

2016 North American Society for Sport Management Conference (NASSM 2016)

Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum West 1

I am Not a Tyrant: Sport Management Faculty Members' Attitudes toward Students

Sarah Stokowski, University of Arkansas

Bo Li, University of Arkansas

C.H. Wilson, Jr., Georgia Southern University

Megan Turk, University of Arkansas

Cheryl Rode, Ohio Dominican University

Benjamin D. Goss, Stetson University

Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum West 2

Job Satisfaction and Turnover in College Athletics Sales Departments: Does Sales Training Make a Difference?

Jason Simmons, University of Cincinnati

Nels Popp, The University of North Carolina at Chapel Hill

Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum West 3

Looking at the Work-Life Interface of College Head Coaches through the Kaleidoscope: A Gender and Career Stage Study

Shaina M. Dabbs, Elon University

Jeffrey Graham, University of Tennessee

Marlene Dixon, Troy University

Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum East 2

Who's Coaching our Kids? From Athlete to Head Coach

Carol Fletcher, St. John's University

Simon Pack, St. John's University

Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum East 4

The Influence of Athletic Identity on Career Exploration in Intercollegiate Athletics: Examining a Mid-Sized University Considering a Move from FCS to FBS in Football

David Shonk, James Madison University

Mikibiro Sato, James Madison University

Emeka Anaza, James Madison University

Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Legacy South 1

Testing the Limits of Trust: Athlete Foundations and Team Outcomes

Lauren E. Brown, DeSales University

William Czekanski, Coastal Carolina University

Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Legacy South 2

Understanding the Role of Fan Club Membership on Service Quality Assessments in Professional Soccer

Rui Biscaia, Universidade Europeia & Universidade de Lisboa

Abel Correia, Universidade de Lisboa

Stephen Ross, Concordia University, St. Paul

Tiago Ribeiro, Universidade de Lisboa

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Thursday June 2, 2016, 8:30 AM (20-minute oral presentation (including questions)) Legacy South 3
Realizing Entrepreneurial Opportunities & Alternative Revenue in the Global Sport and Entertainment Marketplace

Damian Gallagher, Ulster University
Andy Gillentine, University of South Carolina
John Miller, Troy University

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum West 1
Contrapower Harassment: A Quantitative Analysis of the Experiences of Sport Management Female Faculty

Elizabeth Taylor, University of Tennessee
Allison Smith, University of Tennessee
Cheryl Rode, Ohio Dominican University
Robin Hardin (Advisor), University of Tennessee

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum West 2
Professionals in the Making: Examining Socialization, Social Identity, and Self-Presentation of Future Golf Professionals.

Cole Armstrong, San Jose State University

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum West 3
Work-Family Balance for Men in Sport: An Examination of Organizational Support and Perceptions of Psychological Safety

Jeffrey Graham, University of Tennessee

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum East 2
The Role of Behavioral Involvement in Social Identity Work within Sport Management

Christine Wegner, Temple University
Jeremy Jordan (Advisor), Temple University

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum East 4
Through the Kaleidoscope Lens: Exploring Gender Differences in the Career Needs of NCAA D-I Head Coaches

Shaina M. Dabbs, Elon University
Donna Pastore, The Ohio State University

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 1
Corporate Social Responsibility Practices and Professional Sport Organizations in Emerging Markets: A Stakeholder Perspective in the National Basketball Association's Social Involvement in China

Hanhan Xue, Florida State University
Joanna Tweedie, Florida State University
Christopher McLeod, Florida State University
Joshua Newman (Advisor), Florida State University

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Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 2
Understanding Quality Attributes that Predict Service Value and Word-of-Mouth for Two Minor-League Sports

Megan Shreffler, University of Louisville
Christopher Greenwell, University of Louisville

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 3
Athletic Ticket Pricing in the Collegiate Environment: An Agenda for Research

Craig Morehead, Old Dominion University
Stephen Shapiro (Advisor), Old Dominion University
Lamar Reams (Advisor), Old Dominion University
Timothy Madden (Advisor), Old Dominion University

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum West 1
A Case Study Analysis of Competitive Advantage amongst Provincial Rugby Organizations in Canada

Scott Asselstine, University of New Brunswick
Jonathon Edwards (Advisor), University of New Brunswick

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum West 2
Contextualizing Erotic Capital for Sexualized and Commercialized Women's Sports

Kayoung Kim, Dongduk Women's University
Yukyoun Kim, Seoul National University
Jinwoo Ahn, Seoul National University
YuSeung Dob, Seoul National University

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum West 3
Examining Diversity and Inclusion as an Indicator of Success in College Athletics: The Case for Building an Inclusive Workplace

E. Nicole Melton, University of Massachusetts Amherst
Nefertiti A. Walker, University of Massachusetts Amherst

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum East 2
Redesigning Sport Through Fink

Robyn Lubisco, Fairleigh Dickinson University

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum East 4
Exploring Sense of Community among Older Adult Volunteers in Community Sport

Luc Cousineau, University of Waterloo
Katie Misener (Advisor), University of Waterloo
Lisbeth Berbary (Advisor), University of Waterloo

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Legacy South 1
An Analysis of Scholarly Literature on CSR in Sport: Looking Back to Move Forward

Christos Anagnostopoulos, Molde University College
Yubei Inoue, University of Minnesota
Lisa Kihl, University of Minnesota
Kathy Babiak, University of Michigan

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- Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Legacy South 2
Assessing the Role of Fan Community Attachment in Building Brand Equity
Brent Oja, University of Kansas
Brian Gordon (Advisor), University of Kansas
- Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Legacy South 3
The Value of Social Media for Sport Fans: A Sequential Focus Group Design Exploration
Gashaw Abeza, Southern Methodist University
Norm O'Reilly, Ohio University
Benoit Seguin, University of Ottawa
- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Forum West 1
Is Talent Transfer an Effective Option for Rugby Sevens Athlete Development?
Lisa Gonthorp, Bond University
Ben Corbett, Loughborough University
Danny O'Brien, Bond University
- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Forum West 2
DIY Sport or DIY Eroticism? Tensions in the Spectacle of Roller Derby
Diana Parry, University of Waterloo
Troy Glover, University of Waterloo
- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Forum West 3
Reaching Out to Diverse Ethnic Communities: Perceived Organizational Culture of the LA Dodgers and its Impact on Korean Fans
Na Ri Shin, University of Illinois at Urbana-Champaign
Doo Jae Park, Eastern Illinois University
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign
- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Forum East 2
Examining the Application of Experiential Learning Techniques across Sport Management Programs
Liz Sattler, St. Ambrose University
- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Forum East 4
Getting by with a Little Help from my Friends: Volunteer Social Capital in Community Sport
Alison Doherty, Western University
Russell Hoye, LaTrobe University
Katie Misener, University of Waterloo
- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Legacy South 1
Corporate Social Responsibility as a Human Resource Advantage for Sport Organizations
Theodore Hayduk III, Texas A&M University
Zack Damon, Texas A&M University
Matthew Walker (Advisor), Texas A&M University

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- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Legacy South 2
An Empirical Examination of an Online Team Community and its Consequences
Thiago Santos, Universidade de Lisboa
Rui Biscaia (Advisor), Universidade Europeia & Universidade de Lisboa
Abel Correia (Advisor), Universidade de Lisboa
- Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions)) Legacy South 3
Exploring the Move Away from Cable TV: Are Sport Fans a Threat to Cut the Cord?
Ben Larkin, University of Massachusetts Amherst
Janet Fink (Advisor), University of Massachusetts Amherst
- Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Forum West 1
Measuring Referee Retention and Attrition
Lynn Ridinger, Old Dominion University
Jacob Tingle, Trinity University
Stacy Warner, East Carolina University
Kyungun Ryan Kim, University of Texas at Austin
- Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Forum West 2
Managing a Big Problem: Attitudes towards Sexual Diversity in Spanish Soccer
Luisa Velez-Colon, West Virginia University
Joaquín Piedra, University of Seville
- Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Forum West 3
Integrating Athletics within the Academy: Educational Experiences of Athletes, Musicians, and Traditional Students
Erienne Weight, The University of North Carolina at Chapel Hill
Megan Lewis, Boston University
- Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Forum East 2
The Need for Experiential Learning in Career Preparation: An Examination of Sales Training in Sport Administration Education
Megan Shreffler, University of Louisville
Samuel Schmidt, University of Louisville
Matthew Paras, University of Louisville
- Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Forum East 4
"They Made Me Do It": An Exploration of Student-Athlete Volunteer Motivations and Satisfaction
Tiesha Martin, Virginia Commonwealth University
Lisa Rufer, Virginia Commonwealth University
Mark Slavich, Virginia Commonwealth University
- Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Legacy South 1
CSR Initiatives in College Athletic Programs: A Website Content Analysis of Community Service Endeavors
Rammi Hazzaa, Southern Illinois University Carbondale
Katja Sonkeng, Southern Illinois University Carbondale
Taeho Yob (Advisor), Southern Illinois University Carbondale

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Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Legacy South 2
Building on Community through the Use of a Sporting event: The Case of the CrossFit Open.

Jules Woolf, Adelphi University

Heather Lawrence, Ohio University

Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Legacy South 3
Competition of Mediated Professional Sport in Broadcasting: Applying Latent Dirichlet Allocation with Big Data

Taeyeon Oh, Seoul National University

Namkyeong Jang, Seoul National University

Hyung Keun Koo, University of Pennsylvania

Yukeyoum Kim (Advisor), Seoul National University

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum West 1
Sport Management Faculty Perspectives on Mid-Career Mentoring and Professional Development

Donna Pastore, The Ohio State University

Sean Dablin, The Ohio State University

James Morton, The Ohio State University

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum West 2
The Development of Athletes in the United States and Europe: A Contrast in Sport Governance

Daniel Rosenberg, Barry University

Tijana Bunjevacki, Barry University

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum West 3
Can They Handle the Pressure?: An Analysis of Major League Baseball Playoff Races

Mike Ferguson, Brock University

Kevin Mongeon (Advisor), Brock University

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum East 2
Athlete Celebrity's Image Management in Non-Sport Product Endorsements

Jakeun Koo, University of Massachusetts, Amherst

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum East 4
A Qualitative Study of Sport Event Volunteer Management

Janet Howes, University of Northern Colorado

David Stotlar (Advisor), University of Northern Colorado

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 1
Outlining a Methodology to Determine a Sport Spectator's Environmental Footprint Using Life Cycle Analysis

Brian P. McCullough, Seattle University

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 2
Branding Opportunities in Twitter: Evidence from the Professional Soccer Industry

Petros Parganas, Heriot-Watt University

Christos Anagnostopoulos, Molde University College

Simon Chadwick, University of Salford

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- Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 3
How Consumer Engagement Influences Consumer Extra-Role Behaviors
Tae Ho Kim, Washington State University
Yong Jae Ko (Advisor), University of Florida
Michael Sagas (Advisor), University of Florida
Yong Chae Rhee, Washington State University
Justin Barnes, University of Idaho
- Thursday June 2, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum West 1
Mentoring in Professional Sport: An Investigation of the Most Prolific General Managers in the History of the National Hockey League
Stephen Kirzinger, University of Windsor
Jess Dixon (Advisor), University of Windsor
- Thursday June 2, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum West 2
Inter-Organizational Relationships and the Development of Elite Flemish Tennis Players
Popi Sotiriadou, Griffith University
Jessie Brouwers, Griffith University
Veerle De Bosscher, Vrije Universiteit Brussel
- Thursday June 2, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum West 3
Role Conflict, Psychological Distress, and College Athletes: An Application of Conservation of Resources Theory.
Elodie Wendling, University of Florida
Timothy Kellison (Advisor), Georgia State University
- Thursday June 2, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum East 2
Double Standard? An Evaluation of Responses to a Televised Sport Debate
Michael Mudrick, York College of Pennsylvania
Laura Burton (Advisor), University of Connecticut
- Thursday June 2, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum East 4
The Paralympic Volunteer: Exploring Motivations and Experiences of Unpaid Staff at the 2014 Sochi Paralympic Winter Games
Joshua Pate, James Madison University
Robin Hardin, University of Tennessee
- Thursday June 2, 2016, 1:40 PM (20-minute oral presentation (including questions)) Legacy South 1
Teaching Environmental Sustainability Across The Sport Management Curriculum
Haylee Mercado, University of South Carolina
John Grady, University of South Carolina
- Thursday June 2, 2016, 1:40 PM (20-minute oral presentation (including questions)) Legacy South 3
Examining Fan Engagement through Social Network Sites and its Consequences
Thiago Santos, Universidade de Lisboa
Abel Correia (Advisor), Universidade de Lisboa
Rui Biscaia (Advisor), Universidade Europeia & Universidade de Lisboa

2016 North American Society for Sport Management Conference (NASSM 2016)

- Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop) Forum East 4
Ethical Considerations in Sport Management Research Methodologies
Brenda Riemer, Eastern Michigan University
Annelies Knoppers, Utrecht University
Ellen Staurowsky, Drexel University
- Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop) Legacy South 1
Advancing Social Media Research
Nicholas Watanabe, University of Missouri
Ann Pegoraro, Laurentian University
Grace Yan, University of Missouri
Michael Naraine, University of Ottawa
Rebecca Achen, Illinois State University
- Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop) Legacy South 2
Managing a Sport by Managing Its Culture: Lessons from USA Rugby
B. Christine Green, University of Illinois at Urbana-Champaign
Laurence Chalip, University of Illinois at Urbana-Champaign
Jon Welty Peachey, University of Illinois at Urbana-Champaign
Wonjun Choi, University of Illinois at Urbana-Champaign
Matthew Greenberg, University of Illinois at Urbana-Champaign
Allison Musser, University of Illinois at Urbana-Champaign
Erin Morris, University of Illinois at Urbana-Champaign
- Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop) Legacy South 3
Working with Industry: How to Cultivate Practitioner Partnerships within a Sport Management Program
Nels Popp, University of North Carolina
Chad McEvoy, Northern Illinois University
Michelle Gacio Harrolle, University of South Florida
Gina Pauline, Syracuse University
Matt Garrett, Loras College
- Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum West 1
Aspirations through Associations: Using Division III Athletics to Enhance Institutional Status and Reputation
Rhema Fuller, The University of Memphis
Michael Hutchinson, The University of Memphis
Brennan Berg, The University of Memphis
- Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum West 2
The Salience of Sport in Cross-Race Friendship Selection
Gareth Jones, North Carolina State University
Kyle Bands, North Carolina State University
Troy Carlton, North Carolina State University
Mike Edwards, North Carolina State University
Jason Bocarro, North Carolina State University

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Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum West 3
Investigating the Effects of Fan Association with Sport Team Performance and Corporate Social Responsibility on Pride, and Understanding the Intention to Donate

Jaevon Chang, University of Florida
Daniel Connaughton (Advisor), University of Florida
Joon-Ho Kang, Seoul National University
Michael Sagas, University of Florida
Seong-Hee Park, Hankuk University of Foreign Studies

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum East 2
Effect of Consumer Education on NHL Fan Renewals: An Experimental Study

Michelle Harrolle, University of South Florida
Michael Mondello, University of South Florida

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum East 4
Modelling the Impact of Organisational Capital on Performance

Bill Gerrard, Leeds University

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Legacy South 1
Using Film to Teach Leadership in Sport Management: Challenging the Millennial Students

Patti Donahue, Troy University
John Miller (Advisor), Troy University

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Legacy South 2
Preparedness & Profession: Analysis of Sport Management Alumni Career Trajectories

Jessica Braunstein-Minkove, Towson University
Jaime DeLuca, Towson University

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions)) Legacy South 3
Generating Social Capital through Major Sporting Events: a Social Network Analysis of UEFA Euro 2016's Local Hosting Dynamics

Mathieu Djaballah, University of Paris-Saclay

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum West 1
Positive Organizational Behavior in Sport: The Left and Right of Psychological Capital (PsyCap) in Sport Organizations

Minjung Kim, East Stroudsburg University of Pennsylvania
Amy Kim (Advisor), Florida State University
Joshua Newman (Advisor), Florida State University
Pamela Perrevé, Florida State University
Gerald Ferris, Florida State University

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum West 2
An Analysis of Motivation of Sport Participation among College Students: A Cross-National Comparison

Sunyoong Kim, University of Arkansas
Jongyeol Yoo, University of Arkansas
Jaeman Son, University of Arkansas
Stephen Dittmore (Advisor), University of Arkansas

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Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum West 3
CSR and Community Sport Events: Balancing Sponsorship and a Public Health Agenda

Rachel Batty, Massey University - Palmerston North

Graham Cuskelly, Griffith University

Kristine Toobey, Griffith University

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum East 2
Flow as Sports Consumer Experiences in the Sports Media: A Conceptual Model

Daehwan Kim, University of Florida

YongJae Ko (Advisor), University of Florida

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum East 4
Factors Impacting Management Tenure in Professional Sport

Matthew Juravich, University of Akron

Steven Salaga, Texas A&M University

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Legacy South 1
Sport Management “Student as Producer”: A Radical Teaching and Research Framework for Sport Management Studies

Kostas Zervas, Leeds Trinity University

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Legacy South 2
The Role of Mentoring in Career Satisfaction and Career Breakthroughs for Women in Intercollegiate Athletic Administration

Meg G. Hancock, University of Louisville

Heidi Grappendorf, University of Cincinnati

Janelle E. Wells, University of South Florida

Laura Burton, University of Connecticut

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions)) Legacy South 3
The Traveling Fan – Factors that Influence the Attendance at Mega-Events in Global Soccer

Gerald Fritz, Johannes Gutenberg University

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum West 1
Evaluating Student-Athlete Emotional Intelligence Development Due to Participation in College Sport

Gregory Lott, The Ohio State University

Brian Turner (Advisor), The Ohio State University

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum West 2
Moving Toward Social Justice In Sport: A Comprehensive Study of Social Justice Advocacy in Sport

Woojun Lee, William Woods University

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- Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum West 3
The Effects of Emotional Appeals in Charity Sporting Event Advertisements on Intention to Participate: Examining the Roles of Sympathy, Empathy, and Personal Involvement
Meungguk Park, Southern Illinois University Carbondale
Taebo Yob, Southern Illinois University Carbondale
Paul M. Pedersen, Indiana University
- Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum East 2
The New Stadiums and Arenas and the Consumer Behavior of Sports Goods: The FIFA Standard for the World Cup 2014 Facilities and its Impact on Fans
Ary J. Rocco Jr, University of São Paulo
Leandro C. Mazzei, University Nove de Julho
- Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum East 4
Public Goods Generated by Intercollegiate Athletics: Student's Willingness to Pay Increased Athletic Fees
Mark Howard, Florida State University
Jeffrey James (Advisor), Florida State University
- Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 1
What's Diversity Got to Do With Me?
Jörg Vianden, University of Wisconsin-LaCrosse
Elizabeth A. Gregg, University of North Florida
- Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 2
Are Educated Sport Managers Better?
Shannon Kerwin, Brock University
Kevin Mongeon, Brock University
- Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 3
I'm Racing Abroad! Examining Sport Event and Destination Choices
Brianna Newland, University of Delaware
Thomas Aicher, University of Cincinnati
- Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Forum West 1
Sport Employee Identification: Developing and Validating an Instrument
Brent Oja, University of Kansas
Jordan Bass (Advisor), University of Kansas
Brian Gordon (Advisor), University of Kansas
- Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Forum West 2
The Fat Leading the Thin? Perceptions of Physical Activity Instructor Ability Relative to Body Size
Andrew Pickett, Texas A&M University
George Cunningham (Advisor), Texas A&M University

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Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Forum West 3
What Gives You a Sense of Pride? Effect of Fans' Associations with Team Performance and Corporate Social Responsibility on Self-Continuity, Pride, and Word-of-Mouth Intention

Jaewon Chang, University of Florida

Ilyoung Ju, University of Florida

Daniel Connaughton, University of Florida

Joon-Ho Kang, Seoul National University

Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Forum East 2
The Agony of Defeat: Disappointment Impacts on Baseball Fans

Sukjoon Yoon, Texas A&M University

James Petrick (Advisor), Texas A&M University

Hyunmin Yang, Texas A&M University

Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Forum East 4
Coaching Women - Is it only a Job for Men? An Economic Analysis of Coaching Productivity in NCAA Division I Women's Basketball

David Berri, Southern Utah University

Ann Pegoraro, Laurentian University

Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Legacy South 1
Diverse Sport Management Environments? Are We Talking the Talk but Not Walking the Walk: An Examination of Disability Sport in the Sport Management Classroom

Brenda Pitts, Georgia State University

Deborah Shapiro, Georgia State University

Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Legacy South 2
Human Capital Legacy and Event Career Path: Lessons from the Athens 2004 Olympic Games

Chrysostomos Giannoulakis, Ball State University

Kyriaki Kaplanidou, University of Florida

Michael Odio, University of Cincinnati

Laurence Chalip, University of Illinois at Urbana-Champaign

Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Legacy South 3
Attitudes toward Attending the 2016 Olympic Games and Visiting Brazil after the Games

Claudio Rocha, University of São Paulo

Janet Fink, University of Massachusetts Amherst

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Forum West 1
Momentum Effects and the "Hot Hand" in College Football

Katie Brown, Texas A&M University

Steven Salaga, Texas A&M University

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Forum West 2
Exogenous Policy Shocks and Institutional Change: NBA Policy and NCAA Externalities

Matthew Juravich, University of Akron

Brian Mills, University of Florida

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Forum West 3

Head Coach Gender and Team Performance in the WNBA

Lindsey Darvin, University of Florida

David Berri, Southern Utah University

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Forum East 2

Supercharging the Mallpark: Battery Atlanta and the Future of Baseball Stadium Development

Michael Friedman, University of Maryland, College Park

Adam Beissel, University of Maryland, College Park

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Forum East 4

Physical Activity Opportunities Mitigate the Negative Effects of Caregiving Obligations on Subjective Health

George Cunningham, Texas A&M University

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Legacy South 1

Consumer Misbehavior: Pay-Per-View Broadcasts and Peer-to-Peer Smartphone Streaming Apps

Lamar Reams, Old Dominion University

Stephen Shapiro, Old Dominion University

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Legacy South 2

Validating a Running Motivation Scale in a Chinese Culture: The Reliability and Validity Test of the Simplified Chinese Motivations of Marathoners Scales (SCMOMS)

Xiaoyan Xing, Capital University of P.E. & Sports

Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions)) Legacy South 3

Reconsidering the Role of Fit in Athlete Endorsement: New Evidences from the Single-Target Implicit Association Test (ST-IAT)

Yonghwan Chang, University of Florida

Yong Jae Ko (Advisor), University of Florida

A Critical Review of Determinant Factors of Attendance Demand

*Sung Il Hong, Hong Kong Baptist University
Brooke Forrester, University of South Alabama*

A Retrospective Analysis of Motivations to Participate in Youth Sport: Why Youth Sustained Participation

*Meredith Flaberty, University of Florida
Michael Sagas (Advisor), University of Florida
Timothy Kellison (Advisor), Georgia State University*

An Analysis of Media Sponsors Exposure Effects

*Jiyoung Park, University of Northern Colorado
Dianna Gray (Advisor), University of Northern Colorado*

Brand Management in a Niche Sport: An LPGA Golfer's Use of Instagram

*Melissa Davies, University of the Pacific
Michael Mudrick, York College of Pennsylvania*

Collaborative advantages: The role of inter-organizational partnerships in enhancing organizational capacity

Gareth Jones, North Carolina State University

Community Value Innovation: The Role of Minor-League Sport Teams in Rural Communities

*Young Do Kim, University of Nebraska Kearney
Hyun-Woo Lee, Georgia Southern University
Nita Unruh, University of Nebraska Kearney*

Division III Athletic Facilities and College Choice Factors

*Erica Zonder, Adrian College
Keith Christy, Adrian College*

Effects of Team Identification on College Adjustment: A Cross-National Study between American and Korean students

*Jaeman Son, University of Arkansas
Gi-Yong Koo, Troy University
Junmo Sung, Troy University
Stephen Dittmore (Advisor), University of Arkansas*

Five Dimensions of Sport Brand Personality

*Chanbo Kang, University of North Alabama
Ye Hoon Lee, University of North Alabama
Gregg Bennett (Advisor), Texas A&M University
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign*

How You Like Me Now? The Influence of Performance Expectations and Team Identification on the Black Sheep Effect and Sports Consumption Behavior

Sean Pradhan, University of Michigan

Dae Hee Kwak (Advisor), University of Michigan

Licensed Sport Product Purchase Behavior: Analysis of the 2014 Asian Games Sales Revenue

Hyun-Woo Lee, Georgia Southern University

Shawn Saeyul Park, Middle Georgia State University

Sunyun Shin, Yonsei University

Young Do Kim, University of Nebraska Kearney

Woong Kwon, Hoseo University

Tae Jun Chon, Soongsil University

Personal Values, Goals, and Involvements in Sport: A Cross-Cultural Study

Dong Hun Lee, University of Houston

Yinghui Zhang, Huaqiao University

Michael Cottingham, University of Houston

Hoyeol Yu, University of Houston

Redefining the Stacking Phenomenon Four Years Later: Eight Seasons of Racial Tasking among College Quarterbacks

Trevor Bopp, University of Florida

Robert Turick, University of Florida

Sensory Experience in Sport Virtual Simulation: The Dynamics of Participants' Sensory Stimuli, Sport Identity, Flow Experience, and Revisit Intentions

Kyu-soo Chung, Winston-Salem State University

Hyun Min Kang, Korea University

Structural Relationship among Socio-Motivation, Market Demand, Overall Satisfaction, and Consumption of WNBA Game Events

Sophia D. Min, University of Northern Iowa

Kevin Byon (Advisor), Indiana University

Minkil Kim (Advisor), Troy University

Thomas A. Baker III (Advisor), University of Georgia

James Zhang (Advisor), University of Georgia

The Power of the Retweet: Athlete Twitter Endorsement Activity

B. Colin Cork, University of Arkansas

Terry Eddy (Advisor), University of Arkansas

When Rule Changes Don't Follow the Rules: An Ethical Policy Case Study Analysis of the Jack Jablonski MSHSL Ice Hockey Rule

Joshua Lupinek, University of Alaska Fairbanks

Adding to the Body of Knowledge Environmental Sustainability in Sport Management Integrative Experience

Brian P. McCullough (Seattle University)

An Unacceptable Status Quo: A Sport Development Case Study of Swimming and Drownings

Brennan K. Berg & Michael Hutchinson (The University of Memphis)

Applying Sport for Development and Peace in Your Own Backyard: Experiential Learning at Portland Elementary School

Jeffrey Levine (University of Louisville)

Binary Sampling Method of Teaching Economics of Sport

Peter Omondi-Ochieng (University of Louisiana at Lafayette)

Debating Classroom Debates: Structures, Rubrics and Integrating the Entire Class in Partner Debates

Annemarie Farrell (Ithaca College)

Experiential Learning in PR: Classroom to field experience

Chad Witkemper (Indiana State University)

Incorporating Cross-Culture Elements into Sport Ethics Course Instruction

Tyreal Yizhou Qian & James J. Zhang (Adviser) (University of Georgia)

Integration of an Advisory Board in an Introductory Course

Corinne Farneti (Mount St. Mary's University)

Long Distance Sport Management Internship Site Visits Through the Use Computer and Internet Technologies

Robert Case (Old Dominion University)

Sport Management Students Utilizing IPADS to Conduct Marketing Research

Amanda Greene (East Tennessee State University)

Strategies to Maximize Internship Experiences

Yongjae Kim (Kutztown University)

Teaching Diversity (in a Not So Diverse Class)

Joyce O. Olusbola (Arkansas State University)

Teaching History and Politics using Selected Olympic Games

Rachel Madsen (Ithaca College)

Teaching Sport Ethics Online

Nicholas Schlereth (University of New Mexico)

2016 North American Society for Sport Management Conference (NASSM 2016)

Tips and Rubrics to Hold Students Accountable in Event/Facility Management Course Group Projects

Donna Pastore, Sean Dablin, James Morton, Mickey Fraina, Chad Gerber, & Rick Bailey (The Ohio State University)

Using a Step-Wise Career Development Guide to Effectively Mentor Sport Management Undergraduate Students

Sun Kang & Ryan Hedstrom (Manchester University, IN USA)

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Forum West 1
The Determinants of Television Audience Demand for Professional Baseball: An Analysis of Post-Season Games

Kihan Kim, Seoul National University
Jongwon Paik, Seoul National University
Yunjae Cheong, Hankyuk University of Foreign Studies
Yoonji Ryu, Seoul National University

Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Forum West 2
The Strategic Use of Sport to Grow Enrollment: A Case Study Analysis

Gregory Lott, The Ohio State University
Sean Dablin, The Ohio State University
Emily Newell, The Ohio State University
Brian Turner (Advisor), The Ohio State University

Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Forum West 3
An Examination of Gender Differences in Student-athletes' Perceived Career Barriers and Coping Efficacy: A Perspective from Social Cognitive Career Theory

Jin Park, University of Louisville
Sin-Wook Yoo, University of Louisville
Seonghun Lee, University of Louisville
Mary Hums (Advisor), University of Louisville

Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Forum East 4
Health and Physical Literacy in Sport: An Examination of the Associated Benefits and Risks of Football Participation across the Life Course

Sherrina S. Lofton, Florida State University
Joshua Newman (Advisor), Florida State University
Noah S. Webb, Florida State University
Amy M. Burdette (Advisor), Florida State University
Michael C. Turner, Florida State University

Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Legacy South 1
The Strategic Communication Management in Sports Teams: Comparing between European and Brazilian Football Clubs

Ary J. Rocco Jr, University of São Paulo

Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Legacy South 2
Daily Fantasy Sports: Motives for Consumption

Ryan Kota, Florida State University
Charles Reid, Florida State University
Jeffrey James (Advisor), Florida State University
Amy Kim (Advisor), Florida State University

2016 North American Society for Sport Management Conference (NASSM 2016)

- Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Legacy South 3
Does Doing Good Shield against Athlete Scandals? The Effect of Positive Associations on Consumer Judgement and Behavior Toward Scandalized Athletes
Shintaro Sato, Georgia Southern University
Yong Jae Ko (Advisor), University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida
Daniel Connaughton (Advisor), University of Florida
- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum West 1
International Comparisons and Fan Demand for Professional Soccer
Hojun Sung, University of Florida
Brian Mills (Advisor), University of Florida
- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum West 2
Institutional Entrepreneurship to Avoid Change: The NCAA's Institutional Maintenance Strategies
Calvin Nite, Texas Tech University
Marvin Washington, University of Alberta
- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum West 3
Basketball Officiating as a Gendered Arena: An Autoethnography
Claire Schaeperkoetter, University of Kansas
Jordan Bass (Advisor), University of Kansas
- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum East 2
Perception Formation Process for Subsidized Stadiums: A Grounded Theory Analysis of Miami-Dade Residents
Emily Must, University of Northern Colorado
Daniel Rosenberg (Advisor), Barry University
- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum East 4
Physically Active Leisure and Community Health: Evidence from US Counties
Mikibiro Sato, James Madison University
James Du, Temple University
- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Legacy South 1
YouTube FC: A Case Study of Online Video Sharing in Sports Marketing
Neal Ternes, Florida State University
- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Legacy South 2
Exploring Motivations of Daily Fantasy Sports Participants
Joris Drayer, Temple University
Stephen Shapiro, Old Dominion University
Brendan Dwyer, Virginia Commonwealth University

2016 North American Society for Sport Management Conference (NASSM 2016)

- Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Legacy South 3
Is Negative Publicity of Athletes Always Harmful? A Memory-Based Illusory Perspective
Yonghwan Chang, University of Florida
Semih Yilmaz, University of Florida
Yong Jae Ko (Advisor), University of Florida
- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum West 1
From Rivalry to Reciprocity: Ultimatum Game Outcomes Between College Football Rivals
Brian Mills, University of Florida
Scott Tainsky, University of Illinois at Urbana-Champaign
B. Christine Green, University of Illinois at Urbana-Champaign
Becca Leopkey, University of Georgia
- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum West 2
A Longitudinal Analysis of the National Football League's Responses to Institutional Change around Concussions
Kathryn Heinzge, University of Michigan
Di Lu, University of Michigan
- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum West 3
Evaluating League Competitiveness in Europe: Public Involvement vs. Privatization in European Soccer
Gidon Jakar, University of Michigan
Stephanie Gerretsen, University of Michigan
Mark Rosentraub (Advisor), University of Michigan
- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum East 2
Athletics or Academics: The Effects of University Conference Switches
Philip Bergman, University of Missouri
Nicholas Watanabe (Advisor), University of Missouri
- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum East 4
Education and Management of Concussions in Iowa High School Football
Robin Ammon, University of South Dakota
Colby Felts, University of South Dakota
- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Legacy South 1
Examining the Size and Scope of Youth Disability Sport
Michael Cottingham, University of Houston
Don Lee, University of Houston
Mitzi Laughlin, University of Houston
Fernanda Velasco, Texas Women's University
- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Legacy South 2
The Expected Social Impact of Hosting Winter Olympic Games from a Non-Host Perspective During the Bidding Stage
Liu Dongfeng, Shanghai University of Sport
Christopher Hautbois, Université Paris-Saclay
Michel Desbordes, Université Paris-Saclay

2016 North American Society for Sport Management Conference (NASSM 2016)

- Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Legacy South 3
Expansion of Brand Value: A Case Study of an AFL Franchise
Kathy Barlow, Whittier College
Visbal Kolar, Whittier College
- Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum West 1
Moneyball and the Role of Sports Analytics: A Decision-Theoretic Perspective
Bill Gerrard, Leeds University
- Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum West 2
Understanding the Evolution of Environmental Practices in Mega-Sporting Events: A Case Study of the Olympic Games
Walker Ross, University of Georgia
Becca Leopkey (Advisor), University of Georgia
- Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum West 3
Competitive Balance within Interscholastic Athletics: A Qualitative Analysis of State Athletic Association Commissioners
James Johnson, Ball State University
Beau Scott, Ball State University
- Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum East 2
Athlete's Perspective on Own the Podium
Hillary Pattenden, Brock University
Lucie Thibault (Advisor), Brock University
- Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum East 4
An Examination of Concussion Safety Policies in U.S. Municipal Park and Recreation Departments
Sungwon Kim, University of Florida
Daniel Connaughton (Advisor), University of Florida
John O. Spengler (Advisor), Texas A&M University
- Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Legacy South 1
Uncertain Mobility: Adaptive Sport Programming for Participants Living with Homelessness
Matthew Horner, Florida State University
Christopher McLeod, Florida State University
Matthew Hawzen, Florida State University
Mark DiDonato, Florida State University
Joshua Newman (Advisor), Florida State University
- Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Legacy South 2
From Event Quality To Quality of Life: The Role of Satisfaction and Purchase Happiness
Kyriaki Kaplanidou, University of Florida
Nicholas Theodorakis, Qatar University
Kostas Alexandris, Aristotle University

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Legacy South 3
Branding Horsepower – An Exploration of Brand Equity within Show Jumping Markets
Karen Hennessy, Institute of Technology Carlow

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum West 1
Salary Structures and Team Performance: The Case of Wage Inequality in Major League Soccer
Nicholas Watanabe, University of Missouri
Brian Soebbing, Temple University
Anders Aarbus, University of Missouri

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum West 2
E-Sports Management? Institutional Logics, Professional Sports, Emerging E-Sports Field
Hanhan Xue, Florida State University
Haozhou Pu, Florida State University
Matthew Hawzen, Florida State University
Joshua Newman (Advisor), Florida State University

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum West 3
Shortening the NBA Game: A Look at the Effects on Competitive Balance
Ryan Spalding, Merrimack College
Caleb Engelbourg, University of Massachusetts Amherst
Mike McGrath, University of Massachusetts Amherst

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum East 2
Examining the Amalgamation of New Zealand Golf: Financial, Strategic, and Integration Perspectives
Sally Sham, University of Otago
Geoff Dickson, Auckland University of Technology

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum East 4
An Analysis of Doping-Related Dispute Resolution in United States Olympic Sport
Emily Sparvero, University of Texas at Austin
Sylvia Trendafilova, University of Tennessee
James Bemiller, University of Tennessee
Manuela Picariello, University of Tennessee

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Legacy South 1
The Institutionalization of Paralympic Sport Governance: The Case of the United States Olympic Committee
Kelsey LeFevour, University of Illinois at Urbana-Champaign
Scott Tainsky, University of Illinois at Urbana-Champaign
Becca Leopkey, University of Georgia

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Legacy South 2
Modeling a Demonstration Effect: The Case of Track Cycling Competitions at the 2015 Pan Am Games

Luke Potwarka, University of Waterloo

David Drewery, University of Waterloo

Mark Havitz, University of Waterloo

Heather Mair, University of Waterloo

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Legacy South 3
Understanding Long-Distance Fandom: A Qualitative Study of Chinese Soccer Fans.

Yiran Su, Temple University

Thilo Kunkel, Temple University

Friday June 3, 2016, 11:45 AM (President's Luncheon) Legends Ballroom
Run Again another Day: The Role of Satisfaction on Repeat Marathon Participation

Bradley Baker, Temple University

Daniel Funk (Advisor), Temple University

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum West 1
Changing Rules: A Stakeholder Perspective of College Coaches on NCAA Policy

Matt Huml, University of Louisville

Mary Hums, University of Louisville

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum West 2
Understanding the Triggers of Inspiration in Sport Event Participation Among Runners

Ran Zhou, University of Florida

Kyriaki Kaplanidou (Advisor), University of Florida

Nicholas Theodorakis, Qatar University

Kostas Alexandris, Aristotle University

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum West 3
Mapping the Sport Consumer: Concept Mapping in Qualitative Research

Elizabeth Delia, University of Massachusetts Amherst

Matthew Katz, University of Massachusetts Amherst

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum East 2
An Ethnographic Study: Parental Influence in Travel Youth Baseball and Softball

Allison Smith, University of Tennessee

Robin Hardin (Advisor), University of Tennessee

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum East 4
Sunday Afternoon Social Capital: An Ethnographic Study of the Southern City Jets Club

Dorothy Collins, University of South Carolina

Bob Heere (Advisor), University of South Carolina

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 1
Pursuing Parasport Alignment: Forming a Strategic Cross-Sector Partnership to Leverage the Toronto 2015 Parapan American Games

Robert Carlisi, Western University

Laura Misener (Advisor), Western University

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 2
One Nation One Team: An Examination of the 2015 U.S. Women's Soccer National Team Players' Self-Presentation on Twitter

Matthew Blaszyka, Indiana State University

Molly Hayes Sauder, York College of Pennsylvania

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 3
Exciting vs. Winning Game? Relative Effects of the Game Outcome and Process on Fans' Happiness and Overall Game Evaluations

Wonseok (Eric) Jang, University of Florida

Yong Jae Ko (Advisor), University of Florida

Daniel Wann (Advisor), Murray State University

Jeoung-Hak Lee, Kyung Hee University

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum West 1
Under Pressure? An Exploration in Managing Stakeholder Interests and Priorities in High School Athletics

Jen Zdroik, University of Michigan

Kathy Babiak (Advisor), University of Michigan

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum West 3
Mediating or Confounding: A Caveat on Theory Development in Sport Management

Luke Lunhua Mao, University of New Mexico

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum East 2
Welcome to the Club! An Examination of the Initiation Phase of the Active Sport Event Travel Career

Amy Rundio, East Carolina University

Richard Buning, Indiana University-Purdue University Indianapolis

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum East 4
Managing Sport and Physical Activity Spaces to Create Body Weight Inclusivity: Dimensionality and Health Related Outcomes

Andrew Pickett, Texas A&M University

George Cunningham (Advisor), Texas A&M University

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Legacy South 1
Catalysing Parasport Development through Events: Challenges and Lessons from the Local initiatives

Kylie Wasser, Western University
Robert Carlisi, Western University
Marika Kay, Western University
Ross Bailey, Western University
Madison Hubley, Western University
Laura Misener, Western University

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Legacy South 2
Why We Follow: Exploring How Culture Shapes Users' Motivations for Following Sport Organizations on Twitter and Weibo

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

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Legacy South 3
Exploring the Impact of Multiple External Identities on the Development of Team Identification

Soyoung Joo, University of Massachusetts Amherst
Ben Larkin, University of Massachusetts Amherst
Janet Fink (Advisor), University of Massachusetts Amherst

Addressing Issues in the Measurement of Sport Attendance Motives

Ryan Kota, Florida State University

James Harwood, Florida State University

Jeffrey James (Advisor), Florida State University

An Examination of Sport Management Master's Programs and Curriculum

Jennifer Willett, Kennesaw State University

Chris Brown, Kennesaw State University

An Exploration of Factors that Encourage and Discourage Sport Fans from Using Their Smartphones

Sun Kang, Manchester University

Marion Hambrick, University of Louisville

Christopher Greenwell, University of Louisville

Consumer Motives for Daily Fantasy Sports: A Content Analysis of Television Advertising

Simon Brandon-Lai, Florida State University

John Holden, Florida State University

Jeffrey James (Advisor), Florida State University

Cross-Cultural Examination of Soccer Brand Perceptions

Jennifer Mak, Marshall University

Siu Yin Cheung, Hong Kong Baptist University

N. David Pifer, University of Georgia

Carina King, Indiana University Purdue University Indianapolis

Determinants of Trust, Commitment, and Satisfaction among Participants in Charity Affiliated Sporting Events

Meungguk Park, Southern Illinois University Carbondale

Sung Jin Nam, Daegu University of Foreign Studies

Effectiveness of In-Game Advertisement: Repetition Effect of Sport Video Gaming

Yongjae Kim, Kutztown University

Gender Analysis of Italian Women's Basketball Coaches and Staff in Serie A1

Mannela Picariello, University of Tennessee

Lars Dzikus, University of Tennessee

Managing Institutional Maintenance: A Case Study of Anti-Doping Strategies, Policies, Procedures, and Practices in Canadian Interuniversity Sport

Evan Richtsfeld, University of New Brunswick

Jonathon Edwards (Advisor), University of New Brunswick

Motivation in Youth Sport: Examination of the Antecedents and Importance

Michael Fraina, The Ohio State University

Donna Pastore (Advisor), The Ohio State University

Opportunities for New Organizational Forms Emerging from Sport Mega-Events

David Sbonk, James Madison University

Organized Fan Groups and Their Effect on Sport Spectator Enjoyment

Charles Reid, Florida State University

Amy Kim (Advisor), Florida State University

Permeability of Sport Job Sectors: An Analysis of Careers across Boundaries

Michael Odio, University of Cincinnati

Shannon Kerwin, Brock University

Ethan Swingle, University of Cincinnati

Reconceptualizing the Sport Management Ph.D. – For Sport Management Doctoral Students

James Harwood, Florida State University

Mark DiDonato, Florida State University

Jeffrey James (Advisor), Florida State University

Servant Leadership in Intercollegiate Athletics: Follower Perceptions of NCAA Division II Athletic Directors

Harlan Johnson, Southern Nazarene University

Richard Remedios (Advisor), Northcentral University

The Financial Value of Athlete Endorsements: Is It Worthwhile to Invest?

J. Lucy Lee, Bowling Green State University

June Won, Bowling Green State University

The Influence of Personal Performance Expectation on Event Satisfaction

Moon Sup Hyun, Temple University

Jeremy Jordan (Advisor), Temple University

The Outcomes of an In-School SBYD Intervention Focused on Developing Grit and Leadership Characteristics

Michael Corral, University of Connecticut

Jesse Mala, University of Connecticut

Jennifer McGarry (Advisor), University of Connecticut

The Role of Alma Mater Sport in International Students' School Adaptation and Life Satisfaction

Wonjun Choi, University of Illinois at Urbana-Champaign

Chungsup Lee, University of Illinois at Urbana-Champaign

Jie Xu, University of Illinois at Urbana-Champaign

B. Christine Green (Advisor), University of Illinois at Urbana-Champaign

Toward a More Well-Balanced Approach: A Content Analysis of NASSM Conference Abstracts from 2002 to 2015

Joon Young Han, Yeungnam University

Gregory Kane, Eastern Connecticut State University

Sarah Walton, Central Connecticut State University

Minyong Lee, North Carolina A&T University

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 1:40 PM **Teaching and Learning Fair #2**

Legacy North

A Quasi-Experimental Examination of Methods to Improve Graduate Students' Writing

Rebecca M. Achen (Illinois State University)

Assessment Questionnaire for Sport Facility Classes

Tom Bell (Campbellsville University)

Assignment Description for Oral History Interviews

Sam Winemiller (University of Florida)

Charity 5K Run/Walk

Justin Wartella (Lock Haven University of Pennsylvania)

Diversity Project in Sport

Kunsoo Shim (Campbellsville University)

Integrating the Undergraduate Sport Management Curriculum: Methodological Considerations

Adam Goodwin, Jess C. Dixon, & David M. Andrews (University of Windsor)

Job Preparedness, Networking, and Mock Interview Assignment: A One Year Follow-Up

Katie M. Brown, Zachary J. Damon, & Andrew C. Pickett (Texas A&M University)

Intramural Learning: Sport Management Beyond the Course Section

Brittany Jacobs (The University of Northern Colorado)

MiLB Case Study: The Biloxi Shuckers and Southern Miss Sport Management

R. Douglas Manning, Ph.D. (University of Southern Mississippi)

NCAA Division I Ticketing Policies Group Activity

Peyton Stensland (University of Kansas)

Peer Evaluation in Team-Based Learning

Cassandra Coble & Erin McNary (Indiana University)

Sport Facility & Event Management Class and Division III Athletics: A Mutually Beneficial Relationship

Cindy Veraldo (Mount St. Joseph University)

Teaching Event Management through the Planning and Operation of a Sporting Event

Zach Scola (University of Kansas)

The Comprehensive Format and Method for Sport Marketing Case Studies

Young Do Kim (University of Nebraska Kearney) & Yoon Tae Sung (The Florida State University)

Ticket Sales Boot Camp

Ted B. Peetz (Belmont University)

Utilizing a Sport Based Youth Development Student Organization to Facilitate Community Engagement and a Capstone Student Experience

Shelley Lyle (University of Florida)

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum West 1
Stakeholder Salience in Professional Sport Clubs: A Perspective Based on Fans' Self-Perceptions
Rui Biscaia, Universidade Europeia & Universidade de Lisboa
David Hedlund, St. John's University
Geoff Dickson, Auckland University of Technology
Michael Naylor, Auckland University of Technology

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum West 2
Examining the Influence of Perceived Risk and Consumer Personality on Sport Apparel Purchase within the Context of Gift Giving
Choonghoon Lim, Seoul National University
Hyunwoo Kim, Seoul National University
Hongbum Eun, Seoul National University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum West 3
Biased Decision-Making in Sport
Weller Ross, Brock University
Kevin Mongeon (Advisor), Brock University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum East 2
Active Sport Heritage and Tourism Development: The Case of the Tour of Flanders Cyclo Event
Inge Derom, Vrije Universiteit Brussel
Gregory Ramshaw, Clemson University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum East 4
A Qualitative Exploration of the Ticket-Pricing Process Used in Intercollegiate Athletics
Craig Morehead, Old Dominion University
Stephen Shapiro (Advisor), Old Dominion University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Legacy South 1
(Para)Panamania: The Influence of the Toronto 2015 ParaPan Am Games on Spectator and Volunteer Attitudes Towards Disability
Kyle Paradis, Western University
Laura Misener, Western University
David Legg, Mount Royal University
David McGillivray, University of the West of Scotland
Gayle McPherson, University of the West of Scotland

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Legacy South 2
Team Identification and Instagram
Nicole Furuiye, University of Northern Colorado
Kerry Fischer, University of Northern Colorado

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Legacy South 3
Explaining Attendance through Social Network Analysis: The Effect of Centrality and Team Identification on Continued Game Attendance
Matthew Katz, University of Massachusetts Amherst
Bob Heere, University of South Carolina
Rose Marie Ward, Miami University

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Forum West 1
Social Partnerships and College Athletics: A Means to Increase Social Impact on Community Stakeholders

Nicholas Schlereth, University of New Mexico
David Scott (Advisor), University of New Mexico
Shawn Berman (Advisor), University of New Mexico
Evan Frederick (Advisor), University of New Mexico
Todd Seidler (Advisor), University of New Mexico

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Forum West 2
Examining the Impact of Promotional Rivalry Titles on Fan Perceptions and Behavior in Intercollegiate Athletics

Cody T. Havard, The University of Memphis
Daniel Wann, Murray State University
Frederick Grieve, Western Kentucky University
Timothy D. Ryan, The University of Memphis

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Forum West 3
Sport Policy Research from the Margins: An Ethnographer's Account of Utilizing the Advocacy Coalition Framework (ACF) to Research a Sensitive and Taboo Athlete Welfare Topic when a Moral Panic Erupts

Glen Wintrup, Georgia Southern University

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Forum East 2
Tourist Expenditure at a Sport Event Portfolio: Determinants, Outcomes, and Variances

Richard Buning, Indiana University-Purdue University Indianapolis
Zachary Cole, The University of North Carolina Greensboro
Jeff McNamee, Linfield College

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Forum East 4
Using Equity Theory to Understand Non-Host City Residents' Perceptions of a Mega-Event

Hannah Lovegrove, University of Queensland
Sheranne Fairley, University of Queensland

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Legacy South 1
People-First Language in Newspaper Coverage of Paralympic Games Held in North America

Joshua Pate, James Madison University
Robin Hardin, University of Tennessee
Timothy Mirabito, Marist College

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Legacy South 2
Tweeting to Bridge the Gap: A Collaborative Netnography of the NASSM 2015 Social Media Correspondents

Ashley Thompson, University of Ottawa
Melissa Ogilvie, University of Ottawa
Michael Naraine (Advisor), University of Ottawa
Milena Parent (Advisor), University of Ottawa

2016 North American Society for Sport Management Conference (NASSM 2016)

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions)) Legacy South 3
Effects of Situational and Enduring Involvement on Team Identification

Junmo Sung, Troy University

Gi-Yong Koo, Troy University

Stephen Dittmore, University of Arkansas

Terry Eddy, University of Arkansas

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop) Forum East 4
National Identity and Sport Consumerism: Consumer Behaviour and the Toronto 2015 Pan Am & Parapan American Games

Cheri Bradish, Ryerson University

Nick Burton, Brock University

Melanie Dempsey, Ryerson University

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop) Legacy South 1
Creating Beneficial Relationships: A Diversity and Inclusion Workshop for Researchers
Sponsored by the NASSM Diversity Committee

Kristy McCray, Otterbein University

E. Nicole Melton, University of Massachusetts Amherst

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop) Legacy South 2
Sport Management Faculty Perceptions of Professional Service

Andy Gillentine, University of South Carolina

James Strode, Ohio Dominican University

Lynn Ridinger, Old Dominion University

Bob Baker, George Mason University

Pam Baker, George Mason University

Dianna Gray, University of Northern Colorado

Armen Shaomian, University of South Carolina

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop) Legacy South 3
Moving from Research Idea to Research Agenda: How to Develop Your Research Road Map as a Graduate Student

Allison Musser, University of Illinois at Urbana-Champaign

Natalie Smith, University of Illinois at Urbana-Champaign

Kyle Rich, Western University

Kylie Wasser, Western University

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum West 1
Playing Hardball: An Analysis of Court Decisions Involving the Limited Duty (Baseball) Rule

R. Douglas Manning, University of Southern Mississippi

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum West 2
Sporting Space and Governmentality: The Modernization of Wrigley Field

Grace Yan, University of Missouri

Chad Seifried, Louisiana State University

Jacob Toppel, University of Missouri

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum West 3
¿Por Qué Jugar? A Study on Sport Socialization among Hispanic and Latina Female Student-Athletes.

Lindsey Darwin, University of Florida
Alicia Cintron, University of Louisville
Meg G. Hancock (Advisor), University of Louisville

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum East 2
Boundary Spanning and Expansion in a Collegiate Athletics Sustainability Committee

Elodie Wendling, University of Florida
Timothy Kellison (Advisor), Georgia State University

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Forum East 4
Super Bowl XXXVI and the New England Patriots: A Critical Discourse Analysis of White-Framed Narratives of Patriotism Post-9/11

Anthony J. Weems, Texas A&M University
John N. Singer (Advisor), Texas A&M University

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Legacy South 1
Sport for Social Change in the City: Case Southeastern United States

Velina Brackebusch, University of Georgia
Billy Hawkins (Advisor), University of Georgia

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Legacy South 2
Effects of Ticket Donation on the Consumer Behavior and Attitude of Sport Fans

Sarah Frazier, Cleveland State University
Eddie Lam, Cleveland State University

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions)) Legacy South 3
The Halo Effect of CSR oriented Sport Sponsorship in Customers' Attribution toward Service Failure

Daehwan Kim, University of Florida
Yongcheol Kim, Catholic University in Korea
Yong Jae Ko (Advisor), University of Florida

A Content Analysis of Vulnerable Road Users Laws in the US

Yoojung Rhee, University of Florida

John Egberts, University of Florida

Daniel Connaughton (Advisor), University of Florida

Advertising Clutter in NASCAR: The Impact on Ratings, Share, and Number of Viewers

Stephen Ross, Concordia University

Elizabeth Delia, University of Massachusetts Amherst

Canadian Cyclocross Championships: Racing in the Temporary Cycling Place

Cory Kulczycki, University of Regina

College Football Consumers' Reaction towards Supporting an Environmentally Friendly Stadium

Lijan Jin, University of Georgia

Minhong Kim, University of Georgia

Minkil Kim, Troy University

Kevin Byon, Indiana University

Daniel Connaughton (Advisor), University of Florida

James Zhang (Advisor), University of Georgia

Dressed to the Nines: Using Fashion Theory to Explain Athlete Apparel Choice

Jonathan Mays, University of Kansas

Jordan Bass, University of Kansas

Event Factors and Experience Affecting (Repeat) Participation in an International Youth Hockey Tournament

Alexander DiBiase, University of Windsor

Marijke Taks (Advisor), University of Windsor

Identifying Critical Factors Associated with Millennial Sport Consumption Behavior

Brian Yim, Kent State University

Kevin Byon (Advisor), Indiana University

Thomas Baker (Advisor), University of Georgia

James Zhang (Advisor), University of Georgia

Measuring Ethical Work Climate in Intercollegiate Athletic Administrations: A Structural Analysis

Eddie Walker II, University of Minnesota Crookston

Payment of Student-Athletes: Is Allowing Athletes to Sell their Autographs the Answer?

Ray Schneider, Bowling Green State University

Professional Sport Security and Marketing Interface: A Delphi Study

Kiernan Gordon, University of New Hampshire

William Czekanski, Coastal Carolina University

James DeMeo, Unified Sports & Entertainment Security Consulting, LLC

Resource Leveraging in Organizational Recruitment: Development and Testing of a Recruitment Model in NCAA Men's Basketball

Marshall Magnusen, Baylor University
Charn McAllister, Florida State University
Hunter Taylor, Baylor University
Pamela Perrewé, Florida State University
Gerald Ferris, Florida State University

Sponsorship Opportunities for Professional Women Soccer Players: Their Perspectives

Alyssa Mantz, Texas A&M University
George Cunningham (Advisor), Texas A&M University

The Antecedents and Consequences of Organizational Commitment in Ethnic Sporting Event: The Social Impact of 2015 Korean Sports Festival

Kyu-soo Chung, Winston-Salem State University
Geumchan Hwang, Northern State University
Clay Harshaw, Winston-Salem State University
Seungyup Shin, Sang Ji University

The Relationship between Academic Progress Rates (APR) of Student-Athletes and Athletic Expenses: The Effect of Team and Division I Football Status

Jay Santos, University of Florida
Michael Sagas (Advisor), University of Florida

Understanding the Motivations and Constraints of Women in Triathlon

Amy Rundio, East Carolina University
Melanie Sartore-Baldwin, East Carolina University

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 8:30 AM **Teaching and Learning Fair #3**

Legacy North

Active Learning Strategies in Online Learning Programs in Sport Management

J. Michael Martinez (Louisiana State University)

Assessing Experiential Leadership Activities According to Wilber's Integral Theory

Gregory M. Kane (Eastern Connecticut State University) & Sarah Walton (Central Connecticut State University)

Assessment Rubric for Online Discussion

Janet M. Howes (University of Northern Colorado & Marshall University) & Jennifer Y. Mak (Marshall University)

Case Debate Assignment for Sport Law

Emily Dane-Staples (St. John Fisher College)

Closing the Loop on Online Discussions on Foundational Issues in Sport

Jennifer Kane & Elizabeth A. Gregg (University of North Florida)

Creating a Traditional Format in an Online Environment

Gi-Yong Koo, Packianathan Chelladurai, & John Miller (Troy University)

Fantasy Football and Sport Finance: Applying Analytics to Academia

N. David Pifer (University of Georgia)

Financial Valuation of a Sporting Goods Retail Store

Daniel A. Rascher (University of San Francisco), Matthew Brown (University of South Carolina) & Mark S. Nagel (University of South Carolina)

Global sport marketing: A cross-cultural strategy

Jiyoung Park (University of Northern Colorado)

Increasing Awareness and Interest in Research among Sport Management Majors

Robert Turick & Dr. Trevor Bopp (Advisor) (University of Florida)

Live Tweeting Reactions to a Film

Melissa Davies (University of the Pacific)

Social Media in the Classroom: Enhance Learning, Create Connection, Improve Retention

Rebecca Mercado (University of Florida)

Sport Marketing Promotional Plan Rubric

Jillian McNiff Villemare (Flagler College)

Student Perceptions of the Twitter as an Educational Tool in the Sport Management Classroom

Andy Gillentine (University of South Carolina)

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum West 1
The Impact of Game Day on Crime in the Vicinity of University-Owned Venues: Applications of the Civilizing Process to Sport-Related Law Enforcement.

Brian Menaker, Texas A&M University - Kingsville

Dale Sheptak, Lake Erie College

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum West 2
The Engagement of Women in Sport: The Strategies Adopted by the International Olympic Committee

Alcides Vieira Costa, Lusíada University of Lisbon

Maria José Carvalho, University of Porto

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum West 3
Sport Transitions as Epiphanies

Randall J. Griffiths, University of the Incarnate Word

David W. Walsh, University of Houston

Heather M. Barton-Weston, University of the Incarnate Word

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum East 2
Wearable Fitness Technology and Exercise Change Behavior

Anthony Pizzo, Temple University

Daniel Funk (Advisor), Temple University

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Forum East 4
Expanding Horizons: Study Abroad's Impact on Sport Management Students

Carrie LeCrom, Virginia Commonwealth University

Greg Greenhalgh, Virginia Commonwealth University

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 1
Music, Sport and Physical Activity: Intersecting to Yield Positive Impact

Adam Cohen, Texas Tech University

Khalid Ballouli, University of South Carolina

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 2
The Effectiveness of Word of Mouth in Spectator Sport: A Gender Difference Perspective

Akira Asada, University of Florida

Yong Jae Ko (Advisor), University of Florida

Saturday June 4, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 3
Mega versus Local Sport Sponsorships

Jakeun Koo, University of Massachusetts Amherst

Janet Fink (Advisor), University of Massachusetts Amherst

Younghan Lee (Advisor), Mississippi State University

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Forum West 1
Sexual Violence and College Athletics: An Examination of How Higher Education Institutions are Managing Sexual Violence and Sexual Misconduct Investigations

Anita Moorman, University of Louisville

Barbara Osborne, The University of North Carolina at Chapel Hill

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Forum West 2
Atlanta's Urban Renewal Reprise: Coupling the 1996 Olympic Stadium and 2017 SunTrust Park Developments

Timothy Kellison, Georgia State University

Joshua Newman, Florida State University

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Forum West 3
Understanding the Strategic Nature of Social Responsibility in Major Junior Hockey

Lynne Gulliver, University of Waterloo

Kristen Rogalsky, University of Waterloo

Katie Misener (Advisor), University of Waterloo

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Forum East 2
Status and Status Signals in European Soccer

Chen Chen, University of Alberta

Dan Mason, University of Alberta

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Forum East 4
An Analytical Framework for Measuring Sport Literacy

Kyungun Ryan Kim, University of Texas at Austin

Emily Sparvero, University of Texas at Austin

Fernando Diego Arguelles, University of Texas at Austin

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Legacy South 1
Building and Sustaining Partnerships in Sport for Development and Peace: Challenges, Tensions, and Strategies

Jon Welty Peachey, University of Illinois at Urbana-Champaign

Adam Cohen, Texas Tech University

Na Ri Shin, University of Illinois at Urbana-Champaign

Bruno Fusaro, University of Illinois at Urbana-Champaign

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Legacy South 2
When Self-Concept Meets Moral Reasoning: A Comparison between Individual and Collective Self-Concepts on Processing Celebrity Endorsers' Transgressions

Joon Sung Lee, University of Michigan

Dae Hee Kwak, University of Michigan

Saturday June 4, 2016, 9:20 AM (20-minute oral presentation (including questions)) Legacy South 3
Show Me the Money: Purchase Behaviors in Sponsorship

Noni Zaharia, Florida State University

Dianna Gray, University of Northern Colorado

Saturday June 4, 2016, 10:10 AM (20-minute oral presentation (including questions)) Forum West 1
A Cohort Effect on Sport Participation: A Case of the Tokyo 1964 Olympic Games

Kurumi Aizawa, Waseda University

Ji Wu, University of Minnesota

Yubei Inoue (Advisor), University of Minnesota

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 10:10 AM (20-minute oral presentation (including questions)) Forum West 2
Forever Our City: Examination of an MLS Supporter Group
Justin Lovich, State University of New York at Cortland

Saturday June 4, 2016, 10:10 AM (20-minute oral presentation (including questions)) Forum East 2
Gender Bias in Evaluation of Leaders: Examining the Decline in Female Head Coaches
Laura Burton, University of Connecticut
Janelle E. Wells, University of South Florida
Nefertiti A. Walker, University of Massachusetts Amherst
Nicole LaVoi, University of Minnesota

Saturday June 4, 2016, 10:10 AM (20-minute oral presentation (including questions)) Forum East 4
Going Pro in Something Other Than Sport: Does Being a Student-Athlete Impact Hiring Decisions in Intercollegiate Athletics?
Steven M. Howell, Northern Illinois University
Chad McEvoy, Northern Illinois University
Keegan Morgan, Northern Illinois University
Delroy Folkes, Northern Illinois University

Saturday June 4, 2016, 10:10 AM (20-minute oral presentation (including questions)) Legacy South 1
International Student-Athletes' Transition to College: Unveiling the Unique Struggle of a Special Population and Providing Solutions for Better Support
Emily Newell, The Ohio State University
Brian Turner (Advisor), The Ohio State University

Saturday June 4, 2016, 10:10 AM (20-minute oral presentation (including questions)) Legacy South 2
Niche versus Mainstream Sport Fandom: Exploring Desire for Uniqueness
Brendan Dwyer, Virginia Commonwealth University
Greg Greenhalgh, Virginia Commonwealth University
Carrie LeCrom, Virginia Commonwealth University

Saturday June 4, 2016, 10:10 AM (20-minute oral presentation (including questions)) Legacy South 3
Conceptualizing Cause Related Marketing in Professional Sport Organizations
Cleo Schyvinck, Ghent University
Kathy Babiak, University of Michigan
Annick Willem, Ghent University

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Forum West 1
Sense of Community And Social Capital: Examining The Moderating Effects Of Social Identity, Psychological Involvement, And Behavioral Involvement In Adult Recreational League Tennis
Eric Legg, Arizona State University
Mary Wells, University of Utah
Aubrey Newland, California State University, Chico

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Forum West 2
Examining the Effect of Status and Organizational Context on the Salience of College Student-Athletes' Identities

Kathryn Heinze, University of Michigan
Sara Soderstrom, University of Michigan
Di Lu, University of Michigan

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Forum West 3
Portuguese Soccer Fans and Their Love for 'The Big Three'

Boris Osorio, Brock University
Craig Hyatt, Brock University

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Forum East 2
An Evaluation of Leadership Change and Hiring Profiles in NCAA Division I Men's Basketball

James Johnson, Ball State University
David Pierce, Indiana University-Purdue University Indianapolis
Brian Krohn, Indiana University-Purdue University Indianapolis
Lawrence Judge, Ball State University

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Forum East 4
An Advertisement Audit of the Stated Requirements of Applicants for Recently Advertised Sports Management and Sports Development-Related Roles in Irish Sport

Karen Hennessey, Institute of Technology Carlow

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Legacy South 1
The Multicultural Goal: The Acculturation of Foreign Professional Athletes in MLS

Claudia Stura, University of Applied Sciences Kufstein

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Legacy South 2
Feminist Themes within the Marketing of The National Women's Soccer League (NWSL)

Chris Henderson, Miami University
James Zhang (Advisor), University of Georgia
Becca Leopkey (Advisor), University of Georgia
Kevin Byon (Advisor), Indiana University
Paul Schempp (Advisor), University of Georgia

Saturday June 4, 2016, 10:35 AM (20-minute oral presentation (including questions)) Legacy South 3
Major League Baseball Teams' Promotional Tactics to Get Fan Engagement on Instagram

Joon Kyoung Kim, University of South Carolina
Kevin Hull (Advisor), University of South Carolina
Annelie Schmittl, University of Florida

Saturday June 4, 2016, 11:00 AM (60-minute symposium, roundtable, or workshop) Forum East 4
Issues in Sport Management Doctoral Programs: Perspectives from the Directors

John Miller, Troy University
Mary Hums, University of Louisville
Brian Turner, The Ohio State University
Bob Heere, University of South Carolina

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 11:00 AM (60-minute symposium, roundtable, or workshop) Legacy South 1
A Need for Data-Driven Decision Making: Perspectives on Advancing Theory and Practice in Intercollegiate Athletics

Erienne Weight, The University of North Carolina at Chapel Hill

Robert Malekoff, The University of North Carolina at Chapel Hill

Ellen Staurowsky, Drexel University

Richard Southall, University of South Carolina

Saturday June 4, 2016, 11:00 AM (60-minute symposium, roundtable, or workshop) Legacy South 2
The Value and Challenges of Interdisciplinary Research in Sport Management

Larena Hoerber, University of Regina

Orland Hoerber, University of Regina

Bob Baker, George Mason University

Pam Baker, George Mason University

George Cunningham, Texas A & M University

Saturday June 4, 2016, 11:00 AM (60-minute symposium, roundtable, or workshop) Legacy South 3
Sustaining the Development of Sport Management: Perspectives of University Senior Administrators

Damon Andrew, Louisiana State University

Ming Li, Western Michigan University

Dan Mabony, Winthrop University

Jim Weese, Western University

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum West 1
The Gendering of Sport Fan Clothing on Team Online Stores

Larena Hoerber, University of Regina

Katie Sveinson, University of Regina

Raúl García, University of Regina

Nathan Legg, University of Regina

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum West 2
Authentic Leadership Theory in Sport Management and its Influence on Sense of Community: An Exploratory Qualitative Study

Zack Damon, Texas A&M University

Matthew Walker (Advisor), Texas A&M University

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum West 3
Growth Entrepreneurship in Sport Business: Two Cases from Finland

Aila Ahonen, Jyväskylä University of Applied Sciences

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum East 2
A Comparative Study of Girls Flag American Football in England and the USA

Peter Evans, Coventry University

Marlene Dixon, Troy University

2016 North American Society for Sport Management Conference (NASSM 2016)

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum East 4

Building Capacity for Local Sport for Social Change: An Action Research Project

Ryan Clutterbuck, Western University

Alison Doherty (Advisor), Western University

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Legacy South 1

The Effect of Anthropomorphism on Sport Consumers' Responses toward Team's Performance

Yong Jae Ko, University of Florida

Wonseok (Eric) Jang, University of Florida

Shintaro Sato, Georgia Southern University

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Legacy South 2

Driving Sponsee Equity in a Sports Context: Concurrent Sponsors' Collective Responsibility

Peter Dickenson, Loughborough University

Anne Souchon, Loughborough University

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Legacy South 3

Exploring the Role of Digital Marketing in Facilitating Value Co-Creation in Small Sports Clubs

Ryan Bell, Ulster University

Damian Gallagher (Advisor), Ulster University

Audrey Gilmore (Advisor), Ulster University

An Examination of Student-Athletes' Academic Advising Contentment

Katja Sonkeng, Southern Illinois University Carbondale
Rammi Hazzaa, Southern Illinois University Carbondale
Taebo Yob (Advisor), Southern Illinois University Carbondale

Are You Angry? Are You Disgusted? Yet You are Still a Fan? The Effect of Athletes' Off-Field Immoral Behaviors on Fans' Emotion and Team Identification

YoungJik Lee, Washington State University
Yong Chae Rhee (Advisor), Washington State University
Tae Ho Kim (Advisor), Washington State University

Assessing Donor Motivation in Professional Sports from the Stakeholder Perspective

Minbong Kim, University of Georgia
James J. Zhang (Advisor), University of Georgia

Examining Consumer-Based League Brand Associations for Women's Sport Leagues

Brittani Sabm, University of Florida
Michael Sagas (Advisor), University of Florida
Yong Jae Ko (Advisor), University of Florida
Ted Spiker (Advisor), University of Florida

Exploring Spectator Motivations for Attending E-Sports Events

Haozhou Pu, Florida State University
Hwayong Son, Independent Scholar
Zhongtian Lin, Florida State University

Fulfilling Psychological Needs and Improving Life Satisfaction through Sport Consumption Activities: A Comparison with Non-Sport Activities

Jeeyoon Kim, Florida State University
Jeffrey James (Advisor), Florida State University
Adrianna Alonso, Florida State University
Casey Cobolan, Florida State University
Daniel Prewett, Florida State University

Impact of International Sport Events on Host Countries' Destination Images: A Comparison of the 2014 Winter Olympics and the 2015 IAAF Championships

Yongjae Kim, Kutztown University
Sungho Cho, Bowling Green State University
Jeeyoon Kim, Florida State University

Influence of Brand Experience, Satisfaction, and Uncertainty on Brand Loyalty: A Focus on the Golf Club Industry as an Experience Good

Mi Ryoung Chung, University of Illinois at Urbana-Champaign
Kisung Dennis Kwon (Advisor), Seoul National University
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign

Investigating Sport Management Literature: A Summative Content Analysis of the International Journal of Sport Management

*Brenda Pitts, Georgia State University
Doris Lu-Anderson, Mira Costa College*

Perceptions of Equity: The Perspective of the Intercollegiate Student-Athlete

Ray Schneider, Bowling Green State University

Predicting Consumption of Rival Sport Team Games: The Importance of Team Identification of Perceptions of the Rival

*Daniel Wann, Murray State University
Ted Peetz, Belmont University
Frederick Grieve, Western Kentucky University
Jason Lanter, Kutztown University
Julie Partridge, Southern Illinois
Cody T. Havard, University of Memphis*

Recruitment and Retention of Adult Sport Participants: The Challenge of Player Ratings

*Edward Horne, University of Illinois at Urbana-Champaign
Matthew Brown (Advisor), University of South Carolina*

Rethinking Athlete Gambling: Comparison to CEO Stock Purchase Behavior

*Nicholas Schlereth, University of New Mexico
Evan Frederick (Advisor), University of New Mexico*

Sense of Place and Environmental Sustainability in Sport

*Brian P. McCullough, Seattle University
Timothy Kellison, Georgia State University*

The National Football League Schedule and Efficient Market Hypothesis: Trends Caused by Rest Days

Yoon Tae Sung, Florida State University

U.S. Collegiate Athletics: International Student Athletes' Recruiting Process

Evelyn Jara-Pazmino, University of South Carolina

Walking a Mile in their Shoes: Examining Social Class and Accessibility in Sport

*Christa Spedding, University of Massachusetts Amherst
E. Nicole Melton (Advisor), University of Massachusetts Amherst*

Why Isn't Marijuana Used as a Medical Treatment for Concussions? Perceptions of Former NFL Players

*Patti Donahue, Troy University
John Miller (Advisor), Troy University*

Answer in the Form of a Question: Using Jeopardy in the Ethics Classroom

Jordan R. Bass (University of Kansas)

Assessment Rubric for Personal Reflection Journal Entries Included in an Event Management & Marketing Course

Kostas Karadakis (Southern New Hampshire University), Michael Stollefson (University of Florida), & Trevor Bopp (University of Florida)

Incorporating Theory and Practice into a Sport Communications Course

James Strode (Ohio Dominican University)

Experiential learning in event management: Partnering with community organizations and teams for an interactive classroom

Nicole Imbrogno (The University of Memphis)

Walking with Wheels: Experiencing Wheelchair Mobility

Jacqueline McDowell (George Mason University)

Decision tree for solving time value of money (TVM) problems

B. David Tyler (Western Carolina University)

Utilizing Community Partners for Term-Long Marketing Projects

Jason A. Rice (North Central College)

Project Based Learning for Athletic Administration & Coaching

Sean Daly (Johnson & Wales University)

Sport Marketing Campaign “Face-Off”

Alex Rondon (University of Northern Colorado)

Sport Venue and Facility Trends Project

Stephen Shin (Belmont University)

Using Video Animations for Student Engagement

Helmien Rambaldo (Amsterdam University of Applied Sciences)

How a Graduate Teaching Assistant Could Be an Effective Guest Instructor in Sport Management Classes

Wen-bao Winston Chou, Brandon Mastromartino, & James J. Zhang (adviser) (University of Georgia)

Personal Branding Project

Joe Mullins (Reinhardt University)

Facility Crisis and Avoiding Future Issues

B. Colin Cork (University of Arkansas)

Sport Stock Market Project

Chanbo Kang (University of North Alabama)

2016 North American Society for Sport Management Conference (NASSM 2016)

- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum West 1
Title IX then and now at Old Dominion University: Listening for the Echoes
Brendan O'Hallarn, Old Dominion University
Angela Eckhoff, Old Dominion University
D'Andra Seymore, Old Dominion University
- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum West 2
Examining the Practice of Servant Leadership and its Impacts on Job Satisfaction and Ethical Decision-Making in NCAA Division III Athletics
Regan Dodd, Missouri Western State University
Angela Lumpkin, Texas Tech University
- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum West 3
Mapping the Landscape of Sports Facilities Management in Trinidad & Tobago: A Critical Approach
Sherlan Cabralis, University of the West Indies
Cornell Foo, Auburn University at Montgomery
George Schaefer, Auburn University at Montgomery
- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum East 2
"We Wanna Do Different Stuff": Lessons Learned from a Pilot Program
Christina Gipson, Georgia Southern University
Pamela Wells, Georgia Southern University
Trey Burdette, Georgia Southern University
- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum East 4
Readiness for Capacity Building in Community Sport Organizations
Patti Millar, Niagara University
- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Legacy South 1
Examining Effects of the LPGA's Promotional Strategies Via a Longitudinal Study of Media Coverage of Men's and Women's Golf
Edward Kian, Oklahoma State University
- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Legacy South 2
Do We Know What They Want and How to Provide it to Them? An Analysis of Professional Niche Sport Sponsorship Objectives and Perceived Performance in Achieving Sponsor Objectives.
Melissa Ferry, Virginia Commonwealth University
Greg Greenhalgh (Advisor), Virginia Commonwealth University
- Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Legacy South 3
Exploring the Connections between Grassroots Football and the Canadian Football League: A Customer Equity Perspective
Jonathon Edwards, University of New Brunswick
Bob Copeland, McLaren Global Sport Solutions
Wade Wilson, University of Waterloo

2016 North American Society for Sport Management Conference (NASSM 2016)

- Saturday June 4, 2016, 2:20 PM (20-minute oral presentation (including questions)) Forum West 1
Cheers and Queers: Leveraging Sport Events for LGBTQ Communities
Kyle Rich, Western University
Laura Misener (Advisor), Western University
- Saturday June 4, 2016, 2:20 PM (20-minute oral presentation (including questions)) Forum West 2
Assessing the Occupational Leadership Efficacy of Sport Management Students
Michelle Dykstra, Brock University
Shannon Kerwin (Advisor), Brock University
- Saturday June 4, 2016, 2:20 PM (20-minute oral presentation (including questions)) Forum West 3
An Inferiority Complex: Managing Semi-Professional Clubs
Elsa Kristiansen, Norwegian School of Sport Sciences / University College of Southeast Norway
Simon T. Day, Norwegian School of Sport Sciences
Milena Parent, University of Ottawa/Norwegian School of Sport Sciences
- Saturday June 4, 2016, 2:20 PM (20-minute oral presentation (including questions)) Forum East 2
Constraints to Participation in Sport in Developing Countries: A Comparison
Gail Halferty, Nelson Mandela Metropolitan University
Laetitia Radder, Nelson Mandela Metropolitan University
- Saturday June 4, 2016, 2:20 PM (20-minute oral presentation (including questions)) Forum East 4
Legitimacy for Capacity? An Investigation of the Role of Certification in Community Sport Organizations
Katie Misener, University of Waterloo
Torsten Schlesinger, Chemnitz University of Technology
Alison Doherty, Western University
Kyle Johnston, Club Excellence/Canadian Centre for Ethics in Sport
Kristen Rogalsky, University of Waterloo
- Saturday June 4, 2016, 2:20 PM (20-minute oral presentation (including questions)) Legacy South 1
Online Sport Consumers Segmentation: Examining the Differing Psychological Connections of a Team's Online Following
Olan Scott, University of Canberra
Jason Doyle, Griffith University
Anthony Beaton, University of Canberra
Jerry Watkins, University of Canberra
- Saturday June 4, 2016, 2:20 PM (20-minute oral presentation (including questions)) Legacy South 3
Complementary Competition & Cooperation: Developing Coopetition as the Antidote to Sports Marketing Myopia in Small Sports Clubs
Damian Gallagher, Ulster University
Ricky Mitchell, Ulster University
- Saturday June 4, 2016, 3:10 PM (20-minute oral presentation (including questions)) Forum West 2
Whistleblowing Intention in Sport: An Investigation into Perceptions, Antecedent Conditions, and Cost-Benefit Analysis
Andrew Goldsmith, Coastal Carolina University
Matthew Walker, Texas A&M University

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- Saturday June 4, 2016, 3:10 PM (20-minute oral presentation (including questions)) Forum West 3
Does the Sport Fan Role Cause Conflict with Family? Exploring the Dynamics
Jason Simmons, University of Cincinnati
Meg G. Hancock, University of Louisville
Heidi Grappendorf, University of Cincinnati
- Saturday June 4, 2016, 3:10 PM (20-minute oral presentation (including questions)) Forum East 2
Group-Work in Sport Management: Does it Do What We Say it Does?
Sally Sham, University of Otago
- Saturday June 4, 2016, 3:10 PM (20-minute oral presentation (including questions)) Forum East 4
The Role of Change Agent and Event Context in Sport-for-Development Projects
Chrysostomos Giannoulakis, Ball State University
Nico Schulenkorf, University of Technology Sydney
Lindsey Blom, Ball State University
- Saturday June 4, 2016, 3:10 PM (20-minute oral presentation (including questions)) Legacy South 1
The Building Blocks for Online Communities
Beth Cianfrone, Georgia State University
Stacy Warner, East Carolina University
- Saturday June 4, 2016, 3:10 PM (20-minute oral presentation (including questions)) Legacy South 2
There's No Place Like Home: Understanding Team Identification as a Memory of Home
Dorothy Collins, University of South Carolina
Bob Heere (Advisor), University of South Carolina
- Saturday June 4, 2016, 3:10 PM (20-minute oral presentation (including questions)) Legacy South 3
Decomposing Multidimensional Consumption Values in the Sport Merchandise Industry: Does Value Vary by Day-of-Week? Evidence from Korea
Younghum Kwon, University of Michigan
T. Bettina Cornwell, University of Oregon
- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum West 1
The Demonstration Effect of Hosting a Major Games: A Case Study of Figure Skating and the Vancouver 2010 Olympic Winter Games
Ryan Starr, Brock University
Lucie Thibault (Advisor), Brock University
- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum West 2
Causes of Corruption in Intercollegiate Athletics: A Multi-Level Analysis
Lisa Kibl, University of Minnesota
Caroline Heffernan, University of Minnesota
- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum West 3
All Families Can Play: Building Inclusive Experiences for LGBTQ Parents and Their Children in Youth Sport
Dawn Trussell, Brock University
Heather Isnor, Brock University
Jennifer Apgar, Independent Scholar

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- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum East 2
Impact of Team-Based Learning and Immediate Feedback Assessment Technique on Student Learning and Retention
Alanna Harman, Lock Haven University
Justin Wartella, Lock Haven University
Patricia Lally, Lock Haven University
- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Forum East 4
Organizational Capacity in Sport-Based Youth Development: A Qualitative Inquiry
Per Svensson, Louisiana State University
- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Legacy South 1
The Ethics of Message Board Engagement: The Deflategate Case
Brendan O'Hallarn, Old Dominion University
Michelle Redmond, Old Dominion University
- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Legacy South 2
Personality, Fan Identification, and Mediated Sports Consumption: A Phenomenological Approach
Min Jung Kim, University of New Mexico
Luke Lunhua Mao, University of New Mexico
- Saturday June 4, 2016, 3:35 PM (20-minute oral presentation (including questions)) Legacy South 3
The Role of Emotion in Impulse Buying of Sport Team-Licensed Merchandise
Xiaochen Zhou, Temple University
Daniel Funk (Advisor), Temple University
- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum West 1
Recalibrating the Global Sport Impact (GSI) Index: A Scalable Framework for Measuring the Impact of Sporting Events on Their Host
Michael Linley, Victoria University
Eric Schwarz (Advisor), Victoria University
Hans Westerbeek (Advisor), Victoria University
- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum West 2
Perceptions of Hazing among Intercollegiate Athletes
Kayla Smith, Central Washington University
Kirk Mathias (Advisor), Central Washington University
- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum West 3
Branding Techniques Used by Local Television Sports Broadcasters in Their Twitter Profiles
Kevin Hull, University of South Carolina

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- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum East 2
From Classroom to Community: Sport-based Service Learning in a Sport Management Curriculum
M. Katie Flanagan, Florida State University
Wilma Proctor, Florida State University
Neal Ternes, Florida State University
Ibrahim Toure, Florida State University
- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Forum East 4
An Exploration of Community-Orientated Practice by Professional Sport Teams
Adam Karg, Deakin University
Katie Rowe, Deakin University
- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Legacy South 1
Using Narrative Techniques to Increase Engagement in Sport Management Online Courses
Windy Dees, University of Miami
Alicia Jessop, University of Miami
Tywan Martin, University of Miami
Warren Whisenant, University of Miami
- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Legacy South 2
The Link between Team Associations and Team Product Consumptive Behaviors
Hoyeol Yu, University of Houston
Dong Hun Lee (Advisor), University of Houston
Michael Cottingham (Advisor), University of Houston
- Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions)) Legacy South 3
Owning the Campus: Examining the Impact of Sportswear Sponsorship on Student Consumers
Henry Wear, University of South Carolina
Bob Heere (Advisor), University of South Carolina
Simon Brandon-Lai, Florida State University
- Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum West 1
A Qualitative Assessment of Social Impact of a Charity Sport Event in Cambodia
Yubei Inoue, University of Minnesota
Caroline Heffernan, University of Minnesota
- Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum West 2
Are they Recruitable? Perceptions of Deviant Student-Athletes
Robert Turick, University of Florida
Trevor Bopp (Advisor), University of Florida
- Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum West 3
Brand Associations of Minor Hockey Tournaments: Understanding the Rep Hockey Parents' Perspective
Daniel Wigfield, Brock University
Chris Chard (Advisor), Brock University

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Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum East 2
The Sexual Assault Prevention Paradigm for Athletic Departments: Creating Change in Athletic Department Culture

Kristy McCray, Otterbein University

Susan Sutherland, The Ohio State University

Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum East 4
League Bilong Laif: Sport for Development in Papua New Guinea

Emma Sherry, La Trobe University

Nico Schulenkorf, University of Technology Sydney

Emma Seal, La Trobe University

Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 1
An Exploration of a Community of Inquiry in Graduate Online Sports Administration Education

Heather Lawrence, Ohio University

Kelley Walton, Ohio University

Michael Pfahl, Ohio University

Aaron Wright, Ohio University

Scott Smith, Ohio University

Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 2
The Role of Pride Feelings in the Team and Fan Community Identification Processes: An Empirical Examination in Japanese Professional Sport

Brian Gordon, University of Kansas

Masa Yoshida, Bivako Seikei Sport College

Jordan Bass, University of Kansas

Makoto Nakazawa, University of Tsukuba

Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 3
Show and Tell? How Sport Manufacturers Are Re-Defining their Self-Presentation on Digital Platforms

Katie Lebel, St. John's University

Terry Eddy, University of Arkansas

B. Colin Cork, University of Arkansas