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, Biwako 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
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))

**Seigniory**

**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
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)) Seigniory
**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 Papadimitrion, 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
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

Envisioning a Future State: Using Strategic Foresight to Imagine Tennis in 2025
Richard Norman, University of Waterloo

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

The Fan’s Game: Engaging Consumers through Gamified Apps
Yiran Su, Temple University
Thilo Kunkel, Temple University

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

Acculturation, Consumer Affinity and Identification with American Football
Abdullah Demirel, University of Massachusetts Amherst
Janet S. Fink (Advisor), University of Massachusetts Amherst

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

Geographic Information Systems (GIS) Techniques for Enhanced Sport Management Research
Mark DiDonato, Florida State University
Kyle Bands, North Carolina State University
Joshua Newman (Advisor), Florida State University
Thursday June 4, 2015, 11:25 AM (20-minute oral presentation (including questions))

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))

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))

Applying the 3M Model of Personality and Motivation to Sport Event Emotional Responses
Minkyo 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))

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))

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))

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))

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))

A Comparison of National and International Media Frames of Professional Cyclist Ryder Hesjedal
Cory Kuczcycki, University of Regina
Andrew Spiers, Brock University
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
Yukyoon 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 Schulekorf, 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 Cotrno, State University of New York at Cortland
Jordan Kobritz, State University of New York at Cortland
Matthew Kastel, Maryland Stadium Authority
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 Lapinek, 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 Strode, 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
Mathien Marlier, Ghent University
Steffie Lucidarme, Ghent University
Greet Cardon, Ghent University
Ilie De Bourdeaudhuin, Ghent University
Kathy Babjak (Advisor), University of Michigan
Annick Willem, Ghent University
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**
Minkyo 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))  Seigniory
**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 Itoh, Juntendo University
Mary Huns (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 Zbang (Advisor), University of Georgia
Kevin Byon (Advisor), University of Georgia
Thomas Baker (Advisor), University of Georgia
Zhengqiu (Laura) Lu (Advisor), University of Georgia

Damian Gallagher, Ulster University
Ricky Mitchell, Ulster University
Andy Gillentine, University of South Carolina

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

An Examination of the Relationship between Community Sport Facilities Servicescape Factors and Sport Development

Popi Sotiriadou, Griffith University
Brad Hill, Griffith University

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

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

Employee Related Sponsorship Outcomes

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

“I’m a Completely Different Person Now”: Extraordinary Experiences, Personal Transformation, and the Sport Organization

Amy Rundio, East Carolina University

How Do Athlete Scandals Affect Consumers’ Self-Concept? Self-Brand Connection and Self-Constuel Perspective

Akiko Arai, Juntendo University
Yong Jae Ko (Advisor), University of Florida
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

It Takes Two: Uncovering the Psychological Contract of Community Sport Clubs
Alanna Harman, Lock Haven University
Alison Doherty, Western University

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

Counter-Strategies to Fight Ambush Marketing: The Sponsor Perspective
Sebastian Uhrich, German Sport University Cologne
Joerg Koenigstorfer, Technische Universität München

Understanding Student Attendance in College Football through the Hierarchical Relationships of Constraints
Gi-Yong Koo, Troy University
Robin Hardin, University of Tennessee, Knoxville

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

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

Cell Block Cardio: Female Inmates’ Physical Activity Involvement
Caroline Heffernan, University of Minnesota
Jeremy Jordan (Advisor), Temple University
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 Cohen, Texas Tech University*
*Jon Wely 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 Motivational Trajectory of Active Sport Event Travel Careers: A Social Worlds Perspective**

*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*
Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions))
**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))
**NBA Primary Ticket Market Purchases and Market-Based Dynamic Demand**
Brian Mills, University of Florida
Steve Salaga, Texas A&amp;M University
Scott Tainsky, University of Illinois at Urbana-Champaign

Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions))
**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))
**No More "Good" Intentions: Purchase Behaviors in Sponsorship**
Noni Zaharia, University of Northern Colorado
David Stolar (Advisor), University of Northern Colorado
Dianna Gray (Advisor), University of Northern Colorado
Rui Bicaia, Universidade Europeia, Lisboa: CIPER, Universidade de Lisboa

Friday June 5, 2015, 8:55 AM (20-minute oral presentation (including questions))
**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))
**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))
**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))
**Centrality and Racial Discrimination in Coach Promotions**
Jeremy Foreman, Louisiana State University
Kwame Agyemang (Advisor), Louisiana State University
Brian Soebbing (Advisor), Louisiana State University
Motivation, Satisfaction, and Retention of Undergraduate Sport Management Volunteers
Chrysoostomos Giannoulakis, Ball State University
James Johnson, Ball State University
Nathan Felver, Ball State University
Lawrence Judge, Ball State University

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

Decomposing the Win-Wage Relationship in Pro Team Sports
Bill Gerrard, Leeds University Business School

Flipping a Sport Finance and Economics Class — Lessons Learned
Angela Lumpkin, Texas Tech University
Rebecca Achen, University of Kansas

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
Abdoylaye Diop, Qatar University

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

Justification for a Racially Imbalanced Coaching Structure? Performances Compared
Michael Regan, Texas A&M University

Leadership of Volunteer in Big Sporting Events
Tone Vollen, Norwegian School of Sport Sciences

Concept Mapping in Sport Management Research
Elizabeth Delia, Florida State University
Jeffrey James (Advisor), Florida State University
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 Cotrufio, 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 Cohen (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 Prevalence in Elite-Sports – An Agent-Based Computer Simulation Approach**  
Daniel Westmattelmann, 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
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

Only in Crisis? Leadership Selection in Intercollegiate Athletics After an Ethical Scandal
Laura Burton, University of Connecticut
Heidi Grappendorf, University of Cincinnati

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

Organizational Identity in a Volunteer-based, Dispersed Identification Process
Christine Wegner, Temple University
Jeremy Jordan (Advisor), Temple University

Married With Children: Does Family Structure Impact Perceptions of Fan-Family Conflict?
Jason Simmons, University of Cincinnati
T. Christopher Greenwell, University of Louisville

Collaborative Governance: Mapping Future Sport Governance Research
David Shilbury, Deakin University
Lesley Ferkins, Unitec Institute of Technology

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

“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 Esherick, George Mason University
Jordan Kobritz, State University of New York at Cortland
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)) Seigniory
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 Papadimitrion, 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 Snobbing (Advisor), Louisiana State University
Chad Seifried (Advisor), Louisiana State University
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))  Seigniory

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 Bowers, 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 Cohen, 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
Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions))

**Sport Development Through National Governing Body Member Retention**

*Richard Buning, The University of Memphis*
*Daniel Larson, University of Okalboma*

Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions))

**Success Predicting Success: Can Career Success Be Predicted by College Success?**

*Lisa Rafer, Virginia Commonwealth University*
*Mark Slavich, Virginia Commonwealth University*
*Carrie LeCrom (Advisor), Virginia Commonwealth University*

Friday June 5, 2015, 2:35 PM (20-minute oral presentation (including questions))

**Amicus Curiae Briefs for Sport Managers**

*John Holden, Florida State University*

Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions))

**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))

**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))

**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))

**Spectator Sport Involvement and Health: Analysis of a National Survey in Japan**

*Mikihiro Sato, James Madison University*
*Yuhei Inoue, University of Minnesota*
*Makoto Nakazawa, University of Tsukuba*

Friday June 5, 2015, 3:15 PM (20-minute oral presentation (including questions))

**U.S. Sport Management Programs in Business Schools: State of the Field**

*Noni Zaharia, 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))

**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 Potwarka (Advisor), University of Waterloo*
Friday June 5, 2015, 3:40 PM (20-minute oral presentation (including questions))
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))
Group Diversity’s Effects on Sport Teams and Organizations: A Meta-Analysis
Wooyun 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))
Sport, Community, and Health: The Benefits and Repercussions
Stacy Warner, East Carolina University
Emily Sparvero, The University of Texas at Austin
Bhibha Das, East Carolina University

Friday June 5, 2015, 3:40 PM (20-minute oral presentation (including questions))
Sport Management Programs in the United States: Variance in Program Composition and Potential for Future Changes
Daniel Mahony, 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))
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)
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)
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
Examining Undergraduate Sport Management Internship Requirements and Procedures in the United States
Chris Brown, Kennesaw State University
Jennifer Willett, Kennesaw State University

Competitive Balance and Game Attendance in Korean Professional Baseball League
Jae Hyuk Cha, Sungkyunkwan University
Taehee Kim, Sungkyunkwan University
Hyeon Soo Roh, Sungkyunkwan University
Kyungro Chang (Advisor), Sungkyunkwan University

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

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

An Examination of Mentoring of Minority and Female Student-Athletes
Michael Fraima, The Ohio State University
Donna Pastore (Advisor), The Ohio State University
Sean Dahlin, The Ohio State University
Megan Parietti, The Ohio State University
James Morton, The Ohio State University

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

Fathering Through Sport: Reviewing the Managerial Implications
Jeff Graham, The University of Texas at Austin
Marlene Dixon (Advisor), The University of Texas at Austin

Patient-Centered? A Critical Analysis of Sport Concussion Policies
Alanna Harman, Lock Haven University
Katie Lebel, St. John's University
Saturday June 6, 2015, 8:00 AM (Poster) 
**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) 
**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) 
**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) 
**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) 
**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) 
**A Conceptual Framework of Positive Organizational Behavior in Sport (POBS): The Role of Psychological Capital (PsyCap)**
*Minjung Kim, Florida State University*  
*Yukyoum Kim, Seoul National University*  
*Amy Chan Hyung Kim (Advisor), Florida State University*

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

Saturday June 6, 2015, 8:00 AM (Poster) 
**Consumer Response to Multi-sponsored Sport Event Sponsorship: The Moderating Effect of Fit between Co-sponsors**
*Ari Kim, University of Florida*
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
Sybia Trendafilova, University of Tennessee, Knoxville
Manuela 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
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
Saturday June 6, 2015, 8:00 AM (Poster)  
**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)  
**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)  
**Leveraging the Olympic Game’s Brand Equity through Social Interaction and Team Identity**  
*Sunyn 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)  
**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)  
**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)  
**Using Football to Strengthen the 'Doughboys': Innovation Diffusion and Military Bowl Games 1942 - 1967**  
*Patrick Tuttka, Louisiana State University*

Saturday June 6, 2015, 8:00 AM (Poster)  
**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*
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 Holahan, 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
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** 
Myrah 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 Sebenke, 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))  
Seigniory
**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 Longhead, 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
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))  Seigniory
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. Wunn (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 Schuleknorf, 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
Taeho Yob, Southern Illinois University Carbondale
MeunggukPark, Southern Illinois University Carbondale

Saturday June 6, 2015, 10:40 AM  (20-minute oral presentation (including questions))  Seigniory
Early Experiential Learning & Perceived Career Development Outcomes in Capstone Sport
Management Internships
Molly Hayes Sauder, York College of Pennsylvania
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**  
Yuhei 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 Kibl, University of Minnesota  
Mikihiro 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 Dave-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
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  
Yukyoum 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**  
Younghan 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  
Younghan Lee, University of Massachusetts Amherst
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
Rudy Dunlap (Advisor), Middle Tennessee State University

Saturday June 6, 2015, 2:00 PM  (20-minute oral presentation (including questions))  Seigniory

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 Dangcy-Bassell, 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
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 Nzindakuyimana, 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
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**

Youngho 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 Heinz, University of Michigan
T. Bettina Cornwall, 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**

François 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