minute oral presentation (including questions)) Room 35
The "Trickle Down Effect" of Medium Sized Sport Events: In Search for Empirical Evidence
Marijke Taks, University of Windsor
Laura Misener, University of Windsor
Laurence Chalip, The University of Texas

Thursday June 2, 2011, 1:20 PM (20-minute oral presentation (including questions)) Room 9
Corporate Social Responsibility and Sport: The case of the British Olympic Association’s FTSE-BOA Initiative
Matthew Dowling, University of Alberta
Leigh Robinson (Advisor), University of Stirling
Marvin Washington (Advisor), University of Alberta
Thursday June 2, 2011, 1:20 PM (20-minute oral presentation (including questions))

NCAA Division I Athletic Administrator Values and Institutional Isomorphism
Coyte Cooper, University of North Carolina - Chapel Hill
Erianne Weight, Bowling Green State University

Thursday June 2, 2011, 1:20 PM (20-minute oral presentation (including questions))

National Identity and Olympic Team Identity: A Cross-National Study
David Hedlund, Florida State University
Priscila Alfaro-Barrantes, Florida State University
Michael Naylor, Auckland University of Technology
Sheila Nguyen, Deakin University
Joon Sung Lee, University of Michigan

Thursday June 2, 2011, 1:20 PM (20-minute oral presentation (including questions))

Examining the Influence of Athletic Participation in Evaluation of Entry-Level Positions in Financial Services
Laura Burton, University of Connecticut
Heidi Grappendorf, North Carolina State University
Angela Henderson, University of Northern Colorado

Thursday June 2, 2011, 1:20 PM (20-minute oral presentation (including questions))

NCAA Football and the Invariance Proposition
Steven Salaga, University of Michigan
Rodney Fort, University of Michigan

Thursday June 2, 2011, 1:20 PM (20-minute oral presentation (including questions))

The Effects of Player Exodus on the Local Sports Systems in Developing Countries: A Case Study of the Ghana Glo Premier League
Ian Osei Owusu, University of Windsor
Marijke Taks (Advisor), University of Windsor

Thursday June 2, 2011, 1:45 PM (20-minute oral presentation (including questions))

Keeping Quiet: The Effects of Activism and Racial Identity on Consumer Attitudes toward African American Athlete Endorsers
Michael Regan, Texas A&M University
George Cunningham (Advisor), Texas A&M University

Thursday June 2, 2011, 1:45 PM (20-minute oral presentation (including questions))

A Sustainable Olympic Games: Examining the Concept-Practice Linkages
Stephen Hills, London Metropolitan University
Vassil Girginov, Brunel University

Thursday June 2, 2011, 1:45 PM (20-minute oral presentation (including questions))

Content Analysis of Entry-Level Sport Ticket Sales and Service Job Announcements
David Pierce, Ball State University
Jeffrey Petersen, Baylor University
Galen Clavio, Indiana University
Thursday June 2, 2011, 1:45 PM (20-minute oral presentation (including questions)) Room 240

**Understanding how Values are Manifested and Managed in National Sport Organizations**

_Shannon Kerwin, University of Florida_
_Dina Bell-Laroche, Centre for Sport and Law_
_Joanne MacLean, Brock University_

Thursday June 2, 2011, 1:45 PM (20-minute oral presentation (including questions)) Room 35

**A Qualitative Investigation on Sport Consumer Brand Associations: The Relationship between League and Team brand associations**

_Thilo Kunkel, Griffith University_
_Daniel Funk (Advisor), Griffith University_
_Brad Hill (Advisor), Griffith University_

Thursday June 2, 2011, 1:45 PM (20-minute oral presentation (including questions)) Room 322

**Referee Attrition: An Exploration of Former Referees’ Experiences**

_Pamm Kellett, Deakin University_
_Stacy Warner, East Carolina University_
_Jacob Tingle, Trinity University_

Thursday June 2, 2011, 2:10 PM (60-minute symposium, roundtable, or workshop) Room 9

**Where People Play: A Research Symposium on the Development and Provisions of Community Sport**

_A Alison Doherty, University of Western Ontario_
_Matthew Nicholson, Centre for Sport and Social Impact, La Trobe University_
_Russell Hoye, Centre for Sport and Social Impact, La Trobe University_
_B. Christine Green, University of Texas at Austin_
_Sue Vail, York University_
_Lisa Kikulis, Brock University_
_Laura Consens, Brock University_
_Joanne Maclean, Brock University_
_Martha Barnes, Brock University_
_Erin Sharpe, Brock University_

Thursday June 2, 2011, 2:10 PM (60-minute symposium, roundtable, or workshop) Room 11

**Engaging Sport Management Students In Large Lecture Classes: Teaching and Learning in The Mass Class**

_Heather Lawrence, Ohio University_
_Jacquelyn Cuneen, Bowling Green State University (Ohio USA)_
_Dianna Gray, University of Northern Colorado (USA)_
_Robert Baker, George Mason University (Virginia USA)_
_Pamela Baker, George Mason University (Virginia USA)_
_Andy Gillentine, University of South Carolina (USA)
Thursday June 2, 2011, 2:10 PM (60-minute symposium, roundtable, or workshop)  Room 236

Doctoral Contracts: The Nexus to Bridge Doctoral Students & Faculty in Preparation For Future Success

Brian Turner, The Ohio State University
Donna Pastore, The Ohio State University
Vincent Lyons, The Ohio State University
Lauren Brown, The Ohio State University
Drew Czekanski, The Ohio State University

Thursday June 2, 2011, 2:10 PM (60-minute symposium, roundtable, or workshop)  Room 240

Preparing for a COSMA Site Visit: Perspectives of Site Reviewers and Institutions

Robertha Abney, Slippery Rock University
Carol Barr, UMass
Michael Judd, Wingate University
Heather Alderman, COSMA

Thursday June 2, 2011, 2:10 PM (60-minute symposium, roundtable, or workshop)  Room 322

Who’s Winning the Battle? Academic and Industry Perspectives on the State of Ambush Marketing

Alyson Schmidt, Brock University
Cheri Bradish (Advisor), Brock University
Steve McKelvey, University of Massachusetts
Benoit Seguin, University of Ottawa
Dave Stollar, University of Northern Colorado
Norm O’Reilly, University of Ottawa

Thursday June 2, 2011, 3:25 PM (20-minute oral presentation (including questions))  Room 11

The Organizational Culture of the 2010 Olympic Winter Games: Effectiveness, Efficiency, and Stakeholder Influences

Milena Parent, University of Ottawa
Eric MacIntosh, University of Ottawa

Thursday June 2, 2011, 3:25 PM (20-minute oral presentation (including questions))  Room 236

Gratitude toward Sponsors: Conceptual Framework and Empirical Examination

Yu-Kyoun Kim, Florida State University
Robert Smith, Florida State University
Dae-Hee Kwak, University of Michigan

Thursday June 2, 2011, 3:25 PM (20-minute oral presentation (including questions))  Room 240

Preparing our Students for the World’s Stage? Perceptions of Sport Management Student Readiness for the 2010 Olympic Games

Cheri Bradish, Brock University
Jess Dixon, University of Windsor
Scott Martyn, University of Windsor
Jim Weese, The University of Western Ontario

Thursday June 2, 2011, 3:25 PM (20-minute oral presentation (including questions))  Room 35

An Examination of Premium Seating Ownership in Professional Sports

Heather Lawrence, Ohio University
Ron Contorno, Full House Entertainment Database Marketing
Thursday June 2, 2011, 3:25 PM (20-minute oral presentation (including questions)) Room 322

Capturing the Australian Baseball Market: Examining the Joint Venture between MLB and the ABF
Pamm Kellett, Deakin University
Michael Sparks, SportInfo

Thursday June 2, 2011, 3:50 PM (20-minute oral presentation (including questions)) Room 9

Scale of Destination Image: A Replication and Extension
Geoff Dickson, Auckland University of Technology
Ken Hyde, Auckland University of Technology
Celine Genetelli, University of Savoie

Thursday June 2, 2011, 3:50 PM (20-minute oral presentation (including questions)) Room 11

Who are Repeat Active Sport Tourists at Small-Scale Sport Events and Why do They Keep Coming Back?
Cory Kulczycki, University of Alberta
Elizabeth Halpenny, University of Alberta

Thursday June 2, 2011, 3:50 PM (20-minute oral presentation (including questions)) Room 236

Sponsoring the Little Guys: An investigation of North American Professional Niche Sport Sponsorship Selection Criteria
Greg Greenhalgh, University of Louisville
Chris Greenwell, University of Louisville

Thursday June 2, 2011, 3:50 PM (20-minute oral presentation (including questions)) Room 240

Comparing Practices of USA Tennis Against a Global Model for Integrated Development of Mass and High Performance Sport
Peter Smolianov, Salem State University
Joseph Gallo, Salem State University

Thursday June 2, 2011, 3:50 PM (20-minute oral presentation (including questions)) Room 35

Making Fantasy a Reality: Fan Involvement in a Professional Sport Team’s Decision Making
Craig Hyatt, Brock University
William Sutton, University of Central Florida
William Foster, University of Alberta Augustana Campus
Dylan McConnell, University of Waterloo

Thursday June 2, 2011, 3:50 PM (20-minute oral presentation (including questions)) Room 322

Investigating Intention to Continue Coaching: Results of a Field Based Intervention Study with Practicing Coaches
Jeff Greenhill, Centre of Excellence for Applied Sport Science Research, Queensland Academy of Sport
Graham Cuskelly, Griffith University
Sue Hooper, Centre of Excellence for Applied Sport Science Research, Queensland Academy of Sport
Christopher Auld, Griffith University
Erin Appleton, Centre of Excellence for Applied Sport Science Research, Queensland Academy of Sport
Thursday June 2, 2011, 4:15 PM (20-minute oral presentation (including questions)) Room 9
When, Where, How, and Why do We Teach the PhDs to Teach? An Autoethnographic Comparison of Universities
Sean Phelps, Auckland University of Technology
Nico Schulenkorf, Auckland University of Technology
Tom Patrick, Auckland University of Technology

Thursday June 2, 2011, 4:15 PM (20-minute oral presentation (including questions)) Room 11
Global Governance Practice: Towards a Deeper Understanding of Sport Governance Process and Practice
Lesley Ferkins, Deakin University
David Shilbury, Deakin University

Thursday June 2, 2011, 4:15 PM (20-minute oral presentation (including questions)) Room 236
Impact of Innovative Marketing Strategy on Fan's Brand Experience Regarding Professional Sport Entity: The Case of Stade Français
Michel Desbordes, ISC School of management
Nicolas Chanavat, Université Paris Sud 11
Christopher Haubois, Université Paris Sud 11

Thursday June 2, 2011, 4:15 PM (20-minute oral presentation (including questions)) Room 240
The View from the Top: Environmental Behavior Frameworks of Future Organizational Leaders in Sport and Recreation
Michael Pfahl, Ohio University
Jonathan Casper, North Carolina State University

Thursday June 2, 2011, 4:15 PM (20-minute oral presentation (including questions)) Room 35
The Effects of Competitive Balance and Price Dispersion on Major League Baseball Attendance
Brian Soebbing, University of Alberta
Nicholas Watanabe, University of Missouri
Brad Humphreys, University of Alberta

Thursday June 2, 2011, 4:15 PM (20-minute oral presentation (including questions)) Room 322
Sporting Communities: A Comparison of Formal versus Informal Sport Contexts
Stacy Warner, East Carolina University
Marlene Dixon, The University of Texas at Austin

Thursday June 2, 2011, 4:40 PM (20-minute oral presentation (including questions)) Room 9
Think Coach, Think Male? A Comparison of Situational Cues' and Gender Stereotypes' Impacts on Leadership Endorsement
Thomas Aicher, Northern Illinois University
Heather Samariniotis, Northern Illinois University

Thursday June 2, 2011, 4:40 PM (20-minute oral presentation (including questions)) Room 11
Legacy Perceptions among Host and Non-Host Olympic Games Residents: A Longitudinal Study of the 2010 Vancouver Olympic Games
Kostas Karadakis, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida
Thursday June 2, 2011, 4:40 PM (20-minute oral presentation (including questions)) Room 236
**The Role of Team Identity and Sport Fan Motives in the Development of Team Loyalty**
Glaucio Scremin, Jacksonville State University

Thursday June 2, 2011, 4:40 PM (20-minute oral presentation (including questions)) Room 240
**Impact of Surface-Level and Deep-Level Diversity on Career Advancement Intentions: A Structural Equation Modeling Approach**
Mansour Ndiaye, University of Connecticut
Janet Fink (Advisor), University of Connecticut

Thursday June 2, 2011, 4:40 PM (20-minute oral presentation (including questions)) Room 35
**Motives Impacting eSports Consumption: A Cross-Cultural Comparison**
Don Lee, Ball State University
Lawrence Judge, Ball State University
Soon-Ho Kim, Georgia State University
David Pierce, Ball State University

Thursday June 2, 2011, 4:40 PM (20-minute oral presentation (including questions)) Room 322
**Bowling and the Rebuilding of American Communities**
Daniel Rosenberg, Barry University
Julie Priester, Barry University

Friday June 3, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 11
**Large-Scale Sporting Events and Stakeholders’ Effect: The Case of the 2018 Winter Olympics French Bid**
Christopher Hautbois, ISC Paris
Benoit Seguin, University of Ottawa
Michel Desbordes, ISC Paris

Friday June 3, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 236
**Exploring Common and Unique Season Ticket Holder Brand Associations across Professional Sport Teams**
Adam Karg, Deakin University
Heath McDonald, Deakin University

Friday June 3, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 240
**The Effective use of Humor in the Sport Management Classroom**
Dan Drane, University of Southern Mississippi
Wonyoung Kim, University of Southern Mississippi
Andrew Goldsmith, University of Southern Mississippi
Dennis Phillips, University of Southern Mississippi

Friday June 3, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 35
**To be “Green” or Not to be “Green”: The Perspectives of Sport Consumers on the Relationship Between Sport and the Environment**
Sheila Nguyen, Deakin University
Vanessa Iacono, Deakin University
William Stratmann, Deakin University
Friday June 3, 2011, 8:30 AM (20-minute oral presentation (including questions))  
**Exploring Critical Determinants of Organizational Problems using Data Mining Techniques**  
Pamela Wicker, German Sport University Cologne  
Christoph Breuer, German Sport University Cologne

Friday June 3, 2011, 8:55 AM (20-minute oral presentation (including questions))  
**If You Build It, Will They Come?: A Demographic Assessment of Undergraduate and Graduate Sport Management Programs in the U.S.**  
Meg Hancock, University of Louisville  
Mary Hums, University of Louisville

Friday June 3, 2011, 8:55 AM (20-minute oral presentation (including questions))  
**Media Discourse and Mega-Events in Emerging Economies**  
Meaghan Carey, University of Alberta  
Daniel Mason, University of Alberta  
Laura Misener, University of Windsor

Friday June 3, 2011, 8:55 AM (20-minute oral presentation (including questions))  
**Sport Councils: Where Sustainability Meets Community Service**  
Laura Cousens, Brock University  
Joanne MacLean, Brock University  
Martha Barnes, Brock University  
Erin Sharpe, Brock University

Friday June 3, 2011, 8:55 AM (20-minute oral presentation (including questions))  
**Exploring Activity-Contingent Volunteerism: A Preliminary Study of Back on My Feet Volunteers**  
Kevin Filo, Griffith University  
Daniel Funk, Temple University  
Jeremy Jordan, Temple University  
Emily Sparvero, Temple University

Friday June 3, 2011, 8:55 AM (20-minute oral presentation (including questions))  
**Public Investment in Sports Facilities: Who Really Pays and the Implications for Progressive Taxation**  
Mark Rosentraub, University of Michigan  
Brian Mills, University of Michigan  
Jason Winfree, University of Michigan  
Michael Cantor, University of Michigan

Friday June 3, 2011, 8:55 AM (20-minute oral presentation (including questions))  
**2010 World Cup Night in the National Stadium Outdoor Broadcast – An Asymmetry Analysis of Attributes Impact**  
Li-Shine Gan, Asia University, Taiwan

Friday June 3, 2011, 9:20 AM (20-minute oral presentation (including questions))  
**Diversity Training in NCAA Division II Athletic Departments**  
George Cunningham, Texas A&M University
Friday June 3, 2011, 9:20 AM (20-minute oral presentation (including questions)) Room 11
An Analysis of the Democratic Governance of the Canadian Governments’ Involvement in the 2010 Vancouver Olympic Winter Games
Milena Parent, University of Ottawa
Christian Ronillard, University of Ottawa
Ashton MacDonald, University of Ottawa
Becca Leopkey, University of Ottawa

Friday June 3, 2011, 9:20 AM (20-minute oral presentation (including questions)) Room 236
The Relationship between Consumer Decision-Making Styles and Acculturation: A Study of Korean American Amateur Golfers
Han Kil Shin, Northern State University
John Barnes, University of New Mexico
Yongseek Kim, New Mexico Highlands University
Yun Seok Choi, Wayne State University
Joonsuk Ob, Yongin University

Friday June 3, 2011, 9:20 AM (20-minute oral presentation (including questions)) Room 240
Incentive Compensation in Coaching Contracts: A Case Study of College Football Coaches
Yuhei Inoue, Temple University
Aubrey Kent, Temple University
Steve Swanson, Temple University
Jose Plehn-Dujowich, Temple University

Friday June 3, 2011, 9:20 AM (20-minute oral presentation (including questions)) Room 35
The Impact of the Awareness of Team Information on Pride in Place and Team Loyalty
Junya Fujimoto, Osaka University of Health and Sport Sciences
Munehiko Harada, Waseda University
Jeffrey James, Florida State University

Friday June 3, 2011, 9:20 AM (20-minute oral presentation (including questions)) Room 322
Female Athletes’ “Sex Sells” Marketing Strategy: Consumers’ Gender Gap toward Female Athletes’ Body Images
Ka Young Kim, University of Florida
Michael Sagas (Advisor), University of Florida

Friday June 3, 2011, 9:45 AM (20-minute oral presentation (including questions)) Room 9
Environmental Responsibility of a Canadian Ski Area: Comparing Perceptions between Stakeholders
Nicolas Apostolis, University of Ottawa
Eric MacIntosh (Advisor), University of Ottawa

Friday June 3, 2011, 9:45 AM (20-minute oral presentation (including questions)) Room 11
The Olympic Environmental Report Card: Passing or Failing?
Sylvia Trendafilova, University of Tennessee
James Bemiller, University of Tennessee
Friday June 3, 2011, 9:45 AM (20-minute oral presentation (including questions)) Room 236
The Role of CSR in Predicting Donor Behavior: The Mediating Effects of Trust and Commitment
Yong Jae Ko, University of Florida
Yong Chae Rhee, University of Florida
Yu Kyoum Kim, Florida State University
Taeho Kim, University of Florida

Friday June 3, 2011, 9:45 AM (20-minute oral presentation (including questions)) Room 240
The Sequence and Duration of Performance Outcomes: An Analysis of the Transfer of Training in National Sport Organizations
Patti Millar, Brock University
Julie Stevens, Brock University

Friday June 3, 2011, 9:45 AM (20-minute oral presentation (including questions)) Room 35
Psychological Support from Local Residents for Hosting Mega-Sporting Events: A Case of Super Bowl XLVI
Soonhwan Lee, Indiana University Purdue University Indianapolis (IUPUI)
Brian Krohn, Indiana University Purdue University Indianapolis (IUPUI)
Eung-Soo Oh, Dong A University

Friday June 3, 2011, 9:45 AM (20-minute oral presentation (including questions)) Room 322
Building Social Capital through Cause-Related Sporting Events: A Catalyst for Social Change
Denise Parris, Texas A&M University
Jon Welty Peachey (Advisor), Texas A&M University

Friday June 3, 2011, 10:20 AM (20-minute oral presentation (including questions)) Room 9
Examining the Workplace Experience of Sport Employees who are LGBT: A Social Categorization Perspective
Nicole Melton, Texas A&M University
George Cunningham (Advisor), Texas A&M University

Friday June 3, 2011, 10:20 AM (20-minute oral presentation (including questions)) Room 11
“This Powerful Signal of World Outrage*: International Relations Theory and Sport Governance
Brennan Berg, University of Texas at Austin
Seth Kessler, University of Texas at Austin
Thomas Hunt (Advisor), University of Texas at Austin

Friday June 3, 2011, 10:20 AM (20-minute oral presentation (including questions)) Room 236
A Conceptual Framework for University Identification
Jordan Bass, The Florida State University
Kyle Bunds, The Florida State University
Yu Kyoum Kim (Advisor), The Florida State University

Friday June 3, 2011, 10:20 AM (20-minute oral presentation (including questions)) Room 240
The Effectiveness of a Professional Sports League: A Comparative Look at Major League Soccer and the North American Soccer League
Trevor Harvey, Washington State University
Tammy Crawford, Washington State University
John Wong (Advisor), Washington State University
Friday June 3, 2011, 10:20 AM (20-minute oral presentation (including questions)) Room 35
International Sport Consumer Behaviors: The Case of the NBA in Brazil
Cladio Rocha, University of Sao Paulo

Friday June 3, 2011, 10:20 AM (20-minute oral presentation (including questions)) Room 322
Life After Hockey: An Examination of the National Hockey League’s Career Transition Program
Andre Andrijiw, University of Alberta

Friday June 3, 2011, 10:45 AM (20-minute oral presentation (including questions)) Room 9
Sporting Facebook: A Case study with the National Football League
Laci Wallace, Texas Woman's University
Jackie Wilson, Texas Woman's University
Kimberly Miloch (Advisor), Texas Woman’s University

Friday June 3, 2011, 10:45 AM (20-minute oral presentation (including questions)) Room 11
Coaches, Collegiate Athletes, and Recruiting: An Examination of Division I Recruitment Process
Amanda L. Paule, Bowling Green State University
Todd A. Gilson, Northern Illinois University
Raymond Schneider, Bowling Green State University

Friday June 3, 2011, 10:45 AM (20-minute oral presentation (including questions)) Room 236
Sport Brand Double Jeopardy: Fact, Fiction or Paradox?
Jason Doyle, Griffith University
Daniel Funk, Temple University
Kevin Filo, Griffith University
Heath McDonald, Deakin University

Friday June 3, 2011, 10:45 AM (20-minute oral presentation (including questions)) Room 240
Building a Legacy of Volunteers through Servant Leadership: A Case Study of a Cause-Related Sporting Event
Denise Parris, Texas A & M University
Jon Welty Peachey (Advisor), Texas A & M University

Friday June 3, 2011, 10:45 AM (20-minute oral presentation (including questions)) Room 35
Core Values Based Brand Building: Institutional Stakeholder’s Attitudes towards the Texas A&M University Brand
Michael Hutchinson, Coastal Carolina University
Gregg Bennett, Texas A&M University

Friday June 3, 2011, 10:45 AM (20-minute oral presentation (including questions)) Room 322
Female Fans of Men’s Sport: Does Their Interest Carry Over to Women's Sport?
Annemarie Farrell, Ithaca College
Janet Fink, University of Connecticut

Friday June 3, 2011, 11:10 AM (20-minute oral presentation (including questions)) Room 9
Women and Minority Leadership within the NCAA
Athena Yiamouyiannis, Ohio University
Friday June 3, 2011, 11:10 AM (20-minute oral presentation (including questions)) Room 11
Relationship between Online Communities and Sport
Patrick Davis, Deakin University

Friday June 3, 2011, 11:10 AM (20-minute oral presentation (including questions)) Room 236
Beyond Cultural Context in Global Sport Events: The Effects on Brand Equities
Hyun-Woo Lee, Florida State University
Kwang Min Cho, Yonsei University
Yu Kyoun Kim (Advisor), Florida State University

Friday June 3, 2011, 11:10 AM (20-minute oral presentation (including questions)) Room 240
Sport Organization Personnel Make the Place: Political Skill, Reputation Promotion, and Improved Consumer Perceptions of CSR
Marshall Magnusen, The Florida State University
Kyle Bunds, The Florida State University
Sungil Hong, The Florida State University
Michael Mondello (Advisor), The Florida State University

Friday June 3, 2011, 11:10 AM (20-minute oral presentation (including questions)) Room 35
Database Management Systems: An Analysis of Integration
Mark Lyberger, Kent State University
Sangkwan Lee, Kent State University
Larry McCarthy, Seton Hall University
John Harris, Kent State University

Friday June 3, 2011, 11:10 AM (20-minute oral presentation (including questions)) Room 322
A Pre-Evaluation of British Public Opinion on the London 2012 Olympics Based on Sport Participation Types
Guillaume Bodet, Loughborough University
Jennifer Coleman, Loughborough University

Friday June 3, 2011, 11:45 AM (Student Research Competition Winner) Great Hall
Investigating the Role of Corporate Credibility in Corporate Social Marketing: A Case Study of Environmental Initiatives by Professional Sport Organizations
Yuhei Inoue, Temple University
Aubrey Kent (Advisor), Temple University

Friday June 3, 2011, 1:15 PM (Poster) Alumni Hall
From Volunteers’ Leader-Member Relations to Intention to Stay in Non-Profit Sport Organizations: The Moderating Role of Age
Hyejin Bang, Florida International University
Cindy Lee, West Virginia University

Friday June 3, 2011, 1:15 PM (Poster) Alumni Hall
Examining Women’s Coaching Desires: Perspectives from Assistant Women's Basketball Division I Coaches
Glenna Bower, University of Southern Indiana
Exhibiting the Effects of Youth Sport Settings on the Development of Creativity
Matthew T. Bowers, University of Texas at Austin
B. Christine Green (Advisor), University of Texas at Austin

The Role of Live Sensory Experiences in Cultivating Sport Fanship
Kyu-woo Chung, The University of Texas at Austin
Seunghwan Lee, The University of Texas at Austin
B. Christine Green (Advisor), The University of Texas at Austin
Dong Soo Ryu, The University of Texas at Austin
Hyun Min Kang, Korea University, Seoul
Byung Ho Kim, Korea University, Seoul

Team Identification’s Impact on Social Networks of Students at the NCAA Division II and III Levels
Aaron Clopton, Louisiana State University
Adam Pfeleger, Louisiana State University

Exploring the Use of Values Statements in NSOs and NGBs: A Comparison across Sport Contexts
Cassandra Coble, University of Florida
Shannon Kerwin (Advisor), University of Florida

Legitimate Organizations: The Attractions of Canada’s Elite Level Hockey Players to the CIS, CHL, and NCAA
Jonathon Edwards, University of Alberta
Marvin Washington (Advisor), University of Alberta

Friend or Foe? Student Perceptions Surrounding the Recruitment of International Student-Athletes
Cornell Foo, University of Florida
Nefertiti Walker, University of Florida
Michael Sagas (Advisor), University of Florida

The Role of Acculturation in the American Football Consumption Behavior of Asians
Jae-Pil Ha, University of Louisville
Seong-Hee Park, Hankuk University of Foreign Studies
T. Christopher Greenwell (Advisor), University of Louisville
Mary A. Hums (Advisor), University of Louisville
Estimation of The Non-market Value of Sport Events: A Case Study of the Civic Pride Generated by 2009 Shanghai ATP1000
Huang Haiyan, Sport Events Research Center of Shanghai University of Sport
Zhang Lin, Sport Events Research Center of Shanghai University of Sport

General Fan Perceptions of Rival Teams in Intercollegiate Athletics
Cody Havard, University of Northern Colorado
Dianna Gray (Advisor), University of Northern Colorado

An Application of Retrospective Methods to the Study of Involvement with Running
Mark Havitz, University of Waterloo
Ryan Snelgrove, University of Waterloo

Impact of Green Stadium Initiatives on Donor Intentions toward an Intercollegiate Athletic Program
Liyan Jin, University of Florida
Lunhua Mao, University of Florida
James Zhang (Advisor), University of Florida

Traditional vs. Non-Traditional Sport Marketing: The Convergence of Comedy, Pop Culture, and Corporate Sponsorships
Maureen Jones, Ithaca College
Annemarie Farrell (Advisor), Ithaca College

A Cross-National Comparison of Sport Volunteer Motivation
Chanho Kang, Texas A&M University
Jon Welty Peachey (Advisor), Texas A&M University

Exploring Moderators of the Relationship between Team Identification of Korean Immigrants and Their Adaptation Patterns
Jiho Kim, George Mason University

The Influence of a Sport Team on Donation: The Moderating Role of Team Identification
Minhong Kim, University of Florida
Matthew Walker (Advisor), University of Florida

Application of Diffusion Theory: A Case Study of the New Golf Product Market
Soojin Kim, Kutztown University of Pennsylvania
Yongjae Kim, Kutztown University of Pennsylvania
Impacts of Career Plateau on Professional Commitment, Organizational Commitment, and Counterproductive Work Behaviors

Taehee Kim, Sungkyunkwan University
Sewoong Kim, Daejin University
Jinyoun Yang, Sungkyunkwan University
Hyo Min Seo, Sungkyunkwan University
Kyungro Chang (Advisor), Sungkyunkwan University

Friday June 3, 2011, 1:15 PM (Poster)  
Service Learning Outcomes for Management of Sport Event Students  
Carina King, Indiana University - Indianapolis  
Jinmoo Heo, Indiana University - Indianapolis  
Hyung Min Kim, Indiana University - Bloomington

Friday June 3, 2011, 1:15 PM (Poster)  
Dragon Boat Racing: Motivations, Importance of Event Context, and Travel Behaviour  
Cory Kulczycki, University of Alberta  
Elizabeth Halpenny, University of Alberta

Friday June 3, 2011, 1:15 PM (Poster)  
The Relationship between Online Learning Environment and Learning Satisfaction  
Dean Kwak, University of New Mexico  
Fengfeng Ke, Florida State University

Friday June 3, 2011, 1:15 PM (Poster)  
Motivations of Sport Event Volunteers: An Empirical Study of 2010 Taiwan Citizens Games  
Kuo-Wei (Peter) Lee, National Taichung University of Education  
Chi-Wen (Kevin) Yang, Texas Women's University

Friday June 3, 2011, 1:15 PM (Poster)  
The Effects of Liminality, Communitas, and Fan Identification on Spectator Attendance  
Seunghwan Lee, University of Texas  
Hyun Jae Lee, University of Texas  
B. Christine Green (Advisor), University of Texas  
Kyu-soo Chung, University of Texas

Friday June 3, 2011, 1:15 PM (Poster)  
The Influence of Exposure to Sponsorships in Media on Intention of Product Purchase: Consumer Behavior of the 2010 FIFA World Cup  
Soonhwan Lee, Indiana University Purdue University Indianapolis (IUPUI)  
Seok Kang, University of Texas at San Antonio  
Brian Krohn, Indiana University Purdue University Indianapolis (IUPUI)

Friday June 3, 2011, 1:15 PM (Poster)  
The Use of the Sport Development Conceptual Framework to Assess Indianapolis as a Sports City in the US: A Case Study  
Ming Li, Ohio University
Parent Evaluations of Their Children’s Summer Sport: Effects on Satisfaction and Retention
Yen-Chun Lin, University of Texas at Austin
Laurence Chalip (Advisor), University of Texas at Austin

Parents’ Preferences and Expectations for a Youth Sport Organization
Yen-Chun Lin, University of Texas at Austin
B. Christine Green (Advisor), University of Texas at Austin
Laurence Chalip (Advisor), University of Texas at Austin

The Greenest Sport Fans: The Relationship Between Fan Identity and Motivation Toward the Environment
Brian P. McCullough, Texas A&M University
Melanie L. Sartore-Baldwin, East Carolina University

It’s All in the Presentation: The Influence of Framing on Attitudes toward Diversity Initiatives
E. Nicole Melton, Texas A&M University
Astin Steward, Texas A&M University
George Cunningham (Advisor), Texas A&M University

An Examination of the Influence of Sport Event Quality Perception on Destination Image
Kae Sung Moon, University of Florida
Daniel Connaughton (Advisor), University of Florida
Yong Jae Ko (Advisor), University of Florida
Jeoung Hak Lee, Kyung Hee University

Content Analysis: Using a Mixed-Methods Approach to Analyze Television Portrayals of Olympic Hockey Players
Heather Muir, University of Northern Colorado
Dianna Gray (Advisor), University of Northern Colorado

Understanding the Impact of Competitive Youth Sport on the Family System
Michael Newhouse-Bailey, The University of Texas at Austin
Paul Keiper, Texas A&M University
Marlene Dixon (Advisor), The University of Texas at Austin

Brand Imagery and Athletes: Examining the Reinforcement of Stereotypes
Calvin Nite, Texas A&M University
Khalid Balloudi, Texas A&M University
2011 North American Society for Sport Management Conference (NASSM 2011)

Friday June 3, 2011, 1:15 PM (Poster)  
Alumni Hall

An Examination of Sport Management Faculty and Graduate Student Mentoring and Research Productivity  
Donna Pastore, The Ohio State University  
Lauren Brown, The Ohio State University

Friday June 3, 2011, 1:15 PM (Poster)  
Alumni Hall

Using Social Cognitive Career Theory and Group Social Capital to Understand Student-Athletes’ Perceptions of the Coaching Profession  
Timothy Ryan, The University of Memphis  
Aaron Clopton, Louisiana State University

Friday June 3, 2011, 1:15 PM (Poster)  
Alumni Hall

The Effects of Image on Satisfaction and Behavioral Intentions of Spectators of Women’s Korea Football League  
Jin-Ho Shin, Korea University  
Kevin Byon, University of Georgia  
Cha-Young Kim, Korea University  
Thomas Baker, University of Georgia

Friday June 3, 2011, 1:15 PM (Poster)  
Alumni Hall

Racial Identity, Gender, and Hiring Recommendations in Athletic Administration Positions  
Astin Steward, Texas A&M  
George Cunningham (Advisor), Texas A&M

Friday June 3, 2011, 1:15 PM (Poster)  
Alumni Hall

Octagon Golf and the 2010 ACE Group Classic: A Case in Sport Marketing Alternatives  
Christopher Vurnakes, North Carolina State University  
Heidi Grappendorf (Advisor), North Carolina State University  
Jonathan Casper (Advisor), North Carolina State University

Friday June 3, 2011, 1:15 PM (Poster)  
Alumni Hall

Beyond the “Business Case” for the WNBA: A Strategic Perspectives Approach for League Sustainability  
Matthew Walker, University of Florida  
Melanie Sartore, East Carolina University  
Eric MacIntosh, University of Ottawa

Friday June 3, 2011, 1:15 PM (Poster)  
Alumni Hall

Conceptualizing the Lack of Women in Men’s College Basketball: A Multilevel Model Approach  
Nefertiti Walker, University of Florida  
Michael Sagas (Advisor), University of Florida
Friday June 3, 2011, 1:15 PM (Poster)  
Retaining Youth Baseball Players: A National Examination of Participation Motivations from Multiple Perspectives  
Clinton Warren, Eastern Illinois University  
Eric Brownlee, University of Minnesota  
Rayla Allison, University of Minnesota  
Jinhee Yoo, University of Minnesota

Friday June 3, 2011, 1:15 PM (Poster)  
Sacred Flame: 100 Years Later Still Bringing Communities Together  
Xu Xiao, University of Illinois  
Carla Costa (Advisor), University of Illinois

Friday June 3, 2011, 1:15 PM (Poster)  
Public Relations Strategies of the Chinese Professional Baseball League in the 2009 Game-fixing Scandal  
Chih-Isien Yang, Fu Jen Catholic University  
Chi-Wei Yeh, Fu Jen Catholic University  
Juen-Jong Hu, Fu Jen Catholic University  
Chia-Ying Wu, Fu Jen Catholic University

Friday June 3, 2011, 1:15 PM (Poster)  
National Image Enhancement Through Global Sport Participation  
Sang Keon Yoo, Indiana University Bloomington  
Meungguk Park, Southern Illinois University Carbondale  
Paul Pedersen (Advisor), Indiana University Bloomington

Friday June 3, 2011, 3:00 PM (20-minute oral presentation (including questions))  
The Influence of Sexual Harassment in School on Later Perceptions of the Behavior  
Claudia Benavides-Espinoza, Arkansas State University

Friday June 3, 2011, 3:00 PM (20-minute oral presentation (including questions))  
Cheerleading and Title IX: A Legal Feminist Analysis  
Barbara Osborne, University of North Carolina

Friday June 3, 2011, 3:00 PM (20-minute oral presentation (including questions))  
The Impact of Brand Equity Drivers on Consumer-Based Brand Resonance in Multiple Sport Product Settings  
Brian Gordon, University of Wisconsin-LaCrosse

Friday June 3, 2011, 3:00 PM (20-minute oral presentation (including questions))  
Incentives and Nonlinearities of the Wild Card Playoff System in Major League Baseball  
Steven M. Howell, Purdue University  
Jason I. Abravaya, University of Texas at Austin  
David B. Klenosky, Purdue University
Friday June 3, 2011, 3:00 PM (20-minute oral presentation (including questions)) Room 322
"Out" Female Intercollegiate Athletes: Factors Leading to Athletes' Ability to be "Out" in Sport
Janet Fink, University of Connecticut
Laura Burton, University of Connecticut
Heidi Parker, University of Southern Maine
Annamarie Farrell, Ithaca College

Friday June 3, 2011, 3:25 PM (Keynote) Room 40
How Sport and Physical Activity Education Could Contribute to Human Survival
Dr. Earle F. Zeigler, The University of Western Ontario (Emeritus)

Saturday June 4, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 11
Minimizing Risk Through the Development of a Best Practice Framework for Tailgating Events
Andy Gillentine, University of South Carolina
John Miller, Texas Tech University

Saturday June 4, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 236
An Investigation of Partnerships with a Not-for-Profit Sport Organization: A Case Study of Special Olympics Canada
Jules Sylvester, The University of Western Ontario
Karen Danylchuk (Advisor), The University of Western Ontario

Saturday June 4, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 240
A Model of Emotional Labor in Coaching Sports
Ye Hoon Lee, Ohio State University
Packianathan Chelladurai (Advisor), Ohio State University

Saturday June 4, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 35
An International Perspective on Awareness and Consumption of the Youth Olympic Games
Lawrence Judge, Ball State University
Jeffrey Petersen, Baylor University

Saturday June 4, 2011, 8:30 AM (20-minute oral presentation (including questions)) Room 322
It Takes a Village: Black Female Collegiate Athletes’ Social Network Experiences
Akilah Carter, Texas A&M University
Jacqueline McDowell, University of Illinois

Saturday June 4, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 9
Crafting a Social Networking Plan Your Audience will Adore: A Focus on the Montreal Canadiens' Largely Untapped Fan Base
Naila Jinnah, Queen's University

Saturday June 4, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 11
“Buckeye” Is Not for All "Buckeyes": Trademark Infringement, Dilution, and Passing-Off Claims in Intercollegiate Sports
Sungho Cho, Bowling Green State University
Brittney Jarvie, Bowling Green State University
Saturday June 4, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 236

**Motivation and Demographic Determinants of Charity Participation at Sport Events**
Mikihiro Sato, Temple University
Jeremy Jordan (Advisor), Temple University

Saturday June 4, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 240

**Transformational Leadership, Empowerment, and OCB in Team Sport Organizations: Mediating Effect of Empowerment**
So-Hee Kim, Seoul National University
Won-Jae Lee, Seoul National University
Joon-Ho Kang, Seoul National University

Saturday June 4, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 35

**The Influence of an Athlete on Donation: The Mediating Role of Trust**
Minhong Kim, University of Florida
Matthew Walker (Advisor), University of Florida
May Kim, Korea University

Saturday June 4, 2011, 8:55 AM (20-minute oral presentation (including questions)) Room 322

**Civic Engagement Activities of College Athletes and Non-Athletes**
Jennifer Hoffman, University of Washington
Lisa Kibl, University of Minnesota
Lydia Bell, University of Arizona
Anne Browning, University of Washington

Saturday June 4, 2011, 9:20 AM (Keynote) Room 40

**Keynote**
Dr. Packianathan Chelladurai, The Ohio State University and The University of Western Ontario (Emeritus)

Saturday June 4, 2011, 10:25 AM (20-minute oral presentation (including questions)) Room 9

**An Examination of Workplace Social Support for African American Women in Sport**
Jacqueline McDowell, University of Illinois
AkiIab Carter, Texas A&M University

Saturday June 4, 2011, 10:25 AM (20-minute oral presentation (including questions)) Room 11

**Another Coaching Contract Lesson Learned: Williams v. University of Minnesota**
Linda Sharp, University of Northern Colorado

Saturday June 4, 2011, 10:25 AM (20-minute oral presentation (including questions)) Room 236

**The Primary Motives of College Athletic Donors: Developing and Testing a Model**
Yong Jae Ko, University of Florida
Jeoung-Hak Lee, KyoungHee University
Kyungro Chang, Sungkyunkwan University

Saturday June 4, 2011, 10:25 AM (20-minute oral presentation (including questions)) Room 240

**Employee Stress and Coping in Mega-Event Host Committees**
Michael Odio, University of Florida
Matthew Walker (Advisor), University of Florida
Saturday June 4, 2011, 10:25 AM (20-minute oral presentation (including questions)) Room 35

**The Effects of Tie-Breaker Procedures on Competitive Balance**
Bill Gerrard, Leeds University Business School, UK
Morten Kringstad, Trondheim Business School, Norway

Saturday June 4, 2011, 10:25 AM (20-minute oral presentation (including questions)) Room 322

**Improving Organizational Effectiveness: Understanding Athletes' Socio-Cultural Adaptation to New Training Environments**
Brianna Newland, University of Texas at Austin
B. Christine Green, University of Texas at Austin

Saturday June 4, 2011, 10:50 AM (20-minute oral presentation (including questions)) Room 9

**African American Male Athletic Directors’ Perspectives on Diversity: A Comparison of Two University Athletic Departments**
John N. Singer, Texas A&M University

Saturday June 4, 2011, 10:50 AM (20-minute oral presentation (including questions)) Room 11

**Effect of Religiousness and Spirituality on Athletic Directors Decisions Regarding Prayer at Interscholastic Athletic Events**
Jennifer Beck, Kennesaw State University
Bernie Goldfine, Kennesaw State University
Todd Seidler, University of New Mexico
Scott Marley, University of New Mexico
Andy Gillentine, University of South Carolina

Saturday June 4, 2011, 10:50 AM (20-minute oral presentation (including questions)) Room 236

**Measuring the Contribution of Sport to Society: Social Capital, Collective Identities, Health Literacy, Well-being and Human Capital**
Seung Pil Lee, University of Michigan
T. Bettina Cornwell (Advisor), University of Oregon
Kathy Babiak (Advisor), University of Michigan

Saturday June 4, 2011, 10:50 AM (20-minute oral presentation (including questions)) Room 240

**Preparing Students for Experiential Learning: Recruiting, Constructing, and Training a “Green Team”**
Nathan Martin, University of Memphis
Sally Ross, University of Memphis
Richard Irwin, University of Memphis

Saturday June 4, 2011, 10:50 AM (20-minute oral presentation (including questions)) Room 35

**The Effect of the NBA Draft Policies on the Perception of Teams Tanking: An Examination of NBA Point Spreads**
Brian Soebbing, University of Alberta
Daniel Mason (Advisor), University of Alberta

Saturday June 4, 2011, 10:50 AM (20-minute oral presentation (including questions)) Room 322

"I am a Runner": Early Motivators and the Development of Sport Identities
Ryan Snelgrove, University of Waterloo
Mark Havitz, University of Waterloo
Applying Intergroup Contact Theory to the Sport Management Classroom
Jennifer Bruening, University of Connecticut
Rachel Madsen, Niagara
Justin Evanovich, University of Connecticut
Rhema Fuller, University of Connecticut
Carrie Graham, University of Connecticut
Ray Cotrufo, University of Connecticut
Danielle DeRosa, University of Connecticut
Brittany Perotti, University of Connecticut
Devon Wilson-Hill, University of Connecticut
Xaimara Coss, University of Connecticut
Gianna Smith, University of Connecticut
Brittany Hunter, University of Connecticut
Ashley Combs, University of Connecticut

Seeking Six Degrees of Separation: Women Mentoring Women with the Transition to the Professoriate
Leigh Ann Danzey-Bussell, Ball State University
Dianna Gray, University of Northern Colorado
Brenda Riemer, Eastern Michigan University
Ellen Stawrowsky, Ithaca College
Jo Williams, University of Southern Maine
Michelle Brimecombe, Ball State University

"In-Class Time": The Most Under-Utilized and Under-Leveraged Resource in (Many) Sport Management Programs
Carla Costa, University of Illinois
Corinne Daprano, University of Dayton

Conducting Sport Management Research with Marginalized and Difficult to Reach Populations: Lessons Learned
Larena Hoeber, University of Regina
Wendy Frisby, University of British Columbia
Jeremy Jordan, Temple University
Lisa Kibl, University of Minnesota
Cathy Mills, University of British Columbia

Athlete Philanthropy: Motives, Drivers and Intentions
Seung Pil Lee, University of Michigan
Kathryn Heinz, University of Michigan
Kathy Babiak (Advisor), University of Michigan
Matt Juravich, University of Michigan
Saturday June 4, 2011, 1:35 PM (20-minute oral presentation (including questions)) Room 236

**Consumer Attitudes toward Naming Rights Sponsorships in College Athletics**  
*Terry Eddy, University of Northern Colorado*

Saturday June 4, 2011, 1:35 PM (20-minute oral presentation (including questions)) Room 240

**Both Traditional and Reflexive Volunteerism are Needed in Sport Events**  
*Berit Skirstad, Norwegian School of Sport Sciences*
*Dag Wollebæk, Rokkan Center, Uni Research Bergen*
*Dag Vidar Hanstad, Norwegian School of Sport Sciences*

Saturday June 4, 2011, 1:35 PM (20-minute oral presentation (including questions)) Room 35

**“Olympic Glory”: An Analysis of Australia’s Success at the Olympics:”**  
*Richard Baka, Institute of Sport, Exercise and Active Living, Victoria University, Melbourne, Australia*

Saturday June 4, 2011, 2:00 PM (20-minute oral presentation (including questions)) Room 9

**Online Personal Branding from Professional Dutch Sports Athletes via Social Media**  
*Joris Coppes, Sport Management Institute, The Netherlands*

Saturday June 4, 2011, 2:00 PM (20-minute oral presentation (including questions)) Room 11

**Eco-Sustainability Practices or Team Performance in the NBA: Which Attracts Fans?**  
*James Aday, Texas Tech University*
*John Miller (Advisor), Texas Tech University*
*Kelly Phelan (Advisor), Texas Tech University*

Saturday June 4, 2011, 2:00 PM (20-minute oral presentation (including questions)) Room 236

**A Cross-Cultural Examination of the Antecedents and Consequences of Hosting an International Mega-Event**  
*Robert Baker, George Mason University*
*Craig Esherick, George Mason University*
*Ji-Ho Kim, George Mason University*

Saturday June 4, 2011, 2:00 PM (20-minute oral presentation (including questions)) Room 240

**Leadership and Isomorphism in New Organizations**  
*Steve Swanson, Temple University*
*Aubrey Kent (Advisor), Temple University*

Saturday June 4, 2011, 2:00 PM (20-minute oral presentation (including questions)) Room 35

**Offseason Sport Facility Usage: Snow Days, A Case Study**  
*Mark Lyberger (Advisor), Kent State University*
*Taryn Schmidt, Kent State University*
*Aaron Mulrooney (Advisor), Kent State University*
*Katie Goldring, Kent State University*
*Alvy Styles, Baldwin Wallace College*
Saturday June 4, 2011, 2:25 PM (60-minute symposium, roundtable, or workshop)  
**Fatherhood and Work–Family Balance in Academia: A Round Table Discussion**  
Gregory Kane, Eastern Connecticut State University  
Timothy Ryan, The University of Memphis  
Jennifer Brunning, University of Connecticut  
Sally Ross, The University of Memphis  
Marlene Dixon, The University of Texas  
Jarrod Schenewark, Marshall University

Saturday June 4, 2011, 2:25 PM (60-minute symposium, roundtable, or workshop)  
**Where People Play: A Research Symposium on Community Sport Club Management**  
Alison Doherty, University of Western Ontario  
Graham Cuskelly, Griffith University  
Pamela Wicker, German Sport University  
Christoph Breuer, German Sport University  
Geoff Nichols, University of Sheffield  
Peter Taylor, Sport Industry Research Centre, Sheffield Hallam University  
David Barrett, Sport Industry Research Centre, Sheffield Hallam University  
Larena Hoeber, University of Regina

Saturday June 4, 2011, 2:25 PM (60-minute symposium, roundtable, or workshop)  
**Preparing Sport Management Students for Successful Careers in A Diverse World**  
Li Chen, Delaware State University  
Charles Crowley, California University of P.A  
Wardell Johnson, Eastern Kentucky University  
Chia-Chen Yu, University of Wisconsin-LC  
Jacqueline McDowell, University of Illinois  
Joyce Olushola, University of Texas, Austin

Saturday June 4, 2011, 2:25 PM (60-minute symposium, roundtable, or workshop)  
**Working in Academia: Experiences, Lessons, and Advice**  
Nefertiti Walker, University of Florida  
Michael Sagas, University of Florida  
Brenda Pitts, George State University  
John Singer, Texas A&M University  
Shannon Kerwin, University of Florida  
Trevor Bopp, University of Florida

Saturday June 4, 2011, 2:25 PM (60-minute symposium, roundtable, or workshop)  
**Sport for Social Change: Using a Case Study Analysis to Advance Sport-For-Development Theory and Assessment Strategies**  
Alexis Lyras, University of Louisville  
Jon Welty Peachey, Texas A&M University  
John Borland, Springfield University  
Lawrence Cann, Street Soccer U.S.A.  
Adam Cohen, Texas A&M University
Saturday June 4, 2011, 3:40 PM (20-minute oral presentation (including questions)) Room 9

Moral Education in the Sport Management Classroom
Justin Barnes, Washington State University
Sharon Stoll, University of Idaho

Saturday June 4, 2011, 3:40 PM (20-minute oral presentation (including questions)) Room 11

The Psychological Contract of Volunteer Youth Sport Coaches
Alanna Harman, The University of Western Ontario
Alison Doherty (Advisor), The University of Western Ontario

Saturday June 4, 2011, 3:40 PM (20-minute oral presentation (including questions)) Room 236

Marketing Challenges and Strategies for the Professional Bowling Association (PBA) Tour: An Examination of the Relationship between Sociodemographics and Fan Motivation
Wonyoung Kim, University of Southern Mississippi
Andrew Goldsmith, University of Southern Mississippi
Dan Drane (Advisor), University of Southern Mississippi

Saturday June 4, 2011, 3:40 PM (20-minute oral presentation (including questions)) Room 240

A Framework for Debating the Future of Environmental Sustainability in the Sport Academy
Cheryl Mallen, Brock University
Chris Chard, Brock University

Saturday June 4, 2011, 3:40 PM (20-minute oral presentation (including questions)) Room 35

Ken Sumida, University of Otago
Ben Wooliscroft (Advisor), University of Otago
Junya Fujimoto (Advisor), Osaka University of Health and Sport Sciences

Saturday June 4, 2011, 3:40 PM (20-minute oral presentation (including questions)) Room 322

Unintended Consequences of Religious Affiliation in Sport: An Analysis of Sport Leadership Decision Making in Spirituality
James Strode, Ohio Dominican University

Saturday June 4, 2011, 4:05 PM (20-minute oral presentation (including questions)) Room 9

Scripting the National Basketball Association (NBA) Finals: An Analysis of Announcer Discourse and the Portrayal of Race
Olan Scott, University of Ballarat
Dwight Zakus, Griffith University
Brad Hill, Griffith University

Saturday June 4, 2011, 4:05 PM (20-minute oral presentation (including questions)) Room 11

Sport Participation, Intergovernmental Relations, and Enhanced Interaction
Lucie Thibault, Brock University
Wendy Frisby, University of British Columbia

Saturday June 4, 2011, 4:05 PM (20-minute oral presentation (including questions)) Room 236

The Influence of Team Identity on National Identity
Dusko Bogdanov (Advisor), Florida State University

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Saturday June 4, 2011, 4:05 PM (20-minute oral presentation (including questions))
Room 240
Marketing and Environmental Sustainability in the Sport Sector: A Gameplan for Action in the Coming Years.
Cheryl Mallen, Brock University
Chris Chard, Brock University
Cheri Bradish, Brock University

Saturday June 4, 2011, 4:05 PM (20-minute oral presentation (including questions))
Room 322
Little League vs. Sandlot: Understanding the Meanings of Formal and Informal Youth Sport Experiences
Matthew T. Bowers, University of Texas at Austin
B. Christine Green (Advisor), University of Texas at Austin

Saturday June 4, 2011, 4:30 PM (20-minute oral presentation (including questions))
Room 9
An Investigation of Future Sport Managers’ Perceptions of Affirmative Action Strategies and Beneficiaries.
Emeka Anaza, University of Illinois
Nameka Bates, University of Illinois
Jacqueline McDowell (Advisor), University of Illinois

Saturday June 4, 2011, 4:30 PM (20-minute oral presentation (including questions))
Room 11
Post Athlete Career Development: A Conceptual Model of Psychosocial Development of Athletic Career Transition
Akiko Arai, University of Florida
Yong Jae Ko (Advisor), University of Florida

Saturday June 4, 2011, 4:30 PM (20-minute oral presentation (including questions))
Room 236
Sporting Facebook: The NCAA & Big 12 Experience
Laci Wallace, Texas Woman's University
Jackie Wilson, Texas Woman's University
Kimberly Miloch (Advisor), Texas Woman's University

Saturday June 4, 2011, 4:30 PM (20-minute oral presentation (including questions))
Room 240
The Impact of Coach/Athlete CSR Activities on Employee Personal and Organizational Outcomes: The Role of Behavioral Integrity
YoungDo Kim, The Florida State University
Marshall Magnusen, The Florida State University
Yu Kyoum Kim (Advisor), The Florida State University

Saturday June 4, 2011, 4:30 PM (20-minute oral presentation (including questions))
Room 35
Structural Relationships among Market Demand and Psychological Constructs toward Martial Arts Participation
Min Kil Kim, Troy University
Sophia D. Min, University of Florida
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Ballin’: Examining the Components of Sport Based Interventions which Lead to Holistic Benefits for African-American Girls

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