

2015 North American Society for Sport Management Conference (NASSM 2015)

- Thursday June 4, 2015, 8:30 AM (20-minute oral presentation (including questions)) Richelieu
Role Strain Among Women's Collegiate Rugby Student-Athletes: A Qualitative Investigation
Vincent Lyons, Eastern Illinois University
- Thursday June 4, 2015, 8:30 AM (20-minute oral presentation (including questions)) Capitale
Beautiful Strangers: Psychological Sense of Community in Sports Crowds
Maximilian Stieler, University of Bayreuth
Claas Christian Germelmann (Advisor), University of Bayreuth
- Thursday June 4, 2015, 8:30 AM (20-minute oral presentation (including questions)) Chaudière
Organizational Impression Congruence: A Conceptual Framework for Sport Service Organizations
Simon Brandon-Lai, Florida State University
Cole Armstrong, Florida State University
Jeffrey James (Advisor), Florida State University
- Thursday June 4, 2015, 8:30 AM (20-minute oral presentation (including questions)) Frontenac
More Time, More Money, More Driving, More Games: Understanding Why Parents Enroll Their Children in Youth "Rep" Hockey
Chris Chard, Brock University
Jonathon Edwards, University of New Brunswick
Luke Potwarka, University of Waterloo
- Thursday June 4, 2015, 8:30 AM (20-minute oral presentation (including questions)) Joliet
Is "Going Green" Worth It? Assessing Fan Engagement and Perceptions of Athletic Department Environmental Efforts
Jonathan Casper, North Carolina State University
Dave Newport, University of Colorado Boulder
Michael Pfahl, Ohio University
- Thursday June 4, 2015, 8:30 AM (20-minute oral presentation (including questions)) Seigniory
Sports Team Personality: It's Not All about Winning!
Ashley Stadler Blank, The Pennsylvania State University
Joerg Koenigstorfer, Technische Universität München
Hans Baumgartner (Advisor), The Pennsylvania State University
- Thursday June 4, 2015, 8:30 AM (20-minute oral presentation (including questions)) Bytowne
Examining Service Quality in Spectator Sport: A Cross-Cultural Study
Rui Biscaia, Universidade Europeia, Lisboa: CIPER, Universidade de Lisboa
Masayuki Yoshida, Bivako Seiki Sport College
- Thursday June 4, 2015, 8:55 AM (20-minute oral presentation (including questions)) Richelieu
The Political is Personal: Political Orientation and the Expression of Prejudice
George Cunningham, Texas A&M University

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Thursday June 4, 2015, 8:55 AM (20-minute oral presentation (including questions)) Capitale
The Psychology Energy Model of Sport Spectatorship

Wonseok (Eric) Jang, University of Florida
Yong Jae Ko (Advisor), University of Florida
Daniel L. Wann (Advisor), Murray State University

Thursday June 4, 2015, 8:55 AM (20-minute oral presentation (including questions)) Chaudière
Impression Management (IM) in Sport: Introduction and Recommendations for Future Research

Kwame Agyemang, Louisiana State University

Thursday June 4, 2015, 8:55 AM (20-minute oral presentation (including questions)) Frontenac
Who Gets Shut Out?: Trends in Pay to Play in Interscholastic Sports - Tracking the Diffusion of a Strategic Practice

Jen Zdroik, University of Michigan
Kathy Babiak (Advisor), University of Michigan
Phil Veliz (Advisor), University of Michigan

Thursday June 4, 2015, 8:55 AM (20-minute oral presentation (including questions)) Joliet
An Empirical Examination of Participatory Sport Event Motives

James Du, Temple University
Daniel C. Funk (Advisor), Temple University

Thursday June 4, 2015, 8:55 AM (20-minute oral presentation (including questions)) Seigniorie
Winners Do It Differently!

J. Weller Ross, Brock University
Mike Ferguson, Brock University
Kevin Mongeon (Advisor), Brock University

Thursday June 4, 2015, 8:55 AM (20-minute oral presentation (including questions)) Bytowne
The 2014 FIFA World Cup: Examining Service Quality and Value Perceptions among Attendees at Rio De Janeiro

Rui Biscaia, Universidade Europeia, Lisboa: CIPER, Universidade de Lisboa
Abel Correia, Universidade de Lisboa
Thiago Santos, Universidade de Lisboa
Carla Araujo, Universidade do Porto
Stephen Ross, University of Minnesota

Thursday June 4, 2015, 10:35 AM (20-minute oral presentation (including questions)) Richelieu
Employing Non-Pecuniary Strategies to Stimulate Subsequent Product Consumption: Lessons Learned from an Extensive Field Experiment in the German Bundesliga

Dominik Schreyer, EBS Universität für Wirtschaft und Recht KS - EBS University of Business and Law

Thursday June 4, 2015, 10:35 AM (20-minute oral presentation (including questions)) Capitale
Analysing the Water Cooler: Conversation Analysis of the University of Canberra Brumbies' Social Media Users

Olan Scott, University of Canberra
Ann Pegoraro, Laurentian University
Jerry Watkins, University of Canberra

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- Thursday June 4, 2015, 10:35 AM (20-minute oral presentation (including questions)) Chaudière
Examining the Impacts of Relationship Quality on Consumers' Psychological Connection with a Professional Sport Team
Mi Ae Lee, Temple University
Daniel Funk (Advisor), Temple University
- Thursday June 4, 2015, 10:35 AM (20-minute oral presentation (including questions)) Frontenac
Employee Expectations of CSR Practices: A Psychological Contract Perspective
Lauren E. Brown, DeSales University
Christopher R. Barnhill, Georgia Southern University
- Thursday June 4, 2015, 10:35 AM (20-minute oral presentation (including questions)) Joliet
Benefits of Campus Recreational Sport: A Rasch Calibration
Kyungun Kim, The University of Texas at Austin
Emily Sparvero (Advisor), The University of Texas at Austin
- Thursday June 4, 2015, 10:35 AM (20-minute oral presentation (including questions)) Seigniorie
The RV Tailgater: Motivations of This Unique Lifestyle
Cheryl Rode, University of Tennessee, Knoxville
Robin Hardin (Advisor), University of Tennessee, Knoxville
- Thursday June 4, 2015, 10:35 AM (20-minute oral presentation (including questions)) Bytowne
Lifting Up the Youth? The Implementation of Norwegian Youth Sport Policy through the 2016 Lillehammer Winter Youth Olympic Games
Anna-Maria Strittmatter, Norwegian School of Sport Sciences
Dag Vidar Hanstad (Advisor), Norwegian School of Sport Sciences
Eivind A. Skille (Advisor), Hedmark University College
- Thursday June 4, 2015, 11:00 AM (20-minute oral presentation (including questions)) Richelieu
Beyond Fan Identification: Hierarchical Effects of Product Meanings on the Consumption of Team Licensed Products
Artemisia Apostolopoulou, Robert Morris University
Dimitra Papadimitriou, University of Patras
Kyriaki (Kiki) Kaplanidou, University of Florida
John S. Clark, Robert Morris University
- Thursday June 4, 2015, 11:00 AM (20-minute oral presentation (including questions)) Capitale
A Cross-National Comparative Thematic Analysis of National Sport Organizations' Twitter Activity
Michael Naraine, University of Ottawa
Milena Parent (Advisor), University of Ottawa
- Thursday June 4, 2015, 11:00 AM (20-minute oral presentation (including questions)) Chaudière
Investigating the Influence of Sport Identification on "Second Screen" Use
Mark Lyberger, Kent State University
Jonathan Jensen, The Ohio State University
Larry McCarthy, Seton Hall University
Edward Bolden, Kent State University

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Thursday June 4, 2015, 11:00 AM (20-minute oral presentation (including questions)) Frontenac
Team Impact! An Exploration of Athlete Philanthropic Foundations and Perceptions of Team CSR

Lauren E. Brown, DeSales University

W. Andrew Czekanski, Coastal Carolina University

Casey Schermick, DeSales University

Thursday June 4, 2015, 11:00 AM (20-minute oral presentation (including questions)) Joliet
Envisioning a Future State: Using Strategic Foresight to Imagine Tennis in 2025

Richard Norman, University of Waterloo

Thursday June 4, 2015, 11:00 AM (20-minute oral presentation (including questions)) Seignior
Image Fit between Sport Events and Destination and Its Impact on Attitude and Future Behavior

Yinghui Zhang, Huaqiao University

Huizhen You, Shanghai University of Sport

Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions)) Richelieu
The Fan's Game: Engaging Consumers through Gamified Apps

Yiran Su, Temple University

Thilo Kunkel, Temple University

Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions)) Capitale
The Influence of Hedonic, Eudaimonic, and Social Need Fulfillment on Sport Media Consumers' Well-being and Behavioral Intentions

Jeeyoon Kim, Florida State University

Jeffrey James (Advisor), Florida State University

Yu Kyoum Kim, Seoul National University

Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions)) Chaudière
Acculturation, Consumer Affinity and Identification with American Football

Abdullah Demirel, University of Massachusetts Amherst

Janet S. Fink (Advisor), University of Massachusetts Amherst

Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions)) Frontenac
The Effect of Perceived Team Performance and CSR on Team Identification, Pride, Regional Attachment, and WOM intention

Jaewon Chang, University of Florida

Yong Jae Ko, University of Florida

Joon-Ho Kang, Seoul National University

Dan Connaughton, University of Florida

Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions)) Joliet
Geographic Information Systems (GIS) Techniques for Enhanced Sport Management Research

Mark DiDonato, Florida State University

Kyle Bunds, North Carolina State University

Joshua Newman (Advisor), Florida State University

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Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions)) Seignior
Sustainable Network Building through Sport Event Tourism? The Case of a Small-scale Sport Event

Hagen Wäsche, Karlsruhe Institute of Technology
Dan Ritter, University of Konstanz

Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions)) Bytowne
Policy and Governance Implications of the Dear Colleague Letter of January 25, 2013 Related to the Inclusion of Athletes with a Disability into Intercollegiate Varsity Sports

Ted Fay, State University of New York at Cortland
Eli Wolff, Brown University

Thursday June 4, 2015, 1:20 PM (20-minute oral presentation (including questions)) Richelieu
Applying the 3M Model of Personality and Motivation to Sport Event Emotional Responses

Minkyoo Lee, Indiana University
Ju Young Lee, Indiana University
Paul M. Pedersen (Advisor), Indiana University

Thursday June 4, 2015, 1:20 PM (20-minute oral presentation (including questions)) Capitale
The Determinants of Word of Mouth Influence in Sport Viewership

Akira Asada, University of Florida
Yong Jae Ko (Advisor), University of Florida
Kyriaki (Kiki) Kaplanidou (Advisor), University of Florida

Thursday June 4, 2015, 1:20 PM (20-minute oral presentation (including questions)) Chaudière
Effects of Fan Identification on Moral Reasoning Processes: Focusing on the Ray Rice Case

Joon Sung Lee, University of Michigan
Dae Hee Kwak, University of Michigan
Jessica Minkove, Towson University

Thursday June 4, 2015, 1:20 PM (20-minute oral presentation (including questions)) Frontenac
Uncovering Organizational Capacity for Sport for Development

Ryan Clutterbuck, Western University
Alison Doherty (Advisor), Western University

Thursday June 4, 2015, 1:20 PM (20-minute oral presentation (including questions)) Joliet
Attitudinal Changes as Legacy of an Integrated Parasport Event

Laura Misener, Western University
David Legg, Mount Royal University
Gayle MacPherson, University of the West of Scotland
David McGillivray, University of the West of Scotland

Thursday June 4, 2015, 1:20 PM (20-minute oral presentation (including questions)) Seignior
A Comparison of National and International Media Frames of Professional Cyclist Ryder Hesjedal

Cory Kulczycki, University of Regina
Andrew Spiers, Brock University

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Thursday June 4, 2015, 1:20 PM (20-minute oral presentation (including questions)) Bytowne
The “Decline”: Major League Baseball Scouts’ Perspectives on the Decline of African-Americans in Baseball

Lequez Spearman, Gordon College
Dawn Norwood, University of Southern Indiana
Steven Waller, University of Tennessee
Marcus Amos, University of Tennessee

Thursday June 4, 2015, 1:45 PM (20-minute oral presentation (including questions)) Richelieu
Managing the Delivery of Sport Events: Outsourcing and/or Multiple Delivery Partner Mode

Trish Bradbury, Massey University

Thursday June 4, 2015, 1:45 PM (20-minute oral presentation (including questions)) Capitale
Relationships as Strategic Assets: An Empirical Assessment of Sport Fan Equity

Young Do Kim, University of Nebraska Kearney
Mar Magnusen, Baylor University
Seong-Hee Park, Hankuk University of Foreign Studies
Yukeyoum Kim (Advisor), Seoul National University

Thursday June 4, 2015, 1:45 PM (20-minute oral presentation (including questions)) Chaudière
Cosmopolitan Consumer Behaviour: Exploring Fan Identification, Awareness, and Motivation Around the FIFA World Cup

Cheri Bradish, Ryerson University
Nicholas Burton, Ryerson University
Melanie Dempsey, Ryerson University
Deep Bhatia, Ryerson University

Thursday June 4, 2015, 1:45 PM (20-minute oral presentation (including questions)) Frontenac
Sport for Development: Reviewing the Field

Nico Schulenkorf, University of Technology, Sydney
Emma Sherry, La Trobe University
Katie Rowe, Deakin University

Thursday June 4, 2015, 1:45 PM (20-minute oral presentation (including questions)) Joliet
Framing Analysis of the Paralympic Games

Kelsey LeFevour, University of Illinois at Urbana-Champaign
Scott Tainsky (Advisor), University of Illinois at Urbana-Champaign

Thursday June 4, 2015, 1:45 PM (20-minute oral presentation (including questions)) Seigniory
“It’s All in How You Say It” The Influence of Fundamentalism, Framing, and Sport Endorser on Promoting Ally Behavior

Donna Fickes, Texas Tech University
Nicole Melton (Advisor), Texas Tech University

Thursday June 4, 2015, 1:45 PM (20-minute oral presentation (including questions)) Bytowne
Evaluating the Evaluators: Developing an Instrument to Assess Baseball Scouts’ Effectiveness

Raymond Cotrufo, State University of New York at Cortland
Jordan Kobritz, State University of New York at Cortland
Matthew Kastel, Maryland Stadium Authority

2015 North American Society for Sport Management Conference (NASSM 2015)

Thursday June 4, 2015, 2:10 PM (60-minute symposium, roundtable, or workshop) Richelieu
The Future of Diversity Research: A Symposium for Researchers Sponsored by the NASSM Diversity Committee

Nicholas Watanabe, University of Missouri
Emily Newell, The Ohio State University
Algerian Hart, Western Illinois University

Thursday June 4, 2015, 2:10 PM (60-minute symposium, roundtable, or workshop) Capitale
Thinking Outside the Arena: Re-Positioning Sport Management Scholarship to Secure External Funding

Michael Edwards, North Carolina State University
Jason Bocarro, North Carolina State University
Michael Kanters, North Carolina State University
Gareth Jones, North Carolina State University

Thursday June 4, 2015, 2:10 PM (60-minute symposium, roundtable, or workshop) Chaudière
Publish or Perish: Engaging with the Process of Publishing as a Graduate Student

Natalie L. Smith, University of Illinois at Urbana-Champaign
Patti Millar, Western University
Joshua Lupinek, University of Minnesota
Rebecca Achen, The University of Kansas

Thursday June 4, 2015, 2:10 PM (60-minute symposium, roundtable, or workshop) Frontenac
Hitting the Wall in Academia: How to Handle Faculty Burnout

James Strobe, Ohio Dominican University
Donna Pastore, The Ohio State University
Pamela Baker, George Mason University
Jacquelyn Cuneen, Bowling Green State University
Andy Gillentine, University of South Carolina
Dianna Gray, University of Northern Colorado
Heather Lawrence-Benedict, Ohio University
Lynn Ridinger, Old Dominion University

Thursday June 4, 2015, 3:25 PM (20-minute oral presentation (including questions)) Richelieu
Valuing Feminine Traits in Coaching: The Impact of High and Low Exposure to Female Coaches

Rachel Madsen, Niagara University
Brianna Clark, Temple University

Thursday June 4, 2015, 3:25 PM (20-minute oral presentation (including questions)) Capitale
Defining the Key Determinants of Cross Sector Partnerships to Promote Sports Participation

Mathieu Marlier, Ghent University
Steffie Lucidarme, Ghent University
Greet Cardon, Ghent University
Ilse De Bourdeandhuij, Ghent University
Kathy Babiak (Advisor), University of Michigan
Annick Willem, Ghent University

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- Thursday June 4, 2015, 3:25 PM (20-minute oral presentation (including questions)) Chaudière
The Impact of International Football Matches on Primary Sponsors and Shareholder Wealth
Adrien Bouchet, The University of Tulsa
Mike Troilo, The University of Tulsa
Brian Walkup, The University of Tulsa
- Thursday June 4, 2015, 3:25 PM (20-minute oral presentation (including questions)) Frontenac
Scent Marketing in the Sport Industry
Minkyoo Lee, Indiana University
Mingu Rhee, Indiana University
Byung Ik Park, Indiana University
Paul M. Pedersen (Advisor), Indiana University
- Thursday June 4, 2015, 3:25 PM (20-minute oral presentation (including questions)) Joliet
Commercial Implications of Corruption in Sport
Samantha Gorse, Coventry University
Simon Chadwick, Coventry University
- Thursday June 4, 2015, 3:25 PM (20-minute oral presentation (including questions)) Seigniorie
Students' Search Behaviors, Goals and Expectations for Their Senior Internship
Michael Odio, University of Cincinnati
TzuShuo Ryan Wang, Kennesaw State University
- Thursday June 4, 2015, 3:25 PM (20-minute oral presentation (including questions)) Bytowne
Locating Sport and Recreation Policy in Rural Community Development
Kyle Rich, Western University
Fatima Braimoh, Western University
Laura Misener (Advisor), Western University
- Thursday June 4, 2015, 3:50 PM (20-minute oral presentation (including questions)) Richelieu
Role Models, Women's Leadership and Careers of Women in the Management of Professional Baseball
Maki Itob, Juntendo University
Mary Hums (Advisor), University of Louisville
- Thursday June 4, 2015, 3:50 PM (20-minute oral presentation (including questions)) Capitale
Using outside Factors to Predict APR Scores of NCAA Division I Football Programs: The Impact of Non-Calculated Variables on Postseason Eligibility
Emily Newell, The Ohio State University
Brian Turner (Advisor), The Ohio State University
- Thursday June 4, 2015, 3:50 PM (20-minute oral presentation (including questions)) Chaudière
Empirically Examining the Impact of Brand-Event Personality Fit on Sport Sponsors' Consumer-Based Brand Equity: A Case Study in College Football
Junqi Wang, University of Georgia
James Zhang (Advisor), University of Georgia
Kevin Byon (Advisor), University of Georgia
Thomas Baker (Advisor), University of Georgia
Zhenqiu (Laura) Lu (Advisor), University of Georgia

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Thursday June 4, 2015, 3:50 PM (20-minute oral presentation (including questions)) Frontenac
The Development of a Conceptual Framework of Sports Marketing Myopia: Exploratory Evidence from the Northern Ireland Football League

Damian Gallagher, Ulster University

Ricky Mitchell, Ulster University

Andy Gillentine, University of South Carolina

Thursday June 4, 2015, 3:50 PM (20-minute oral presentation (including questions)) Joliet
When is the Tipping Point? The Role of Emotions on Consumers' Processing of Celebrity Athletes' Transgression

Joon Sung Lee, University of Michigan

Dae Hee Kwak, University of Michigan

Thursday June 4, 2015, 3:50 PM (20-minute oral presentation (including questions)) Bytowne
An Examination of the Relationship between Community Sport Facilities Servicescape Factors and Sport Development

Popi Sotiriadou, Griffith University

Brad Hill, Griffith University

Thursday June 4, 2015, 4:15 PM (20-minute oral presentation (including questions)) Richelieu
Psychological Safety among Women in Sport: The Influence of Status, Gender, and Sexual Orientation

Nicole Melton, Texas Tech University

Nefertiti A. Walker, University of Massachusetts Amherst

Thursday June 4, 2015, 4:15 PM (20-minute oral presentation (including questions)) Capitale
Student-Athletes in the Balance: Perceptions of College Coaches on the NCAA Division II Life in the Balance Legislation

Matt Huml, University of Louisville

Mary Hums, University of Louisville

Thursday June 4, 2015, 4:15 PM (20-minute oral presentation (including questions)) Chaudière
Employee Related Sponsorship Outcomes

Abdullah Demirel, University of Massachusetts Amherst

Janet S. Fink (Advisor), University of Massachusetts Amherst

Thursday June 4, 2015, 4:15 PM (20-minute oral presentation (including questions)) Frontenac
"I'm a Completely Different Person Now": Extraordinary Experiences, Personal Transformation, and the Sport Organization

Amy Rundio, East Carolina University

Thursday June 4, 2015, 4:15 PM (20-minute oral presentation (including questions)) Joliet
How Do Athlete Scandals Affect Consumers' Self-Concept? Self-Brand Connection and Self-Conceptual Perspective

Akiko Arai, Juntendo University

Yong Jae Ko (Advisor), University of Florida

2015 North American Society for Sport Management Conference (NASSM 2015)

- Thursday June 4, 2015, 4:15 PM (20-minute oral presentation (including questions)) Seignior
Ticket Sales Training: Student Perspectives on an Embedded Experiential Learning Project
Dale Sheptak, Lake Erie College
Brian Menaker, Lake Erie College
Charles Campisi, Baldwin Wallace University
- Thursday June 4, 2015, 4:15 PM (20-minute oral presentation (including questions)) Bytowne
It Takes Two: Uncovering the Psychological Contract of Community Sport Clubs
Alanna Harman, Lock Haven University
Alison Doherty, Western University
- Thursday June 4, 2015, 4:40 PM (20-minute oral presentation (including questions)) Richelieu
Sound Check: Are Women's Voices Undervalued in the Sport Workplace?
Amanda L. Menier, University of Massachusetts Amherst
Nefertiti A. Walker (Advisor), University of Massachusetts Amherst
- Thursday June 4, 2015, 4:40 PM (20-minute oral presentation (including questions)) Chaudière
Counter-Strategies to Fight Ambush Marketing: The Sponsor Perspective
Sebastian Ubrich, German Sport University Cologne
Joerg Koenigstorfer, Technische Universität München
- Thursday June 4, 2015, 4:40 PM (20-minute oral presentation (including questions)) Frontenac
Understanding Student Attendance in College Football through the Hierarchical Relationships of Constraints
Gi-Yong Koo, Troy University
Robin Hardin, University of Tennessee, Knoxville
- Thursday June 4, 2015, 4:40 PM (20-minute oral presentation (including questions)) Joliet
Off-the-Field Scandals in Professional Sports and Impacts on Consumers Brand Engagement
Gashaw Abeza, University of Ottawa
Norm O'Reilly, Ohio University
Daniel Prior, University of New South Wales
Jason Mazanov, University of New South Wales
Twan Huybers, University of New South Wales
- Thursday June 4, 2015, 4:40 PM (20-minute oral presentation (including questions)) Seignior
An Analysis of Matches and Mismatches of Personality Type Between Students and Instructor in a Gamified Undergraduate Sport Management Course
Edwin Lindsay, North Carolina State University
- Thursday June 4, 2015, 4:40 PM (20-minute oral presentation (including questions)) Bytowne
Cell Block Cardio: Female Inmates' Physical Activity Involvement
Caroline Heffernan, University of Minnesota
Jeremy Jordan (Advisor), Temple University

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Friday June 5, 2015, 8:30 AM (20-minute oral presentation (including questions)) Richelieu
How Mediated Sporting Events Constituted Nationalism? An Analysis of Chinese Newspaper Coverage of the 2014 Incheon Asian Games

Bo Li, University of Arkansas
Sarah Stokowski, University of Arkansas
Jongyeol Yoo, University of Arkansas
Stephen Dittmore, University of Arkansas

Friday June 5, 2015, 8:30 AM (20-minute oral presentation (including questions)) Capitale
Positive Results Still Call for Critical Evaluation: A Post-Event Assessment of a Sport-for-Development Initiative

Adam Coben, Texas Tech University
Jon Welty Peachey, University of Illinois at Urbana-Champaign
George Cunningham, Texas A&M University
Jennifer Bruening, University of Connecticut
Alexis Lyras, Georgetown University

Friday June 5, 2015, 8:30 AM (20-minute oral presentation (including questions)) Chaudière
Who's the Main Attraction? Examining Star Power as a Determinant of UFC Pay-Per-View Demand

Lamar Reams, Old Dominion University
Stephen Shapiro, Old Dominion University

Friday June 5, 2015, 8:30 AM (20-minute oral presentation (including questions)) Frontenac
The Power of Discourse: Managing Elite Youth Sport

annelies knoppers, University of Utrecht
froukje smits, University of Applied Sciences Utrecht
frank jacobs, The Hague University of Applied Science

Friday June 5, 2015, 8:30 AM (20-minute oral presentation (including questions)) Joliet
The Playing Field of Sports Public Relations

Mark Dottori, University of Ottawa
Norm O'Reilly (Advisor), Ohio University
Alexandre Sévigny, McMaster University

Friday June 5, 2015, 8:30 AM (20-minute oral presentation (including questions)) Seigniory
The Relationship between Basic Need Satisfaction and Self-Determined Motivation among Canadian Golfers

Melissa Davies, University of the Pacific

Friday June 5, 2015, 8:30 AM (20-minute oral presentation (including questions)) Bytowne
The Motivational Trajectory of Active Sport Event Travel Careers: A Social Worlds Perspective

Richard Buning, The University of Memphis
Heather Gibson, University of Florida

Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions)) Richelieu
Pre- and Post-Event Media Representations of the 2014 FIFA World Cup: A Comparison

Bogdan Ciomaga, Brock University

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Sport and Social Cohesion in South Africa: A Critical Discourse Analysis
Grace Yan, University of Missouri
- Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions)) Chaudière
NBA Primary Ticket Market Purchases and Market-Based Dynamic Demand
Brian Mills, University of Florida
Steve Salaga, Texas A&M University
Scott Tainsky, University of Illinois at Urbana-Champaign
- Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions)) Frontenac
Changing the Play: Using Action Research to Reform Youth Sport
Raquel Hutchinson, University of Illinois at Urbana-Champaign
Laurence Chalip (Advisor), University of Illinois at Urbana-Champaign
Jarrod Scheunemann (Advisor), University of Illinois at Urbana-Champaign
- Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions)) Joliet
No More "Good" Intentions: Purchase Behaviors in Sponsorship
Noni Zabaria, University of Northern Colorado
David Stotlar (Advisor), University of Northern Colorado
Dianna Gray (Advisor), University of Northern Colorado
Rui Biscaia, Universidade Europeia, Lisboa: CIPER, Universidade de Lisboa
- Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions)) Seigniorie
The Mediating Role of Resistance to Change: Golf Club Membership Renewal
Michael Naylor, Auckland University of Technology
Geoff Dickson, Auckland University of Technology
David Hedlund, St. John's University
Melody Johnson, Auckland University of Technology
- Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions)) Bytowne
2014 FIFA World Cup Brazil: Attending a Mega-Sport Event – Overcoming of Constraints and Planned vs. Actual Travel Behavior
Gerald Fritz, Johannes Gutenberg University Mainz
- Friday June 5, 2015, 10:35 AM (20-minute oral presentation (including questions)) Richelieu
Framing and Conceptualizing the IOR Literature in Sport Management: Mapping the Scholarly Terrain
Kathy Babiak, University of Michigan
Lucie Thibault, Brock University
Annick Willem, Ghent University
- Friday June 5, 2015, 10:35 AM (20-minute oral presentation (including questions)) Chaudière
Centrality and Racial Discrimination in Coach Promotions
Jeremy Foreman, Louisiana State University
Kwame Agyemang (Advisor), Louisiana State University
Brian Soebbing (Advisor), Louisiana State University

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Motivation, Satisfaction, and Retention of Undergraduate Sport Management Volunteers
Chrysostomos Giannoulakis, Ball State University
James Johnson, Ball State University
Nathan Felver, Ball State University
Lawrence Judge, Ball State University
- Friday June 5, 2015, 10:35 AM (20-minute oral presentation (including questions)) Joliet
Complexity Science Approaches: Opportunities to Inspire New Innovations and Insights for Sport Management Research Questions
Catherine Quatman-Yates, Cincinnati Children's Hospital; University of Cincinnati College of Medicine
- Friday June 5, 2015, 10:35 AM (20-minute oral presentation (including questions)) Seignior
Decomposing the Win-Wage Relationship in Pro Team Sports
Bill Gerrard, Leeds University Business School
- Friday June 5, 2015, 10:35 AM (20-minute oral presentation (including questions)) Bytowne
Flipping a Sport Finance and Economics Class — Lessons Learned
Angela Lumpkin, Texas Tech University
Rebecca Achen, University of Kansas
- Friday June 5, 2015, 11:00 AM (20-minute oral presentation (including questions)) Richelieu
Business Networking Legacy Planning in Qatar from the 2022 World Cup
Ahmed Al-Emadi, Qatar University
Kyriaki (Kiki) Kaplanidou, University of Florida
Michael Sagas, University of Florida
Abdoulaye Diop, Qatar University
- Friday June 5, 2015, 11:00 AM (20-minute oral presentation (including questions)) Capitale
A Systematic Review of Sport and Youth Development
Gareth Jones, North Carolina State University
Michael Edwards, North Carolina State University
Jason Bocarro, North Carolina State University
- Friday June 5, 2015, 11:00 AM (20-minute oral presentation (including questions)) Chaudière
Justification for a Racially Imbalanced Coaching Structure? Performances Compared
Michael Regan, Texas A&M University
- Friday June 5, 2015, 11:00 AM (20-minute oral presentation (including questions)) Frontenac
Leadership of Volunteer in Big Sporting Events
Tone Vollen, Norwegian School of Sport Sciences
- Friday June 5, 2015, 11:00 AM (20-minute oral presentation (including questions)) Joliet
Concept Mapping in Sport Management Research
Elizabeth Delia, Florida State University
Jeffrey James (Advisor), Florida State University

2015 North American Society for Sport Management Conference (NASSM 2015)

Friday June 5, 2015, 11:00 AM (20-minute oral presentation (including questions)) Seigniory
Cross-Ownership in the NBA and WNBA: Characteristics of Substitution and Complementarity in Attendance Patterns
Brian Mills, University of Florida

Friday June 5, 2015, 11:25 AM (20-minute oral presentation (including questions)) Richelieu
Intersectorial Partnership in Disability Sport: A Case Study Examination
Raymond Cotrufo, State University of New York at Cortland
Laura Burton, University of Connecticut

Friday June 5, 2015, 11:25 AM (20-minute oral presentation (including questions)) Capitale
The New Gap Year: Exploring the Outcomes of Long-Term International Sport-for-Development Volunteering for American Millennials
Natalie L. Smith, University of Illinois at Urbana-Champaign
Andrew Pickett, Texas A&M University
Adam Coben (Advisor), Texas Tech University

Friday June 5, 2015, 11:25 AM (20-minute oral presentation (including questions)) Chaudière
The Meaning of American Football among Chinese Spectators: A Qualitative Investigation of Live Sport Events Viewing Experiences
Yilun Zhou, University of Illinois at Urbana-Champaign
Hongping Zhang, University of Illinois at Urbana-Champaign
Monika Stodolska, University of Illinois at Urbana-Champaign

Friday June 5, 2015, 11:25 AM (20-minute oral presentation (including questions)) Frontenac
When Money Kills the Creativity: Perceptions and Influences of Young Leadership at the 2012 Oslo World Snowboarding Championships
Annika Bodemar, Norwegian School of Sport Sciences

Friday June 5, 2015, 11:25 AM (20-minute oral presentation (including questions)) Joliet
Estimating Doping Prevalance in Elite-Sports – An Agent-Based Computer Simulation Approach
Daniel Westmattmann, University of Münster
Gerhard Schewe (Advisor), University of Münster
Sascha Hokamp, University of Hamburg
Marcel Goelden, University of Münster

Friday June 5, 2015, 11:25 AM (20-minute oral presentation (including questions)) Seigniory
The Impact of Team Performance on Player Salaries
Mike Ferguson, Brock University
J. Weller Ross, Brock University
Kevin Mongeon (Advisor), Brock University

Friday June 5, 2015, 11:25 AM (20-minute oral presentation (including questions)) Bytowne
Problem Based Learning for the Sport Management Classroom
Kevin Heisey, Liberty University
Vicky Martin, Liberty University

2015 North American Society for Sport Management Conference (NASSM 2015)

- Friday June 5, 2015, 11:50 AM (President's Luncheon) Ballroom A-B
A Place at the Table: How Sport Management Research Can Advance Institutional Theory
Florian Hemme, The University of Texas at Austin
Matthew T. Bowers (Advisor), The University of Texas at Austin
- Friday June 5, 2015, 1:20 PM (20-minute oral presentation (including questions)) Richelieu
Only in Crisis? Leadership Selection in Intercollegiate Athletics After an Ethical Scandal
Laura Burton, University of Connecticut
Heidi Grappendorf, University of Cincinnati
- Friday June 5, 2015, 1:20 PM (20-minute oral presentation (including questions)) Capitale
Organizational Innovation and the NCAA: A History of the Men's Basketball Tournament
Chad Seifried, Louisiana State University
Kwame Agyemang, Louisiana State University
Brian Soebbing, Louisiana State University
- Friday June 5, 2015, 1:20 PM (20-minute oral presentation (including questions)) Chaudière
Organizational Identity in a Volunteer-based, Dispersed Identification Process
Christine Wegner, Temple University
Jeremy Jordan (Advisor), Temple University
- Friday June 5, 2015, 1:20 PM (20-minute oral presentation (including questions)) Frontenac
Married With Children: Does Family Structure Impact Perceptions of Fan-Family Conflict?
Jason Simmons, University of Cincinnati
T. Christopher Greenwell, University of Louisville
- Friday June 5, 2015, 1:20 PM (20-minute oral presentation (including questions)) Joliet
Collaborative Governance: Mapping Future Sport Governance Research
David Shilbury, Deakin University
Lesley Ferkins, Unitec Institute of Technology
- Friday June 5, 2015, 1:20 PM (20-minute oral presentation (including questions)) Seigniory
Developing the Sport Industry Career Path Model as a Career Advising Tool in Sport Management: An Extension of Holland's Theory
David Pierce, Indiana University-Purdue University Indianapolis
James Johnson, Ball State University
- Friday June 5, 2015, 1:20 PM (20-minute oral presentation (including questions)) Bytowne
"Until I Die, I Will be Suing the NBA": An Analysis of The Major Legal Issues Raised by the Donald Sterling Saga
Jeffrey Levine, University of Louisville
Craig Esberick, George Mason University
Jordan Kobritz, State University of New York at Cortland

2015 North American Society for Sport Management Conference (NASSM 2015)

Friday June 5, 2015, 1:45 PM (20-minute oral presentation (including questions)) Richelieu
Investigating the Relationship Between the Relative Age Effect and Leadership Outcomes in Male Ice Hockey Players

Laura Chittle, University of Windsor

Sean Horton, University of Windsor

Jess Dixon, University of Windsor

Friday June 5, 2015, 1:45 PM (20-minute oral presentation (including questions)) Capitale
From Change Agent to Maintenance Agent: The Evolution of the NCAA as an Institutional Entrepreneur

Calvin Nite, Texas Tech University

Marvin Washington, University of Alberta

Friday June 5, 2015, 1:45 PM (20-minute oral presentation (including questions)) Chaudière
Conceptualizing the Influence of Social Identity on Conflict in Sport Organizations

Shannon Kerwin, Brock University

Matthew Walker, Texas A&M University

Trevor Bopp, University of Florida

Friday June 5, 2015, 1:45 PM (20-minute oral presentation (including questions)) Frontenac
The Team Wore Pink: Ideographs and the First Women's World Ice Hockey Championship, Ottawa, 1990

Patrick Reid, University of Alberta

Dan Mason (Advisor), University of Alberta

Friday June 5, 2015, 1:45 PM (20-minute oral presentation (including questions)) Joliet
Reconsidering Governance Structures in National Federations: A Constituency Representative Model

Bogdan Ciomaga, Brock University

Lucie Thibault, Brock University

Friday June 5, 2015, 1:45 PM (20-minute oral presentation (including questions)) Seigniorie
Educating and Preparing Sport Coaches within a Sport Management Program: The Results and Implications of the Stakeholder Survey

David P. Hedlund, St. John's University

Carol A. Fletcher, St. John's University

Friday June 5, 2015, 2:10 PM (20-minute oral presentation (including questions)) Richelieu
Passion at Work: Evidence from Team Sport Organisations

Christos Anagnostopoulos, Molde University College

Mathieu Winand, University of Stirling

Demetra Papadimitriou, University of Patras

Friday June 5, 2015, 2:10 PM (20-minute oral presentation (including questions)) Capitale
Organizational Misconduct within the National Collegiate Athletic Association

Khirey Walker, Louisiana State University

Brian Soebbing (Advisor), Louisiana State University

Chad Seifried (Advisor), Louisiana State University

2015 North American Society for Sport Management Conference (NASSM 2015)

Friday June 5, 2015, 2:10 PM (20-minute oral presentation (including questions)) Chaudière
Cut from the Same Cloth: An Examination of Social Identity Theory's Effect on Attachment to College Coaches

Michael Mudrick, University of Connecticut
Laura Burton (Advisor), University of Connecticut
Janet S. Fink (Advisor), University of Massachusetts Amherst

Friday June 5, 2015, 2:10 PM (20-minute oral presentation (including questions)) Frontenac
Identifying Attributes of Sport Participation that Enhance Women's (Dis)Empowerment

So Youn Lim, The University of Texas at Austin
Marlene Dixon (Advisor), The University of Texas at Austin

Friday June 5, 2015, 2:10 PM (20-minute oral presentation (including questions)) Joliet
Sport for Who's Development? A Critical Examination of a City's Event Leveraging Strategy for Community Development

Kylie Wasser, Western University
Rob Carlisi, Western University
Laura Misener (Advisor), Western University

Friday June 5, 2015, 2:10 PM (20-minute oral presentation (including questions)) Seigniorie
Factors Impacting Hiring Decisions in Intercollegiate Athletics: An Experimental Design Approach

Chad D. McEvoy, Syracuse University
Steven M. Howell, Northern Illinois University
Katherine J. Hunzinger, Northern Illinois University

Friday June 5, 2015, 2:10 PM (20-minute oral presentation (including questions)) Bytowne
Student-Athlete Social Media Restrictions: U.S. Constitutional Concerns

Joshua Bowles, University of Tennessee, Knoxville
James Bemiller, University of Tennessee, Knoxville

Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions)) Richelieu
The Evolution of a Social Entrepreneur: Turning Passion into Skill

Jon Welty Peachey, University of Illinois at Urbana-Champaign
Adam Coben, Texas Tech University

Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions)) Capitale
An Assessment of Consistency in the NCAA Infractions Process

Bradley Baker, Temple University
Jeremy Jordan (Advisor), Temple University
Daniel Funk (Advisor), Temple University

Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions)) Chaudière
Enhanced Market Value of American Athletes with International Teammates

Yilun Zhou, University of Illinois at Urbana-Champaign
Scott Tainsky (Advisor), University of Illinois at Urbana-Champaign

2015 North American Society for Sport Management Conference (NASSM 2015)

- Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions)) Joliet
Sport Development Through National Governing Body Member Retention
Richard Buning, The University of Memphis
Daniel Larson, University of Oklahoma
- Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions)) Seigniorie
Success Predicting Success: Can Career Success Be Predicted by College Success?
Lisa Rufer, Virginia Commonwealth University
Mark Stanich, Virginia Commonwealth University
Carrie LeCrom (Advisor), Virginia Commonwealth University
- Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions)) Bytowne
Amicus Curiae Briefs for Sport Managers
John Holden, Florida State University
- Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions)) Richelieu
Exploring Intra- and Inter-Organizational Knowledge Transfer in Sponsorship Alliances and Networks - An Empirical Case Study Analysis
Thorsten Dum, Baden-Württemberg Cooperative State University
- Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions)) Capitale
Evaluating the Culture and Climate in a University Academic Department: Conducting a Preliminary Diversity Audit in Sport Management Courses
John Nathaniel Singer, Texas A&M University
- Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions)) Chaudière
Support for the 2016 Olympic Games in Rio de Janeiro - A Longitudinal Study
Claudio Rocha, University of São Paulo
Valdir Barbanti, University of São Paulo
Packianathan Chelladurai, Troy University
- Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions)) Frontenac
Spectator Sport Involvement and Health: Analysis of a National Survey in Japan
Mikihiro Sato, James Madison University
Yubei Inoue, University of Minnesota
Makoto Nakazawa, University of Tsukuba
- Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions)) Joliet
U.S. Sport Management Programs in Business Schools: State of the Field
Noni Zabaria, University of Northern Colorado
Anastasios Kaburakis, Saint Louis University
David Pierce, Indiana University-Purdue University Indianapolis
- Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions)) Seigniorie
Leveraging Sport Participation Impacts of the Olympics: A Qualitative Case Study Analysis of Getting Started Leagues for Curling
Simon Barrick, University of Waterloo
Heather Mair (Advisor), University of Waterloo
Luke Potmarka (Advisor), University of Waterloo

2015 North American Society for Sport Management Conference (NASSM 2015)

Friday June 5, 2015, 3:40 PM (20-minute oral presentation (including questions)) Richelieu
Sponsorship Activation through Social Networking Sites: An Investigation of World Cup Marketing Hashtags on Twitter

Ann Pegoraro, Laurentian University

Claude Vincent, Laurentian University

Dana Ellis, Laurentian University

Friday June 5, 2015, 3:40 PM (20-minute oral presentation (including questions)) Capitale
Group Diversity's Effects on Sport Teams and Organizations: A Meta-Analysis

Woojun Lee, Texas A&M University

George Cunningham (Advisor), Texas A&M University

Friday June 5, 2015, 3:40 PM (20-minute oral presentation (including questions)) Frontenac
Sport, Community, and Health: The Benefits and Repercussions

Stacy Warner, East Carolina University

Emily Sparvero, The University of Texas at Austin

Bhibba Das, East Carolina University

Friday June 5, 2015, 3:40 PM (20-minute oral presentation (including questions)) Joliet
Sport Management Programs in the United States: Variance in Program Composition and Potential for Future Changes

Daniel Mabony, Kent State University

Robin Ammon, University of South Dakota

Marlene Dixon, Troy University

Michael Judd, Cardinal Stritch University

Friday June 5, 2015, 3:40 PM (20-minute oral presentation (including questions)) Seigniorie
The "Has-Been" Effect: Assessing Perceived Well-Being from College Sport Participation

Matthew Horner, Florida State University

Joshua Newman (Advisor), Florida State University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Geocaching as a Method to Improve Subjective Health among Persons who are Overweight or Obese

Jacqueline Boucher, Texas A&M University

George Cunningham (Advisor), Texas A&M University

Whitney Garney, Texas A&M University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Segmentation Of "Prosumers" Based on Social Media Usage in a Non-Profit Sports Organization: Algorithm Development and between-Group Differences

Simon Brandon-Lai, Florida State University

Cole Armstrong, Florida State University

Jeffrey James (Advisor), Florida State University

2015 North American Society for Sport Management Conference (NASSM 2015)

- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Examining Undergraduate Sport Management Internship Requirements and Procedures in the United States
Chris Brown, Kennesaw State University
Jennifer Willett, Kennesaw State University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Competitive Balance and Game Attendance in Korean Professional Baseball League
Jae Hyuk Cha, Sungkyunkwan University
Taebee Kim, Sungkyunkwan University
Hyen Seo Roh, Sungkyunkwan University
Kyungro Chang (Advisor), Sungkyunkwan University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Exploring Organizational Climate and College Coaches' Intent to Leave: A Human Resource Development Perspective
Shaina Ervin, The Ohio State University
Donna Pastore (Advisor), The Ohio State University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
An Examination of Work-Life Balance for Sport Management Doctoral Students
Shaina Ervin, The Ohio State University
Kristy McCray, The Ohio State University
Donna Pastore (Advisor), The Ohio State University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
An Examination of Mentoring of Minority and Female Student-Athletes
Michael Fraina, The Ohio State University
Donna Pastore (Advisor), The Ohio State University
Sean Dablin, The Ohio State University
Megan Parietti, The Ohio State University
James Morton, The Ohio State University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Football Fans and Finances: How Fan Passion Influences Price Sensitivity
Blake Gardner, Samford University
Brooks Hanrahan, Samford University
Caroline Novkov, Samford University
Darin W. White (Advisor), Samford University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Fathering Through Sport: Reviewing the Managerial Implications
Jeff Graham, The University of Texas at Austin
Marlene Dixon (Advisor), The University of Texas at Austin
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Patient-Centered? A Critical Analysis of Sport Concussion Policies
Alanna Harman, Lock Haven University
Katie Lebel, St. John's University

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Danger Lurks! Does Risk Management Work? Effectiveness of Risk Management Strategies at University Athletic Venues
Angela Hayslett, James Madison University
Emeka Anaza, James Madison University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
An Examination of Strategic CSR in College Sports: The Influence of Philanthropy Event on a Fan's Donation on Official Athletic Site
Geumchan Hwang, University of Minnesota
Lisa Kihl, University of Minnesota

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Assessing the Superiority of Event History Analysis Approaches in Sponsorship Forecasting: A Methodological Review
Jonathan Jensen, The Ohio State University
Brian Turner, The Ohio State University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Resident and Sport Tourist Sponsorship Recall and Behavior Intentions
Kostas Karadakis, Southern New Hampshire University
Thomas Aicher, University of Cincinnati

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Socializing New Fans: Venn Diagrams, Subcommunities, and New Member Adjustment
Matthew Katz, Miami University
Bob Heere, University of South Carolina
Marlene Dixon, Troy University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
A Conceptual Framework of Positive Organizational Behavior in Sport (POBS): The Role of Psychological Capital (PsyCap)
Minjung Kim, Florida State University
Yukyoun Kim, Seoul National University
Amy Chan Hyung Kim (Advisor), Florida State University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Contemplation of Need Fulfillment through Sport Media Consumers: The Role of Flow, Team Identification, and Perceived Performance Level
Daehwan Kim, Florida State University
Amy Chan Hyung Kim (Advisor), Florida State University
Jeeyoon Kim, Florida State University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Consumer Response to Multi-sponsored Sport Event Sponsorship: The Moderating Effect of Fit between Co-sponsors
Ari Kim, University of Florida

2015 North American Society for Sport Management Conference (NASSM 2015)

- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
The Crowded World of Fantasy Sport, Facebook, and Fandom: Implications of the Dual-screening Phenomenon on Team Identity Salience
Ben Larkin, University of Massachusetts Amherst
Janet Fink, University of Massachusetts Amherst
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
The Role of Informal Sport in the Integration Process of Immigrants
Yen-Chun Lin, The University of Texas at Austin
Matthew Bowers (Advisor), The University of Texas at Austin
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Sport Events and Residential Happiness: Development of a Measuring Instrument
Meagan Littlejohn, University of Ottawa
Marijke Taks, University of Windsor
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Connecting the Rhetoric of Sport with Institutional Missions in Higher Education
Gregory Lott, The Ohio State University
Brian Turner (Advisor), The Ohio State University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Mixing Sport and Politics: Investigating the Effects of Star Player Political Engagement on Sport Consumer Revenge and Avoidance
Marshall Magnusen, Baylor University
Jun Woo Kim, State University of New York at Brockport
Brooke Forester, University of South Alabama
Seung Hoon Jeong, Kyung Hee University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Sexual Assault Prevention: Rationale, Recommendations and Best Practices for Sport Managers in College Athletics
Kristy McCray, The Ohio State University
Donna Pastore (Advisor), The Ohio State University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
FBS Athletic Department Website Communications of Environmental Initiatives
Brian P. McCullough, Seattle University
Sylvia Trendafilova, University of Tennessee, Knoxville
Mannela Picariello, University of Tennessee
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Seriously Integrating Women into Sport Leadership Positions
Amanda Menier, University of Massachusetts Amherst
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
An Investigation of Strategic Capacity Building in Community Sport Organizations
Patti Millar, Western University

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
A Content Analysis of Child and Spousal Abuse U.S. and Canadian Laws: Can They Deter the Professional Athlete?

John Miller, Troy University

Jeff Waller, Troy University

Christina Martin, Troy University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
The Perceived Preparedness of Collegiate Sport Facility Managers

Craig Morehead, Old Dominion University

Michelle Redmond, Old Dominion University

Stephen Shapiro (Advisor), Old Dominion University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
The Framing of O'Bannon v. NCAA: The Institutional Work of the NCAA

Calvin Nite, Texas Tech University

Michael Hutchinson, The University of Memphis

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
The (in)Congruence of Helmet Use Policies within Sport and Resort Management: Implications for Recreational Youth Sport

Richard Norman, University of Waterloo

Katie Misener, University of Waterloo

Whitney Arthurs, University of Waterloo

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Hashmoney: Exploring Twitter Hashtag Use as a Secondary Ticket Market Price Determinant

Brendan O'Hallarn, Old Dominion University

Stephen Shapiro, Old Dominion University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Examining the Relationship of Gender, Sport Type, and Athletic Identity to Student Athletes' Career Maturity: Perspectives from Career Construction Theory

Jin Park, University of Louisville

Alicia Cintron, University of Louisville

Mary Hums (Advisor), University of Louisville

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Exploring Youth Attrition in the Oakville Soccer Club

Kristen Rogalsky, Western University

Dave Harris, Oakville Soccer Club

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Atlanta's Olympic Infrastructural Legacy: An Examination Approaching the 20th Anniversary of the Games

Walker Ross, University of Georgia

Becca Leopkey (Advisor), University of Georgia

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Sport Fans and their Endangered Mascots: What do they Know and What can they Do?
Melanie Sartore-Baldwin, East Carolina University
Brian McCullough, Seattle University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
The Relationship among Anger, Perceived Responsibility, and Negative Word-of-Mouth in the Athlete Scandal Context
Shintaro Sato, University of Florida
Yong Jae Ko (Advisor), University of Florida
John Egberts, University of Florida
Chanmin Park, Nanyang Technological University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Leveraging the Olympic Game's Brand Equity through Social Interaction and Team Identity
Sunyun Shin, Yonsei University
Garren Palmer, Georgia Southern University
Young Do Kim (Advisor), University of Nebraska at Kearney
Hyun-Woo Lee (Advisor), Georgia Southern University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Assessing Spectator Perceptions of Service Quality at a Medium-Sized International Sporting Event
David Shonk, James Madison University
Gonzalo Bravo, West Virginia University
Luisa Velez-Colon, West Virginia University
Cindy Lee, West Virginia University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Why Are Some Events Better than Others? The Influence of Event Elements on Spectators' Perceptions of Value of Non-Mega Sport Events
Ryan Snelgrove, University of Windsor
Laura Wood, University of Windsor
Marijke Taks, University of Windsor

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Using Football to Strengthen the 'Doughboys': Innovation Diffusion and Military Bowl Games 1942 - 1967
Patrick Tutka, Louisiana State University

Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
A Qualitative Examination of Sportsmanship and Behavior in a Little League Organization
Paula Upright, Western Kentucky University
Tricia Jordan, Western Kentucky University
Amy Halligan, Western Kentucky University

2015 North American Society for Sport Management Conference (NASSM 2015)

- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
"Sport as a Resource Caravan": Examining the Efficacy of Sport as a Resource Provider for Adults Experiencing the Retirement Transition
David Walsh, University of Houston
B. Christine Green, University of Illinois at Urbana-Champaign
Carole Holaban, University of Texas at Austin
Jessica Cance, The University of Texas at Austin
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Conceptualizing the Role of Self-Event Congruity in Consumers' Event Consumption
Junqi Wang, University of Georgia
James Zhang (Advisor), University of Georgia
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Spectator Age and Television Viewership of Sports
Jie Xu, University of Illinois at Urbana-Champaign
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Comparison of the Relationships among Fanship, Motivation, College Satisfaction in American Students and International Students by Using SNS for Sports
Youngmin Yoon, University of Florida
TzuShuo (Ryan) Wang, Kennesaw State University
Seunghoon Jeong, Kyung Hee University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
The Effect of Personality Traits on Spectator Rating of Service Quality and Satisfaction
Hoyeol Yu, Florida State University
Jeffrey James (Advisor), Florida State University
- Saturday June 6, 2015, 8:00 AM (Poster) Ballroom B-C
Variables Affecting the Market Demand of Sport Lottery Sales in China: The Case of Guangdong Province
Liang jun Zhou, Guangzhou Sport University
James J. Zhang (Advisor), University of Georgia
- Saturday June 6, 2015, 9:30 AM (20-minute oral presentation (including questions)) Richelieu
Exploring Smartphone Usage: What Are Fans Doing With Their Smartphones?
Sun Kang, University of Louisville
Chris Hanna, University of Louisville
Marion Hambrick (Advisor), University of Louisville
Chris Greenwell (Advisor), University of Louisville
- Saturday June 6, 2015, 9:30 AM (20-minute oral presentation (including questions)) Capitale
Positive Youth Development through Extreme Sports: Geo-Cultural Effects on Youth Participations of Extreme Sports
Hwayong Son, Florida State University
Sangwoo Bae, Korea University
Amy Kim (Advisor), Florida State University
Joshua Newman (Advisor), Florida State University

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 9:30 AM (20-minute oral presentation (including questions)) Chaudière
The Entitlement Era: An Analysis of the Factors that Influence Career Expectations of Sport Management Students

Myrab Stockdale, University of North Carolina at Greensboro
Joel Cormier (Advisor), Eastern Kentucky University

Saturday June 6, 2015, 9:30 AM (20-minute oral presentation (including questions)) Frontenac
The Effects of Intra-Team Pay Inequality on Organizational Goals

Jeremy Foreman, Louisiana State University
Brian Soebbing (Advisor), Louisiana State University

Saturday June 6, 2015, 9:30 AM (20-minute oral presentation (including questions)) Joliet
Comparing Knowledge Management and Transfer Processes in Domestic Versus International Multi-Sport Events

Jessie Schenk, University of Ottawa
Laurence Proulx Therrien, University of Ottawa
Darlene MacDonald, University of Ottawa
Michael Naraine, University of Ottawa
Milena Parent (Advisor), University of Ottawa

Saturday June 6, 2015, 9:30 AM (20-minute oral presentation (including questions)) Seigniorie
Contrapower Harassment: Experiences of Sport Management Female Faculty

Elizabeth Taylor, University of Tennessee, Knoxville
Cheryl Rode, University of Tennessee, Knoxville
Robin Hardin (Advisor), University of Tennessee, Knoxville

Saturday June 6, 2015, 9:55 AM (20-minute oral presentation (including questions)) Richelieu
Knowledge as Power or the Fear of Missing Out? Digital Sport Consumption in the 21st Century

Ben Larkin, University of Massachusetts Amherst
Janet S. Fink (Advisor), University of Massachusetts Amherst

Saturday June 6, 2015, 9:55 AM (20-minute oral presentation (including questions)) Capitale
The Vancouver 2010 Olympics and Leisure-Time Physical Activity Rates in Canada: Any Evidence of an Epicenter Effect?

Luke Potwarka, University of Waterloo
Scott Leatherdale, University of Waterloo

Saturday June 6, 2015, 9:55 AM (20-minute oral presentation (including questions)) Chaudière
From the Bench to the Front Office: Is NHL Playing or Coaching Experience Related to Success as a General Manager?

Jess Dixon, University of Windsor
Todd Loughhead, University of Windsor

Saturday June 6, 2015, 9:55 AM (20-minute oral presentation (including questions)) Frontenac
The Impact of Upper and Middle Management on Team Production

Thomas Peeters, Erasmus School of Economics
Steven Salaga, Texas A&M University
Matthew Juravich, University of Akron

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 9:55 AM (20-minute oral presentation (including questions)) Joliet
Consumers' Comparative Evaluative Judgment of Athlete Endorsers
Shintaro Sato, University of Florida
Yong Jae Ko (Advisor), University of Florida

Saturday June 6, 2015, 9:55 AM (20-minute oral presentation (including questions)) Seignior
It's a Love/Hate Relationship: Work Motivation and Job Satisfaction of Sport Management Faculty Members
Sarah Stokowski, University of Arkansas
Bo Li, University of Arkansas
Stephen Dittmore, University of Arkansas

Saturday June 6, 2015, 10:40 AM (20-minute oral presentation (including questions)) Richelieu
The Effect of Fans' Social Experience and Game Characteristics on their Evaluation of Game Experiences
Wonseok (Eric) Jang, University of Florida
Yong Jae Ko (Advisor), University of Florida
Daniel L. Wann (Advisor), Murray State University
Yonghwan Chang, University of Florida

Saturday June 6, 2015, 10:40 AM (20-minute oral presentation (including questions)) Capitale
Cities, Status Hierarchies, and Arena Development
Daniel S. Mason, University of Alberta
Stacy-Lynn Sant, University of Alberta
Chen Chen, University of Alberta

Saturday June 6, 2015, 10:40 AM (20-minute oral presentation (including questions)) Chaudière
CSR and Mega-Events: Sponsorship Compatibility and Alignment
Ashlee Morgan, University of Technology, Sydney
Stephen Frawley, University of Technology, Sydney
Nico Schulenkorf, University of Technology, Sydney

Saturday June 6, 2015, 10:40 AM (20-minute oral presentation (including questions)) Frontenac
Reclassifying from NAIA: Are There Differences in Applications between Division II and Division III?
Dylan Williams, The University of Alabama
Brian Soebbing, Louisiana State University

Saturday June 6, 2015, 10:40 AM (20-minute oral presentation (including questions)) Joliet
The Effectiveness of CRM in Sport in Changing Consumer Responses
Taebo Yob, Southern Illinois University Carbondale
Meungguk Park, Southern Illinois University Carbondale

Saturday June 6, 2015, 10:40 AM (20-minute oral presentation (including questions)) Seignior
Early Experiential Learning & Perceived Career Development Outcomes in Capstone Sport Management Internships
Molly Hayes Sauder, York College of Pennsylvania

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 11:05 AM (60-minute symposium, roundtable, or workshop) Richelieu

Positioning Sport Management Journals for Future Impact

David Shilbury, Deakin University
Marvin Washington, University of Alberta
Alison Doherty, Western University
Tracy Taylor, University of Technology, Sydney
Laurence Chalip, University of Illinois at Urbana-Champaign
Daniel Funk, Temple University

Saturday June 6, 2015, 11:05 AM (60-minute symposium, roundtable, or workshop) Capitale

Management of Sport for Public Health: Defining the Field

Yubei Inoue, University of Minnesota
Brennan Berg, The University of Memphis
Matthew Bowers, University of Texas at Austin
Packianathan Chelladurai, Troy University
James Du, Temple University
Lisa Kihl, University of Minnesota
Mikibiro Sato, James Madison University
Stacy Warner, East Carolina University

Saturday June 6, 2015, 11:05 AM (60-minute symposium, roundtable, or workshop) Chaudière

Sharing Knowledge and Celebrating Achievements within Sport Management Programs

John Borland, Springfield College
Emily Dane-Staples, St. John Fisher College
Dina Gentile, Endicott College
Gregory Kane, Eastern Connecticut State University
Marilyn Mather, Dowling College

Saturday June 6, 2015, 11:05 AM (60-minute symposium, roundtable, or workshop) Frontenac

Sports Analytics: Perspectives on How Analytics Can Drive Decisions in the Boardroom and on the Field

Michael Mondello, University of South Florida
Bill Gerrard, Leeds University Business School
Daniel Rascher, University of San Francisco
Robert Baker, George Mason University
Scott Tainsky, University of Illinois at Urbana-Champaign

Saturday June 6, 2015, 11:05 AM (60-minute symposium, roundtable, or workshop) Joliet

Corporate Social Responsibility in Sport

Tim Breitbarth, Bournemouth University
Bob Heere, University of South Carolina
Matthew Walker, Texas A&M University
Timothy Kellison, University of Florida
Kathryn Heinze, University of Michigan

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 1:35 PM (20-minute oral presentation (including questions)) Richelieu
Neurophysiological and Psychometric Assessment of Spectator Emotion: An Interdisciplinary Approach

Hyun-Woo Lee, Georgia Southern University
Leonard LaPointe (Advisor), Florida State University
Gerald Ferris (Advisor), Florida State University
Yukyoun Kim (Advisor), Seoul National University

Saturday June 6, 2015, 1:35 PM (20-minute oral presentation (including questions)) Capitale
Athlete Endorsement, Attitudes, and Purchase Intention: The Interaction Effect between Athlete Endorser-product Congruence and Endorser Credibility

Youngban Lee, University of Massachusetts Amherst
Jakeun Koo, University of Massachusetts Amherst

Saturday June 6, 2015, 1:35 PM (20-minute oral presentation (including questions)) Chaudière
Sport Video Game: The Effect of Virtual Sport Experience on Attitude Formation (SAT)

Yongjae Kim, Kutztown University of Pennsylvania
Elizabeth Rogol, Kutztown University of Pennsylvania
Soojin Kim, Kutztown University of Pennsylvania
Arjun Arora, Kutztown University of Pennsylvania
Anthony Marchetto, Kutztown University of Pennsylvania
Tyler Giovarelli, Kutztown University of Pennsylvania
Erika Sallavanti, Kutztown University of Pennsylvania
Michael Lineman, Kutztown University of Pennsylvania
Derek Kovach, Kutztown University of Pennsylvania

Saturday June 6, 2015, 1:35 PM (20-minute oral presentation (including questions)) Frontenac
An Investigation of Sponsorship Effects at Charity-Linked Sporting Events: Does Gender Matter?

Denyse Lafrance Horning, Nipissing University
Norm O'Reilly, Ohio University

Saturday June 6, 2015, 1:35 PM (20-minute oral presentation (including questions)) Joliet
Determining the Socioecological Factors Shaping Black Girls' Sport Experiences using Collins (1990)'s Black Feminist Thought

Joyce Olushola, Arkansas State University

Saturday June 6, 2015, 1:35 PM (20-minute oral presentation (including questions)) Seigniory
Online Education in Sport Management: A Review with Recommendations for Future Sport Management Programs

Patrick Tutka, Louisiana State University
Kwame Agyemang (Advisor), Louisiana State University
Michael Martinez (Advisor), Louisiana State University

Saturday June 6, 2015, 2:00 PM (20-minute oral presentation (including questions)) Capitale
Human Brand Extensions: Investigating Consumer Attitudes toward Athlete Endorsement of Non-sport Brands

Jakeun Koo, University of Massachusetts Amherst
Youngban Lee, University of Massachusetts Amherst

2015 North American Society for Sport Management Conference (NASSM 2015)

Saturday June 6, 2015, 2:00 PM (20-minute oral presentation (including questions)) Chaudière
Love – and Hate – Thy Enemy: The Benefits of Sport Spectators' Disidentification with a Rival Team

Johannes Berendt, German Sports University Cologne
Sebastian Ubrich, German Sports University Cologne

Saturday June 6, 2015, 2:00 PM (20-minute oral presentation (including questions)) Frontenac
Corporate Sponsorship and Women's Sport: Lessons Learned from the Korean Ladies Professional Golf Association

Janet S. Fink (Advisor), University of Massachusetts Amherst
Soyoung Joo, University of Massachusetts Amherst
Heidi M. Parker, University of Southern Maine

Saturday June 6, 2015, 2:00 PM (20-minute oral presentation (including questions)) Joliet
An Exploration of Black Women's Intersectional Identity in the Context of Athletic Administration

Taryn Price, Middle Tennessee State University
Rady Dunlap (Advisor), Middle Tennessee State University

Saturday June 6, 2015, 2:00 PM (20-minute oral presentation (including questions)) Seigniorie
Underlying Factors Influencing Sport Management Graduate Students' School Choice Decisions: A Means-End Analytic Approach

Steven M. Howell, Northern Illinois University
Amanda J. Salacinski, Northern Illinois University
Anthony Carter, Northern Illinois University
David B. Klenosky, Purdue University

Saturday June 6, 2015, 2:35 PM (60-minute symposium, roundtable, or workshop) Richelieu
Are We Still Talking To Ourselves? A Symposium on the Impact of Sport Management Scholarship

Jacqueline McDowell, George Mason University
Damon Andrew, Louisiana State University
Robert Baker, George Mason University
Lisa A. Kihl, University of Minnesota
Dan Mahony, Kent State University
Donna Pastore, The Ohio State University

Saturday June 6, 2015, 2:35 PM (60-minute symposium, roundtable, or workshop) Capitale
Empowering the Future of Sport Management

Leigh Ann Danzey-Bussell, Troy University
Mary Hums, University of Louisville
Brenda Pitts, Georgia State University
Brenda Riemer, Eastern Michigan University
Meg Hancock, University of Louisville
Heidi Grappendorf, University of Cincinnati

2015 North American Society for Sport Management Conference (NASSM 2015)

- Saturday June 6, 2015, 3:40 PM (20-minute oral presentation (including questions)) Richelieu
Developing and Validating a Scale to Measure Excessive Sport Fan Behavior
Brendan Dwyer, Virginia Commonwealth University
Carrie LeCrom, Virginia Commonwealth University
Greg Greenhalgh, Virginia Commonwealth University
- Saturday June 6, 2015, 3:40 PM (20-minute oral presentation (including questions)) Capitale
Theory Utilization in Social Media Scholarship in Sport Studies: A Review
Gashaw Abeza, University of Ottawa
Norm O'Reilly (Advisor), Ohio University
Benoit Séguin, University of Ottawa
Ornella Nziindukiyimana, Western University
Mark Dottori, University of Ottawa
- Saturday June 6, 2015, 3:40 PM (20-minute oral presentation (including questions)) Chaudière
A New 'Arena': Social Responsibility through Nonprofit Community Sport
Katie Misener, University of Waterloo
Kathy Babiak, University of Michigan
- Saturday June 6, 2015, 3:40 PM (20-minute oral presentation (including questions)) Frontenac
Sport Team Brand Authenticity: An Exploratory Analysis
Donghun Lee, University of Houston
Chrysostomos Giannoulakis, Ball State University
Demetrius Pearson, University of Houston
Whitney Breslin, University of Houston
- Saturday June 6, 2015, 3:40 PM (20-minute oral presentation (including questions)) Joliet
Managing Guanxi: A Case Study of the NBA in China
Hanhan Xue, University of Alberta
Daniel S. Mason, University of Alberta
- Saturday June 6, 2015, 4:05 PM (20-minute oral presentation (including questions)) Richelieu
Rivalry, In-group Bias, and Glory Out of Reflected Failure in Sport Fans
Cody T. Havard, The University of Memphis
Tim D. Ryan, The University of Memphis
- Saturday June 6, 2015, 4:05 PM (20-minute oral presentation (including questions)) Capitale
Gaining STEAM: Seeking a Generalizable Athletic Department Social Media Strategy
Brendan O'Hallarn, Old Dominion University
Craig Morehead, Old Dominion University
Shana Pribesh, Old Dominion University
- Saturday June 6, 2015, 4:05 PM (20-minute oral presentation (including questions)) Chaudière
Institutionalization of Corporate Social Responsibility Practices: Insights from the Professional Sport Leagues in South Korea
Soyoung Joo, University of Massachusetts Amherst
Janet S. Fink (Advisor), University of Massachusetts Amherst
Jaedeock Lee (Advisor), East Stroudsburg University

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Saturday June 6, 2015, 4:05 PM (20-minute oral presentation (including questions)) Frontenac
Athlete Brand: A Conceptual Framework to Understand Its Antecedents and Consequences
Ali Hasaan, Estonian Business School
Katri Kerem (Advisor), Estonian Business School
Rui Biscaia (Advisor), CIPER, Universidade de Lisboa; Universidade Europeia, Lisboa
Kwame J. A. Agyemang (Advisor), Louisiana State University

Saturday June 6, 2015, 4:05 PM (20-minute oral presentation (including questions)) Joliet
The Nature of Informal Mentoring Relationships in Sport Administrations: A Compatible Mentoring Relationship Model
Youngbo Park, The Ohio State University
Donna Pastore (Advisor), The Ohio State University

Saturday June 6, 2015, 4:30 PM (20-minute oral presentation (including questions)) Richelieu
The Distant Fan and the Psychological Continuum Model: A Theoretical and Empirical Analysis
Haozhou Pu, Florida State University
Jeffrey James (Advisor), Florida State University

Saturday June 6, 2015, 4:30 PM (20-minute oral presentation (including questions)) Capitale
An Examination of Elite Athletes' Personal Branding Strategies via New Media
Andrea N. Geurin-Eagleman, Griffith University

Saturday June 6, 2015, 4:30 PM (20-minute oral presentation (including questions)) Chaudière
Sport Partnership Portfolios: How Perceptions of Sport Organizations' Partners around CSR Initiatives Affect the Public's Willingness to Contribute
Seung Pil Lee, Singapore Government
Kathryn Heinze, University of Michigan
T. Bettina Cornwell, University of Oregon
Di Lu, University of Michigan

Saturday June 6, 2015, 4:30 PM (20-minute oral presentation (including questions)) Frontenac
Brand and Value Co-Creation: A Case Study of a CFL Expansion Franchise
Francois Rodrigue, University of Ottawa
Benoit Séguin (Advisor), University of Ottawa
Milena Parent, University of Ottawa
Eric MacIntosh, University of Ottawa

Saturday June 6, 2015, 4:30 PM (20-minute oral presentation (including questions)) Joliet
Collaboration and Communication: Exploring Relationships between Athletic Directors and University Presidents
Carrie LeCrom, Virginia Commonwealth University
Angela Pratt, Clemson University