

Tuesday May 30, 2017

2:00 PM – 7:00 PM

NASSM Executive Council Meeting

Room: Harvard

3:00 PM – 7:00 PM

Conference Registration

Room: 2nd Floor Elevator Bank

7:00 PM – 9:00 PM

International Delegates Reception

Room: Maroon Peak

Wednesday May 31, 2017

8:00 AM – 6:00 PM

Conference Registration

Room: 2nd Floor Elevator Bank

8:00 AM – 3:00 PM

NASSM Executive Council Meeting

Room: Harvard

9:45 AM – 4:00 PM

Golf Tournament

Arrowhead Golf Club. Bus leaves from the hotel lobby at 9:45am for 11am start.

4:00 PM – 6:00 PM

Past President's Workshop

Room: Maroon Peak

Title: Embodied Education – GALS has Arrived!

Presented by: Marlene A. Dixon (Texas A&M University), & Liz Wolfson (Denver GALS)

This presentation will focus on the movement pedagogy of the Girls Athletic Leadership Schools in Denver. At GALS it is said "To learn, you've got to move!". But what does this mean for all students from not only an academic standpoint, but also a social/emotional/relational viewpoint, and is it possible to do all of that for all students every day. We will look at the brain research supporting active pedagogy and how the practices at GALS schools (Denver, Los Angeles) optimize learning and engagement for students in all modalities, and from an overall perspective of positive gender focus. Attendees will be asked to participate in some simple examples.

7:00 PM – 9:00 PM

Opening Reception

Room: Capitol Peak, 38th Floor

Thursday June 1, 2017

8:00 AM – 5:00 PM

Conference Registration

Room: 2nd Floor Elevator Bank

8:00 AM – 5:00 PM

Exhibitors Fair

Room: Colorado Foyer

8:30 AM – 8:50 AM (20-minute oral presentation (including questions))

Sport Management Female Faculty Experiences of Harassment from Colleagues, Department Heads, and Deans

[Management - Organizational Behavior] [Other]

Room: Harvard

Elizabeth Taylor, The University of Tennessee

Allison Smith, The University of Tennessee

Natalie Welch, The University of Tennessee

Robin Hardin (Advisor), The University of Tennessee

Understanding the Brand Associations Attached to U Sports by Former NCAA & Current U Sports Student-Athletes

[Marketing - Branding] [College Sport]

Room: Princeton

Sean Medeiros, Brock University

Chris Chard (Advisor), Brock University

Development of a Scale to Measure Professional Athletes as Role Models

[Socio-Cultural - Diversity] [College Sport]

Room: Yale

Doyeop Kim, Troy University

Gi-Yong Koo (Advisor), Troy University

Susan Kim (Advisor), Korea National Sport University

An Analysis of Colin Kaepernick, Megan Rapinoe, and the National Anthem Protests

[Communication - Social Media] [Professional Sport]

Room: Columbia

Samuel Schmidt, University of Louisville

Tyler Spencer, University of Louisville

Evan Frederick (Advisor), University of Louisville

Ann Pegoraro (Advisor), Laurentian University

Sport Management Internships: A Multiple Case Study of Practitioner Perspectives of Communication

[Teaching/Learning - Other] [Professional Sport]

Room: Wilson

Scott Bull, Grand View University

The Relationship between Runners' Environmental Paradigm and Their Motives to Participate in an Urban or Rural Marathon

[Facilities/Events - Event Marketing] [Amateur Sport]

Room: Oxford

Thomas Aicher, University of Cincinnati

Melissa Davies, University of Pacific

Eric Hungenberg, The University of Tennessee at Chattanooga

Examining High-Performance Athletes Experiences within an Athlete Centered Games: Beyond the Podium

[Management - Other] [International Sport]

Room: Torrey's Peak

Eric MacIntosh, University of Ottawa

Nicole Forrester, Niagra College

8:30 AM – 9:15 AM (45-minute workshop)

NASSM 101

[Management - Other] [Other]

Room: Maroon Peak

George Cunningham, Texas A&M University

Marlene Dixon, Texas A&M University

Laurence Chalip, University of Illinois at Urbana-Champaign

8:55 AM – 9:15 AM (20-minute oral presentation (including questions))

Team Cohesion with Collegiate Athletics: Bonding or Isolation?

[Management - Organizational Behavior] [College Sport]

Room: Harvard

Arden Anderson, Texas A&M University

Marlene Dixon (Advisor), Texas A&M University

Sport Brand Ambassador Programs: Brand Manager and Participant Experiences and Perspectives

[Marketing - Branding] [Other]

Room: Princeton

Andrea Geurin, New York University

Contextualizing Ethics and Morality in Sports Management: The Case of Match-Fixing

[Socio-Cultural - Other] [Professional Sport]

Room: Yale

YuSeung Dob, Seoul National University

Jinwoo Abn, Seoul National University

Yukyoun Kim (Advisor), Seoul National University

AFL Women's: The Media Framing of a New Professional Sport League

[Communication - Media] [Elite Sport]

Room: Columbia

Emma Sherry, La Trobe University

Merryn Sherwood, La Trobe University

Examining a Sport and Recreation Management Internship Program at a Historically Black University

[Teaching/Learning - Professional Development] [Other]

Room: Wilson

Jason Perry, East Stroudsburg University

Brian Smith (Advisor), Drexel University

Racing towards a Running Recession? Analysis of Distance Running Event Trends Including Perceived Constraints and Motives, Satisfaction, and Involvement from 2011 to 2015

[Facilities/Events - Event Marketing] [Amateur Sport]

Room: Oxford

Heather Kennedy, Temple University

Daniel Funk (Advisor), Temple University

Organizational Citizenship Behaviors in Sport: A Perspective from Athletes

[Management - Organizational Behavior] [College Sport]

Room: Torrey's Peak

Adam Love, The University of Tennessee

Seungmo Kim, Hong Kong Baptist University

9:20 AM – 9:45 AM

Coffee/Refreshment Break presented by University of Colorado, Colorado Springs

Room: Colorado Foyer

9:55 AM – 11:10 AM

Earle F. Zeigler Keynote Address

Room: Colorado Ballroom

Dr. Jeffery James, Florida State University

2017 North American Society for Sport Management Conference (NASSM 2017)

11:15 AM – 11:35 AM (20-minute oral presentation (including questions))

A Comparison of the Career Experiences of Men and Women Working in Intercollegiate Athletic Administration

[Socio-Cultural - Diversity] [College Sport]

Room: Harvard

Mary Hums, University of Louisville

Glenna Bower, University of Southern Indiana

Sarah Williams, University of Louisville

Sport, Twitter Hashtags and the Public Sphere: A Qualitative Test of Habermasian Discourse through a Curt Schilling Case Study

[Student Research Competition Finalist]

Room: Princeton

Brendan O'Hallarn, Old Dominion University

Stephen Shapiro (Advisor), Old Dominion University

Developing Community on the Sidelines: A Social Network Analysis of Youth Sport League Parents

[Socio-Cultural - Community] [Community Sport]

Room: Yale

Amy Kim, Florida State University

Joshua Newman, Florida State University

Woong Kwon, Hoseo University

Assessing the Anticipated Impact of a New Stadium on the Local Community

[Communication - Other] [Professional Sport]

Room: Columbia

Glynn McGehee, Georgia State University

Beth Cianfrone (Advisor), Georgia State University

Timothy Kellison (Advisor), Georgia State University

Embrace the “Roller-Coaster” Ride of Student Experiential Learning: A Longitudinal, Phenomenological Assessment of the 2016 Final Four and 2017 Super Bowl

[Teaching/Learning - Learning] [Elite Sport]

Room: Wilson

David W. Walsh, University of Houston

Parkrun or Running in the Park? Media Framing of Place Meaning in Small-Scale Sporting Events

[Facilities/Events - Operations] [Community Sport]

Room: Oxford

Cory Kulczycki, University of Regina

Mathew Dowling, Anglia Ruskin University

2017 North American Society for Sport Management Conference (NASSM 2017)

Promoting Cultural Understanding through Sport-Based Exchanges

[Sport for Development - Other] [Community Sport]

Room: Maroon Peak

Carrie LeCrom, Virginia Commonwealth University

Tiesha Martin, Virginia Commonwealth University

Greg Greenhalgh, Virginia Commonwealth University

Corporate – Sport for Development Partnerships for Social Change: Understanding Strategic Value Creation for Cross-Sector Partners

[Management - Strategic Management] [Other]

Room: Torrey's Peak

Kathy Babiak, University of Michigan

Daniel Yang, University of Michigan

11:40 AM – 12:00 PM (20-minute oral presentation (including questions))

Perceived Barriers and Sources of Support for Undergraduate Female Students' Persistence in the Sport Management Major

[Socio-Cultural - Diversity] [Other]

Room: Harvard

Molly Hayes Sauder, York College of Pennsylvania

Michael Mudrick, York College of Pennsylvania

Jaime R. DeLuca, Towson University

Assessing the Role of Stakeholder Relationships in the Promotion of a Major Event

[Marketing - Strategy] [Professional Sport]

Room: Princeton

Terry Eddy, University of Arkansas

Katie Lebel, Ryerson University

Lamar Reams, Old Dominion University

Colin Cork, University of Arkansas

Addressing the Gap in Coach Training for Volunteer Youth Sports Coaches: Integrating Sports Based Youth Development with the Xs and Os through Core Practices

[Socio-Cultural - Community] [Youth Sport]

Room: Yale

Julie McCleery, University of Washington

Sara Lopez, University of Washington

Hannah Olson, University of Washington

Mitigating Impacts of Visualization Strategies within Messages on Athlete Images in Case of Athlete Scandal

[Communication - Public Relations] [Professional Sport]

Room: Columbia

Wonseok (Eric) Jang, Texas Tech University

Joon Sung Lee, University of Florida

Jeoung Hak Lee, Kyung Hee University

Bikes as Bridges: Participatory Action Research, the Contact Hypothesis, and Sport-Based Service Learning

[Teaching/Learning - Teaching strategies/methods] [Community Sport]

Room: Wilson

M. Katie Flanagan, Florida State University

Tarlan Chabardovali, Florida State University

Melanie Dammel, Florida State University

Baseball 4 All: Providing Inclusive Sport and Leisure Spaces for Persons with Disabilities

[Sport Development - Other] [Community Sport]

Room: Oxford

George Cunningham, Texas A&M University

Stacy Warner, East Carolina University

Creating Positive Change through SDP Programming: A Content Analysis

[Sport for Development - Other] [International Sport]

Room: Maroon Peak

Marlene Dixon, Texas A&M University

Arden Anderson, Texas A&M University

Bob Baker, George Mason University

Pam Baker, George Mason University

Craig Escherick, George Mason University

Sustainable Growth of Professional Sports Industry: An Upgrading of the Platform

[Management - Strategic Management] [Professional Sport]

Room: Torrey's Peak

Jingxuan Zheng, University of Alberta

Daniel S. Mason (Advisor), University of Alberta

12:00 PM – 1:15 PM

Lunch (on your own)

Student Luncheon presented by COSIDA

Room: Mt. Sopris B

JSM Editorial Board Meeting

Room: Gray's Peak B

SMEJ Editorial Board Meeting

Room: Gray's Peak A

2017 North American Society for Sport Management Conference (NASSM 2017)

1:20 PM – 1:40 PM (20-minute oral presentation (including questions))

Rocking the Boat? Changing the Underrepresentation of Women in Sport Governance

[Management - Leadership] [Elite Sport]

Room: Harvard

Popi Sotiriadou, Griffith University

Donna de Haan, Amsterdam University of Applied Sciences

Annelies Knoppers, Utrecht University

Conceptualizing and Measuring Tribal Sports Fans

[Marketing - Brand community] [Professional Sport]

Room: Princeton

David P. Hedlund, St. John's University

Rui Biscaia, Coventry University

Maria do Carmo Leal, Universidade Europeia

Abuse in the Workplace? Analysing Soccer Referee Experiences and Abuse through a Longitudinal Lens

[Socio-Cultural - Work-Life] [Community Sport]

Room: Yale

Tom Webb, University of Portsmouth

Olympic Tweeting: An Examination of the Athlete Experience from the 2016 Rio de Janeiro Summer Olympic Games

[Communication - Social Media] [Olympic Sport]

Room: Columbia

Ashley Thompson, University of Ottawa

Michael Naraine, University of Ottawa

Milena Parent (Advisor), University of Ottawa

An Agency Theory Perspective of Third-Party Ticketing Partnerships

[Marketing - Sales] [College Sport]

Room: Wilson

James Weiner, University of Louisville

Megan Shreffler, University of Louisville

T. Christopher Greenwell (Advisor), University of Louisville

Tourist Tax Increments for MLB Spring Training in Florida: Spatial Effects of County Level Tax Rate Variation

[Finance/Economics - Finance] [Other]

Room: Oxford

Brian Mills, University of Florida

Mark Rosentraub, University of Michigan

Gidon Jakar, University of Michigan

2017 North American Society for Sport Management Conference (NASSM 2017)

Assessing the Impact of an Olympic-Themed Sport-for-Development Initiative

[Sport for Development - Other] [Youth Sport]

Room: Maroon Peak

Wonjun Choi, University of Illinois at Urbana-Champaign
Mi Ryoung Chung, University of Illinois at Urbana-Champaign
Jon Welty Peachey, University of Illinois at Urbana-Champaign

Quantitative Assessment of Organizational Capacity and Organizational Life Stages in Sport for Development and Peace

[Management - Organizational Capacity] [Other]

Room: Torrey's Peak

Per Svensson, Louisiana State University
Fredrik Andersson, University of Wisconsin - Milwaukee

1:45 PM – 2:05 PM (20-minute oral presentation (including questions))

The Influence of Pay-to-Play on Opportunities to Participate in Interscholastic Sport across U.S. Schools

[Management - Diversity] [School Sport]

Room: Harvard

Jen Zdroik, Mount St. Mary's University
Phillip Veliz, University of Michigan

Ego Networks and Sport Consumer Behavior: Using Social Network Analysis for Ego Networks within Sport Brand Communities

[Marketing - Brand community] [College Sport]

Room: Princeton

Matthew Katz, University of Massachusetts Amherst

Navigating Dichotomies: Uncovering the Role of the Referee within the Olympic Sporting Structure

[Management - Organizational Behavior] [Olympic Sport]

Room: Yale

Brittany Jacobs, University of Northern Colorado
Claire Schaeperkoetter, The University of Kansas
Brent Oja (Advisor), The University of Northern Colorado

Community Sports Foundations and Twitter: Communicating Social Responsibility Programs

[Communication - Social Media] [Community Sport]

Room: Columbia

Christos Anagnostopoulos, Molde University College
Sylvia Trendafilova, The University of Tennessee

**The Influence of Customer Participation on Customer Satisfaction in the Sport Service Encounter:
A Mediating Effect of Perceived Staff Competence**

[Marketing - Service Quality] [Amateur Sport]

Room: Wilson

Jun Hee Kim, Seoul National University

Daul Lim, Seoul National University

Yukyoun Kim (Advisor), Seoul National University

Sport Tourism Impact of the Open Golf Championship (2010-2016)

[Finance/Economics - Other] [Elite Sport]

Room: Oxford

Richard Coleman, Sheffield Hallam University

Steve Bullough, Sheffield Hallam University

Sport for Development in Canada: Perspectives from National Sport Organization Leaders

[Sport for Development - Other] [Other]

Room: Maroon Peak

Ryan Clutterbuck, Western University

Alison Doherty (Advisor), Western University

Change Readiness in Public Recreation: A Longitudinal Multiple-Case Study

[Management - Organizational Change] [Community Sport]

Room: Torrey's Peak

Florian Hemme, The University of Texas at Austin

Janice S. Todd (Advisor), The University of Texas at Austin

Matthew T. Bowers (Advisor), The University of Texas at Austin

2:10 PM – 3:10 PM (60-minute symposium, roundtable, or workshop)

The Paradoxical Decline of Women in Coaching: Time for Radical Structural Change

[Management - Leadership] [College Sport]

Room: Harvard

Laura Burton, University of Connecticut

Nicole LaVoi, University of Minnesota

Janelle Wells, University of South Florida

Sarah Leberman, Massey University

Heidi Grappendorf, University of Cincinnati

Using Experiments in Sport Consumer Behavior Research

[Marketing - Consumer Behavior] [Professional Sport]

Room: Princeton

Yong Jae Ko, University of Florida
Dae Hee Kwak, University of Michigan
Wonseok (Eric) Jang, Texas Tech University
Yonghwan Chang, Texas Tech University
Semih Yilmaz, California State University at Eastbay
Joon Sung Lee, University of Florida
Akira Asada, University of Florida
Daehwan Kim, University of Florida
Sean Pradhan, University of Michigan

The Other Side of the Coin: An Examination of the Impact of Racial Identity on Sport Management Scholarship

[Socio-Cultural - Diversity] [Other]

Room: Yale

Nneka Arinze, University of Connecticut
Michael Corral, The University of Connecticut
Michael Mallery, University of Connecticut

Using Case Studies to Achieve Active Engagement in Sport Management Classes

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Columbia

Jess Dixon, University of Windsor
Laurence Chalip, University of Illinois at Urbana-Champaign

Academic Research Centers and Institutes: Are They Worth the Effort?

[Teaching/Learning - Learning] [Other]

Room: Wilson

Richard Buning, Indiana University-Purdue University Indianapolis
James Gladden, Indiana University-Purdue University Indianapolis
Janet S. Fink, University of Massachusetts Amherst
Gregg Bennett, Texas A&M University

Charting the Course: Enhancing Qualitative Research with Life Maps

[Method - Qualitative] [Other]

Room: Oxford

Allyson C. Hartzell, The University of Texas at Austin
Marlene Dixon, Texas A&M University
David W. Walsh, University of Houston
Jennifer McGarry, University of Connecticut
B. Christine Green, University of Illinois

Lessons Learned: Navigating the Application Process and Succeeding at Teaching-Focused Institutions

[Teaching/Learning - Professional Development] [Other]

Room: Maroon Peak

Annemarie Farrell, Ithaca College

Rachel Madsen, Ithaca College

Heidi Parker, University of Southern Maine

John Borland, Springfield College

Apply – Accept – Survive: The Experience of First-Year Faculty in Sport Management

[Teaching/Learning - Professional Development] [Other]

Room: Torrey's Peak

Matt Huml, Texas Tech University

Emily Newell, Georgia Southern University

Natalie Smith, East Tennessee State University

Christine Wegner, University of Florida

3:10 PM – 3:30 PM

Coffee/Refreshment Break presented by University of Colorado, Colorado Springs

Room: Colorado Foyer

3:30 PM – 3:50 PM (20-minute oral presentation (including questions))

Sexism and Microaggressions: Experiences of Female Managers in Professional Sports

[Management - Diversity] [Professional Sport]

Room: Harvard

Lauren Hindman, University of Massachusetts Amherst

Nefertiti Walker (Advisor), University of Massachusetts Amherst

Effect of Environmental CSR Initiatives on Public Perceptions of Non-Environmentally Friendly Sporting Events

[Marketing - CSR] [Professional Sport]

Room: Princeton

Yong Chae Rhee, Washington State University

Youngjik Lee, Washington State University

Yukyoun Kim (Advisor), Seoul National University

Playing Gender: The Performance of Gender Roles among Trans Athletes in Pacific Netball

[Socio-Cultural - Diversity] [International Sport]

Room: Yale

Emma Sherry, La Trobe University

George Cunningham, Texas A&M University

Focused World Engagement: Twitter Activity of the International Basketball Federation

[Communication - Social Media] [International Sport]

Room: Columbia

Simon Licen, Washington State University

Robert Willoughby, Washington State University

Using Gamification to Engage Students in Sport Management Classrooms

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Wilson

Daniel Burt, Texas A&M University - Kingsville

Amber Shipberd, Texas A&M University - Kingsville

Toward a Practitioner-Oriented Framework of Event Legacy: A Case Study of Toronto 2015

[Facilities/Events - Other] [International Sport]

Room: Oxford

Madeleine Orr, University of Minnesota

Yubei Inoue (Advisor), University of Minnesota

The Power of We: The Impact of Role Identity, Group Identity and Legitimacy of Leaders on the Production of Social Capital in Youth Sport Organizations

[Sport for Development - Social Capital] [Youth Sport]

Room: Maroon Peak

Dorothy Collins, University of South Carolina

Bob Heere (Advisor), University of South Carolina

Cluster Concept: What Lessons for the Sport Sector? Towards a Two-step Model of Sport Cluster Development based on Socio-Economic Proximity

[Management - Strategic Management] [Other]

Room: Torrey's Peak

Anna Gerke, Audencia Business School

Yan Dalla Pria, Paris Nanterre University

3:55 PM – 4:15 PM (20-minute oral presentation (including questions))

Sport Management Students' Perceptions of the Glass Ceiling

[Management - Diversity] [Other]

Room: Harvard

Meg Hancock, University of Louisville

Lindsey Darwin, University of Florida

Dimensions of Donor Motivation Associated with Donor Behavior in Professional Sport Nonprofit Organizations: Development of a Scale

[Marketing - CSR] [Professional Sport]

Room: Princeton

Minhong Kim, University of Georgia

James J. Zhang (Advisor), University of Georgia

Toward a Transgender Inclusive Mixed Martial Arts Program Design

[Socio-Cultural - Diversity] [Community Sport]

Room: Yale

Ally Quinney, Florida State University

Joshua Newman (Advisor), Florida State University

Show Me the Honey (Barbecue!): An Exploration of College Football Fans' Instagramming of Food

[Communication - Social Media] [College Sport]

Room: Columbia

Mark Slavich, Virginia Commonwealth University

Craig Morehead, Northern Illinois University

Brendan O'Hallarn, Old Dominion University

Student Perceptions of Video Communication in an Online Sport and Recreation Studies Graduate Course

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Wilson

Christopher Atwater, George Mason University

Examining the Effects of Tourism Attraction and Event Satisfaction on Behavioral Intention of a Road Race in a Small Town

[Facilities/Events - Event Marketing] [Physical Activity]

Room: Oxford

Yung-Chou Chen, National Chung Cheng University

NOLA Sport for Community Coalition: A Mixed-Method Study of the Nature of Inter-Organizational Relationships in a Collaborative Sport for Development Initiative

[Sport for Development - Other] [Community Sport]

Room: Maroon Peak

Per Svensson, Louisiana State University

Marion Hambrick, University of Louisville

The Effects of Deviance and a Personal Conduct Policy on Head Coach Dismissals

[Management - Strategic Management] [Professional Sport]

Room: Torrey's Peak

Jeremy Foreman, Louisiana State University

Brian Soebbing (Advisor), University of Alberta

Chad Seifried (Advisor), Louisiana State University

2017 North American Society for Sport Management Conference (NASSM 2017)

4:20 PM – 4:40 PM (20-minute oral presentation (including questions))

The Influence of Leadership on Sense of Community: Examining Authentic, Servant, Transactional, and Transformational Theories in Sport

[Management - Leadership] [Other]

Room: Harvard

Zack Damon, University of Central Arkansas
Matthew Walker (Advisor), Texas A&M University

The Impact of Sport Goods' Social Responsibility on Consumers' Assessment of Perceived Value

[Marketing - CSR] [Other]

Room: Princeton

Jonathan Robertson, Deakin University
Michael Polonsky, Deakin University
Adam Karg, Deakin University

Can Professional Sport Leagues Successfully Market to LGBT Fans?

[Marketing - Sexuality] [Elite Sport]

Room: Yale

Ceyda Mumcu, University of New Haven
Nancy Lough, University of Nevada, Las Vegas

The Effect of Viral Media Content on College Athletics

[Communication - Social Media] [College Sport]

Room: Columbia

Andrea Chin, University of San Francisco
William Eleazer, University of San Francisco
Rachel Franks, University of San Francisco
Derrick Sanchez, University of San Francisco
Nola Agba, University of San Francisco

Increasing Student Engagement through the Use of Virtual Case Studies

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Wilson

Gi-Yong Koo, Troy University
Sara Shoffner, Troy University
Jeebeon Ryn, Chonnam National University

Expanding Stadia's Bandwidth: A Preliminary Stakeholder Analysis of E-Sports Tournaments in Sport Arenas

[Facilities/Events - Other] [Online Community]

Room: Oxford

Hanhan Xue, Florida State University
Jacob Hindin, Florida State University
Joshua Newman, Florida State University

Comparing Servant and Transformational Leadership and Their Relationship to Organizational Effectiveness in the Sport for Development and Peace Context

[Sport for Development - Other] [Community Sport]

Room: Maroon Peak

Jon Welty Peachey, University of Illinois
Laura Burton, University of Connecticut
Janelle Wells, University of South Florida

U Sports Competence: Analysis of Competencies Required for University Sports Canada (U Sports) Athletic Directors

[Management - Strategic Management] [College Sport]

Room: Torrey's Peak

Tyler Harrison, Brock University
Chris Chard (Advisor), Brock University

5:00 PM – 6:00 PM

Student-Faculty Mentoring Initiative

Room: Mt Columbia

6:00 PM – 8:00 PM

Evening on your own to explore Denver

Optional Activity: Tour of Coors Field. Tickets are first come first served at the registration desk. Group will meet at Stadium for a private tour. Location TBA.

Friday, June 2, 2017

7:30 AM – 8:30 AM

CSSM Editorial Board Meeting

Room: Gray's Peak

8:00 AM – 5:00 PM

Conference Registration/Check-In

Room: 2nd Floor Elevator Bank

8:00 AM – 5:00 PM

Exhibitors Fair

Room: Colorado Foyer

8:30 AM – 8:50 AM (20-minute oral presentation (including questions))

Organizing, Function, and Effectiveness of Cross Sector Social Partnerships in Green Athletic Committees

[Management - CSR] [College Sport]

Room: Harvard

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

Gentrification Legacy – The Remodelling of London Post-2012

[Socio-Cultural - Community] [Olympic Sport]

Room: Princeton

Peter Evans, AMOS Sport Business School

Understanding Wrigley Field's Transformation: Community and Narratives of Nostalgia

[Socio-Cultural - Community] [Elite Sport]

Room: Yale

Grace Yan, University of Mississippi
Jacob Toppel, University of Missouri
Chad Seifried, Louisiana State University

An Investigation of the Role of Communication Privacy Management Theory in the Development of NCAA Division I Social Media Policies

[Communication - Social Media] [College Sport]

Room: Columbia

Heath Hooper, Shorter University

Towards an Understanding of Women's Progressive Experiences in Cycling: From Sport Participation to Event Travel

[Management - Other] [Amateur Sport]

Room: Wilson

Richard Buning, Indiana University-Purdue University Indianapolis
Heather Gibson, University of Florida

A Natural Experiment for the Efficient Market Hypothesis: Periodic Information Updating in MLB Betting Markets

[Finance/Economics - Economics] [Professional Sport]

Room: Oxford

Brian Mills, University of Florida
Steven Salaga, Texas A&M University

Exploring the Moderating Effect of Academic Timing on the Relative Age Effect among Canadian Interuniversity Athletes

[Sport Development - Sport Development] [College Sport]

Room: Maroon Peak

Laura Chittle, University of Windsor
Sean Horton, University of Windsor
Jess Dixon, University of Windsor

The Effect of Sport Involvement on College Adjustment

[Method - Quantitative] [College Sport]

Room: Torrey's Peak

Sunyoong Kim, University of Arkansas
Wen-Juo Lo, University of Arkansas

8:55 AM – 9:15 AM (20-minute oral presentation (including questions))

Corporate Social Responsibility in Professional Sport: Investigating Partnerships and the Desire for Authenticity

[Management - CSR] [Elite Sport]

Room: Harvard

Leah Kartun, George Mason University
Christopher Atwater (Advisor), George Mason University
Craig Escherick (Advisor), George Mason University
Robert Baker (Advisor), George Mason University

Evaluating a Socially Responsible, Sport-for-Development Program: Shared Growth, Beneficiary Impacts, and Strategic Payback

[Sport for Development - Other] [Professional Sport]

Room: Princeton

Stephen Hills, London Metropolitan University

Matthew Walker, Texas A&M University

Special Olympic Involvement: Effects on Social Isolation, Sense of Community, and Health for Families and Caregivers of Athletes with Intellectual Disabilities

[Socio-Cultural - Community] [Disability Sport]

Room: Yale

Andrew Pickett, University of South Dakota

Giving Credence to a Voice: Balancing Free Speech Rights of Professional Athletes with the Rights of Sports Organizations in the New Age of Athlete Activism

[Law - Law] [Professional Sport]

Room: Columbia

Natasha Brison, Texas A&M University

Jeffrey Levine, Texas A&M University - Corpus Christi

Examining Program Dosage as a Mediator of Youth Outcomes in Sport-Based Positive Youth Development

[Sport for Development - Other] [Youth Sport]

Room: Wilson

Leeann M. Lower, Ball State University

Dawn Anderson-Butcher, The Ohio State University

Brian Turner, The Ohio State University

Donna Pastore, The Ohio State University

Cross-Elasticity of Demand in Multi-Product Sports & Entertainment Portfolios

[Finance/Economics - Economics] [Professional Sport]

Room: Oxford

Hojun Sung, University of Florida

Brian Mills (Advisor), University of Florida

Outcomes of a Sport-Based Intervention on Adolescent Authentic Leadership Development

[Sport Development - Sport Development] [Youth Sport]

Room: Maroon Peak

Jesse Mala, University of Connecticut

Charles Macaulay, University of Connecticut

Jennifer McGarry (Advisor), University of Connecticut

History of the Journal of Sport Management (JSM), 1987-2015: Citation and Co-Citation Network Analysis

[Method - Other] [Other]

Room: Torrey's Peak

Amy Kim, Florida State University
Yukyoun Kim, Seoul National University
Hanjoo Lee, Yonsei University
Sanghoon Kim, Florida State University
Kwangho Park, Florida State University

9:20 AM – 10:15 AM

NASSM Conference Keynote Address

Room: Colorado Ballroom

Tom Farrey
Sport For All: Play for Life. A vision worth pursuing.

10:15 AM – 10:30 AM

Coffee/Refreshment Break presented by University of Colorado, Colorado Springs

Room: Colorado Foyer

10:15 AM – 11:15 AM (Poster Presentations)

Examining the Intersection Between Gender and Disability: A Discourse Analysis of Canadian Print Media During the Toronto 2015 Parapan American Games

[Communication - Media] [Disability Sport]

Room: Sopris

Kerri Bodin, Western University
Laura Misener, Western University

Peyton Manning and Budweiser: A Case Study of Fan Buzz and Sentiment expressed through Twitter

[Communication - Social Media] [Professional Sport]

Room: Sopris

Benjamin Cork, University of Arkansas
Terry Eddy (Advisor), University of Arkansas

A Longitudinal Study of #NBCFail and Active Consumers

[Communication - Social Media] [Olympic Sport]

Room: Sopris

Elizabeth Delia, University of Massachusetts Amherst
Cole Armstrong, San Jose State University

Measuring the Information Sources Used for Sport Tourist's Purchase Decisions

[Communication - Other] [Amateur Sport]

Room: Sopris

Lei Ouyang, University of Northern Colorado
Eric Hungenberg, The University of Tennessee at Chattanooga
Dianna Gray, University of Northern Colorado

Internet User Behavior Change: Scholar Perspective

[Communication - Social Media] [Online Community]

Room: Sopris

Ricardo Ramos, ISCTE - University Institute of Lisbon
Paulo Rita (Advisor), ISCTE - University Institute of Lisbon, Nova University of Lisbon
Sérgio Moro (Advisor), ISCTE - University Institute of Lisbon

Endorsed Brands' Appropriate Response Strategies to Athlete Endorser Transgressions

[Communication - Public Relations] [Professional Sport]

Room: Sopris

Shintaro Sato, Montclair State University
Akiko Arai, Tokyo University of Science
Yosuke Tsuji, Rikkyo University
Ricard Jensen, Montclair State University

Examining the Content of Tweets for Individual Sport Athletes versus Team Sport Athletes and its Implications on Self-branding

[Communication - Social Media] [Professional Sport]

Room: Sopris

Olzhas Taniyev, The University of Kansas
Farah Ishaq, The University of Kansas
Brian Gordon (Advisor), The University of Kansas

Does Event Prestige Affect Spectators' Behavior? Applying the Model of Goal-Directed Behavior

[Facilities/Events - Event Marketing] [International Sport]

Room: Sopris

Weisheng Chiu, Keimyung University
Simon Pack, St. John's University
Doyeon Won, Liverpool John Moores University

Examining the Modernization Construct through the Historical Case Study of Kenan Stadium 1926-2016

[Facilities/Events - Other] [College Sport]

Room: Sopris

Benjamin Downs, Louisiana State University
Chad Seifried (Advisor), Louisiana State University

An Examination of Non Host Community Roles During the Hosting of the Olympic Games

[Facilities/Events - Other] [Olympic Sport]

Room: Sopris

Kristina Hoff, University of Georgia

Becca Leopkey (Advisor), University of Georgia

Testing the External Validity of Sport Stadium Atmosphere (SSA)

[Facilities/Events - Facility Marketing] [College Sport]

Room: Sopris

Woo Young Jang, Indiana University

Kevin Byon (Advisor), Indiana University

An Investigation of Super Bowl Advertising Trends from 2011 to 2016: A Categorical Content Analysis

[Facilities/Events - Sponsorship] [Professional Sport]

Room: Sopris

Incheol Jang, Southern Illinois University

Taebo Yob (Advisor), Southern Illinois University Carbondale

Meungguk Park (Advisor), Southern Illinois University Carbondale

Parental Support for Children with Disabilities: Special Olympics Participation

[Facilities/Events - Other] [Disability Sport]

Room: Sopris

Mibye Jeong, East Stroudsburg University

Edward Arner, East Stroudsburg University

Minjung Kim (Advisor), East Stroudsburg University

The Impact of Capital Improvements to Football Facilities on Revenue in FBS Institutions

[Facilities/Events - Other] [College Sport]

Room: Sopris

J. Patrick Marsh, Baylor University

G. Matthew Robinson, Baylor University

Jorge A. Carmona, Baylor University

Jeffrey C. Petersen (Advisor), Baylor University

Moving Off Campus: An Examination of NCAA Division I College Football Neutral-Site Games

[Facilities/Events - Event Marketing] [College Sport]

Room: Sopris

Cheryl Rode, Texas Tech University

Mark Slavich, Virginia Commonwealth University

Legacy vs. Leverage – Whose Responsibility?: Organizational Forms in Legacy Governance

[Facilities/Events - Sustainability] [Disability Sport]

Room: Sopris

Kylie Wasser, Western University

Laura Misener (Advisor), Western University

Longitudinal Analysis of Event Impact on Residents' Satisfaction and Behavior Intentions: Case of the Nanjing Youth Olympic Games

[Facilities/Events - Event Marketing] [Olympic Sport]

Room: Sopris

Jingxian Zhang, Indiana University

Kevin Byon (Advisor), Indiana University

Haiyan Huang, Shanghai University of Sport

A Longitudinal Study of a New College Football Program on Athletic Fundraising

[Finance/Economics - Other] [College Sport]

Room: Sopris

Robert Case, Old Dominion University

Tanujit Dey, None

Structural Changes and Competitive Balance in the Korean Professional Baseball League

[Finance/Economics - Economics] [International Sport]

Room: Sopris

Min Soo Kim, Korea Institute of Sport Science

Dongkyu Won, Korea Electric Power Corporation

Does a Satisfied Customer Care about Price? The Link between Customer Satisfaction and Price Sensitivity in the Fitness Industry

[Finance/Economics - Finance] [Sport Clubs]

Room: Sopris

Lei Ouyang, University of Northern Colorado

Dianna Gray (Advisor), University of Northern Colorado

The Impact of Air Pollution on Fan Attendance: An Analysis of the Chinese Super League

[Finance/Economics - Economics] [International Sport]

Room: Sopris

Nicholas Watanabe, University of Mississippi

Grace Yan, University of Mississippi

Wantong Fu, University of Mississippi

An Evaluation of an Age Eligibility Policy Intervention in Tennis

[Finance/Economics - Economics] [Professional Sport]

Room: Sopris

Elodie Wendling, University of Florida

Brian Mills (Advisor), University of Florida

Neuro-Doping (tDCS): The Rise of a Loophole to Get around Anti-Doping Policy

[Governance/Policy - Policy] [Elite Sport]

Room: Sopris

Kwangho Park, Florida State University

Amy Kim (Advisor), Florida State University

Corruption in Asian Football: Legal and Governance Responses to Increase Commercial Value of Football in Asia

[Law - Law] [International Sport]

Room: Sopris

Muralee Das, University of Maine

A Review of Legal Cases Involving Concussion in Youth Sports: Risk Management Implications for Coaches and Managers

[Law - Other] [Youth Sport]

Room: Sopris

Sungwon Kim, University of Florida

Daniel Connaughton (Advisor), University of Florida

John Egberts, University of Florida

Jong Hoon Lee, University of New Mexico

Mixed Outcomes: Tax Increment Financing, Stadiums, Arenas and Mixed-Use Real Estate Development

[Law - Law] [Other]

Room: Sopris

Robert Sroka, University of Michigan

Understanding the Domains and Roles of Fit in Sport Event Sponsorship

[Marketing - Sponsorship] [International Sport]

Room: Sopris

Ari Kim, University of Florida

Heather Gibson (Advisor), University of Florida

The (New) Family Market in Sport: A Modern Reexamination of the Sporting Family Construct to Eliminate Stereotypes and Meet Demand

[Marketing - Consumer Behavior] [Professional Sport]

Room: Sopris

Jessica Minkove, Towson University

Jessie Schaffer, Towson University

A Dent in the NFL Shield? Investigating the Kaepernick Effect

[Marketing - Branding] [Professional Sport]

Room: Soprois

Tarale Murry, Texas A&M University

Gregg Bennett (Advisor), Texas A&M University

Natasha Brison (Advisor), Texas A&M University

Exploring the Business of Sport in Southern California

[Teaching & Learning Fair - Experiential/Service Learning] [Professional Sport]

Room: Soprois

Kathy Barlow, Whittier College

10:15 AM – 11:15 AM (Teaching & Learning Fair Presentation)

Facility Manager Interview and Venue Inspection Project

[Teaching & Learning Fair - Career Preparedness/Internships] [Community Sport]

Room: Soprois

Michael Diacin, University of Indianapolis

Guest Speaker Engagement & Activities in an Introductory Sport Management Course

[Teaching & Learning Fair - Career Preparedness/Internships] [Other]

Room: Soprois

Corinne Farneti, Mount St. Mary's University

Aspirations Through Association: Using Athletics to Enhance Institutional Prestige

[Teaching & Learning Fair - Case Studies] [College Sport]

Room: Soprois

Rhema Fuller, The University of Memphis

Brennan Berg, The University of Memphis

Michael Hutchinson, The University of Memphis

E-Portfolio: Tool for Professional Development and Situated Learning

[Teaching & Learning Fair - Portfolios] [Other]

Room: Soprois

Carla Hugg, The University of Alabama

Sport Facility Design Portfolio Project

[Teaching & Learning Fair - Portfolios] [Other]

Room: Soprois

Harlan Johnson, Southern Nazarene University

2017 North American Society for Sport Management Conference (NASSM 2017)

Using Laddering Research Techniques in the Classroom

[Teaching & Learning Fair - Case Studies] [Other]

Room: Sopris

David B. Klenosky, Purdue University

Steven M. Howell, Northern Illinois University

Driving Experiential Learning with Professional Auto Racing

[Teaching & Learning Fair - Experiential/Service Learning] [Professional Sport]

Room: Sopris

Mehvin Lewis, The University of Alabama

Ken Wright, The University of Alabama

Learning Through Debates and Case Studies in Sport Management

[Teaching & Learning Fair - Case Studies] [College Sport]

Room: Sopris

Angela Lumpkin, Texas Tech University

Teaching Sport Event Management Through Community Outreach

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Sopris

Rachel Madsen, Ithaca College

Case Study Research for Research Applications Courses

[Teaching & Learning Fair - Other] [Other]

Room: Sopris

Allison Manwell, Ball State University

James Johnson (Advisor), Ball State University

Strategies for Increasing Student Engagement in Online Graduate Programs

[Teaching & Learning Fair - Online Learning] [Other]

Room: Sopris

Michael Martinez, Louisiana State University

Successful Portfolio for Hire by the Future Sport Manager

[Teaching & Learning Fair - Portfolios] [Online Community]

Room: Sopris

LaNise Rosemond, Tennessee Technological University

Introducing Formal Debate as a Tool for Enhancing Critical Thinking Skills

[Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning] [Other]

Room: Sopris

Jonathan Rosenberg, College of Mount Saint Vincent

Conducting Phase I of a Feasibility Study by Examining Proposed MLS Expansion Markets

[Teaching & Learning Fair - Case Studies] [Professional Sport]

Room: Sopris

Liz Sattler, St. Ambrose University

Using Simulations as Teaching Tools in Sport Management Courses

[Teaching & Learning Fair - Role Playing] [Other]

Room: Sopris

Jules Woolf, Adelphi University

Jess Dixon, University of Windsor

Curriculum-Based Career Readiness Plan

[Teaching & Learning Fair - Career Preparedness/Internships] [Other]

Room: Sopris

Robert Zullo, Seton Hill University

10:30 AM – 10:50 AM (20-minute oral presentation (including questions))

Teaming-Up for Social Responsibility Programs: The Case of Belgian Nonprofit Sport Organizations

[Management - CSR] [Community Sport]

Room: Harvard

Géraldine Zeimers, Université Catholique de Louvain - Ghent University

Christos Anagnostopoulos (Advisor), University of Central Lancashire

Thierry Zintz, Université Catholique de Louvain

Annick Willem, Ghent University

Effects of Stadium Stimuli and Local Image on Fans' Sensory Experience in a Sport Stadium

[Marketing - Branding] [Professional Sport]

Room: Princeton

Yongjin Hwang, University of South Carolina

Khalid Ballouli (Advisor), University of South Carolina

Youth-Adult Partnership: Reflections from Historically Black College University Collegiate Students' Community Engagement Process

[Socio-Cultural - Community] [Community Sport]

Room: Yale

Taryn Price, Oklahoma State University

Nicole Been, Langston University

How Will Changes in the New Fair Labor Standards Act Impact Collegiate Athletics

Departments: An Initial Exploration

[Law - Law] [College Sport]

Room: Columbia

Nels Popp, University of North Carolina

Anita Moorman, University of Louisville

Understanding the Intersection between Sport Fandom and Parenting: Family Rivalries and Reverse Socialization

[Marketing - Consumer Behavior] [Elite Sport]

Room: Wilson

Craig Hyatt, Brock University

Shannon Kerwin, Brock University

Larena Hoerber, University of Regina

Katherine Sveinson, University of Regina

Is There a Moneyball-Type Inefficiency in the EPL Soccer Players' Labor Market?

[Finance/Economics - Economics] [Elite Sport]

Room: Oxford

Bill Gerrard, Leeds University Business School

The Role of Change Agent and Event Context in Sport-for-Development Projects

[Sport for Development - Other] [Other]

Room: Maroon Peak

Chrysostomos Giannoulakis, Ball State University

Nico Schulenkorf, University of Technology Sydney

Lindsey Blom, Ball State University

Topic Models in Sport Management

[Method - Multilevel analysis] [Other]

Room: Torrey's Peak

Theodore Hayduk III, Texas A&M University

Andrew Pickett, University of South Dakota

10:55 AM – 11:15 AM (20-minute oral presentation (including questions))

Assessing an Amateur Ice Hockey League Corporate Community Involvement Initiative

[Management - CSR] [Amateur Sport]

Room: Harvard

Brendan Riggan, Western University

Karen Danylychuk (Advisor), Western University

Shannon Sibbald, Western University

Dawn Gill, Western University

Robert Petrella, Western University

Evaluating Minor League Baseball Social Identity and Brand Equity

[Marketing - Branding] [Professional Sport]

Room: Princeton

Chris Hanna, Georgia Southern University
T. Christopher Greenwell, University of Louisville
Marion Hambrick, University of Louisville

The Role of Community in Athlete Deviance

[Socio-Cultural - Community] [College Sport]

Room: Yale

Brianna Newland, University of Delaware
Stacy Warner, East Carolina University

Head of the Class: An Analysis of NCAA Class Action Litigation Involving Student-Athletes

[Law - Law] [College Sport]

Room: Columbia

Jim Evans, The Ohio State University
Brian Turner (Advisor), The Ohio State University

Rivalry in Major League Soccer: Antecedents to Rival Fan Discrimination

[Marketing - Consumer Behavior] [Elite Sport]

Room: Wilson

Joe Cobbs, Northern Kentucky University
B. David Tyler, Western Carolina University

Rivalry in Combat Sports: An Analysis of Antecedents and Market Demand

[Finance/Economics - Economics] [Professional Sport]

Room: Oxford

Lamar Reams, Old Dominion University
Terry Eddy, University of Arkansas

Who Are We Honoring? Extending the Ebony & Ivy Discussion to Include Sport Facilities

[Socio-Cultural - Diversity] [College Sport]

Room: Maroon Peak

Robert Turick, University of Florida
Anthony Weems, Texas A&M University
Trevor Bopp (Advisor), University of Florida
John N. Singer (Advisor), Texas A&M University

Utilizing a Bayesian Approach within the Psychological Continuum Model

[Method - Quantitative] [Other]

Room: Torrey's Peak

James Du, Florida State University
Bradley Baker, Temple University
Daniel Funk (Advisor), Temple University
Jeffrey James, Florida State University

2017 North American Society for Sport Management Conference (NASSM 2017)

11:20 AM – 11:40 AM (20-minute oral presentation (including questions))

Professional Athlete Philanthropy and Collegiate Athletes: An Examination of Influence

[Management - CSR] [College Sport]

Room: Harvard

Lauren E. Brown, DeSales University

Predicting Athlete Brand Equity: An Econometric Approach Integrating Psychometric Measures

[Marketing - Branding] [Professional Sport]

Room: Princeton

Bo Yu, University of New Mexico

Min Jung Kim, University of New Mexico

Luke Lunhua Mao (Advisor), University of New Mexico

The Structural Relationship between Community Service and University/Athlete Characteristics

[Socio-Cultural - Community] [College Sport]

Room: Yale

Matt Huml, Texas Tech University

Mary Hums, University of Louisville

A Legal and Political Economic Analysis of College Football Event Labor

[Law - Law] [College Sport]

Room: Columbia

Christopher McLeod, Florida State University

John Holden, Florida State University

Matthew Hawzen, Florida State University

Tarlan Chahardovali, Florida State University

Exploring the Motivations of KU Basketball Campers

[Marketing - Consumer Behavior] [College Sport]

Room: Wilson

Zach Scola, The University of Kansas

Brian Gordon (Advisor), The University of Kansas

Is Competitive Balance Reflecting League Competitiveness?

[Finance/Economics - Economics] [Elite Sport]

Room: Oxford

Morten Kringstad, Norwegian University of Science and Technology

Spectator Sport and Population Health: A Consultation Exercise Bridging Research and Practice

[Sport for Development - Other] [Other]

Room: Maroon Peak

Brennan Berg, University of Memphis

Yubei Inoue, University of Minnesota

Packianathan Chelladurai, Troy University

Which Professional Sport Team has the Best Marketing Ability in Driving Attendance? The Stochastic Frontier Approach

[Method - Quantitative] [Professional Sport]

Room: Torrey's Peak

Hyunwoong Pyun, West Virginia University

Jeeyoon (Jamie) Kim, Syracuse University

Yongjae Kim, Kutztown University

11:45 AM – 1:00 PM (President's Luncheon)

A Mechanism of Mutually Beneficial Relationships between Employees and Consumers: Dyadic Analysis of Employee–Consumer Interaction

[Student Research Competition Winner]

Room: Colorado

Kyungyeol Kim, Indiana University

Kevin Byon (Advisor), Indiana University

1:00 PM – 1:20 PM (20-minute oral presentation (including questions))

A Tale of Two Cities: The Factors Affecting the Realisation of Volunteering Legacies at the Sydney 2000 & London 2012 Olympic and Paralympic Games

[Management - Volunteers] [Volunteers]

Room: Harvard

Richard Shipway, Bournemouth University

Leonie Lockstone-Binney, William Angliss Institute

Kirsten Holmes, Curtin University

Karen A. Smith, Victoria University of Wellington

The Measurement of Team Identification: What We Did Wrong and Are Still Trying to Fix

[Marketing - Fan ID] [Other]

Room: Princeton

Bob Heere, University of South Carolina

Daniel Lock, Bournemouth University

The Double Jeopardy of Black Female Athlete Activism: An Analysis of Social Media

[Socio-Cultural - Diversity] [Professional Sport]

Room: Yale

Dain TePoel, University of Iowa

Lauren E. Brown, DeSales University

Nation-Based versus Industry-Based Governance of Freestyle Sports: An Institutional Analysis of the Olympic Impact on International Snowboarding

[Governance/Policy - Governance] [International Sport]

Room: Columbia

Anna-Maria Strittmatter, Norwegian School of Sport Sciences

Boris Kilvinger, University of Bayreuth

Annika Bodemar, Norwegian School of Sport Sciences

Eivind Åsrum Skille, University College Hedmark

Markus Kurscheidt, University of Bayreuth

Investigating Challenges, Difficulties, and Strategies of Asian International Doctoral Students Majoring in Sport Management in North American Universities

[Teaching/Learning - Other] [Other]

Room: Wilson

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

A Conceptual Framework of Organizational Issues in Mega Sport Events: The Case of 2016 Rio Olympic Games

[Facilities/Events - Other] [Olympic Sport]

Room: Oxford

Tiago Ribeiro, University of Lisbon

Abel Correia (Advisor), University of Lisbon

Rui Biscaia (Advisor), Coventry University

Thiago Santos, University of Lisbon

Factors Affecting Women's Attendance at and Consumption of Professional Sporting Events

[Marketing - Consumer Behavior] [Professional Sport]

Room: Maroon Peak

Kristi Sweeney, University of North Florida

Rhema Fuller, University of Memphis

Ashley Stadler Blank, University of St. Thomas

Exploring the Benefits of Fuzzy Set Qualitative Comparative Analysis

[Method - Other] [Other]

Room: Torrey's Peak

Greg Greenhalgh, Virginia Commonwealth University

2017 North American Society for Sport Management Conference (NASSM 2017)

1:25 PM – 1:45 PM (20-minute oral presentation (including questions))

Exploring the Relationship between Volunteer Management & Corporate Sponsorship: Empowerment, Social Capital, and Application Value

[Management - Volunteers] [Volunteers]

Room: Harvard

Go Un Ji, Hankuk University of Foreign Studies
Seung Pil Lee (Advisor), Hankuk University of Foreign Studies

Distance Matters: A Comparison of Socialization, Motives, and Group Identities between Distant Fans and Local Fans

[Marketing - Fan ID] [Professional Sport]

Room: Princeton

Haozhou Pu, Florida State University
Jeffrey James (Advisor), Florida State University

The Experiences for People of Asian Descent in Professional Positions in American College Sport

[Socio-Cultural - Diversity] [College Sport]

Room: Yale

Kunsoo Shim, Campbellsville University

A Method to Establish the Current Situation of Olympic and Paralympic Sport in Brazil

[Governance/Policy - Other] [Elite Sport]

Room: Columbia

Alberto Reinaldo Reppold Filbo, Federal University of Rio Grande do Sul
Selda Engelman, Federal University of Rio Grande do Sul
Alan Ferreira, Federal University of Rio Grande do Sul

Charting the Development of the Class-as-Organization

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Wilson

Ovidiu C. Cocieru, University of Massachusetts Amherst
Mark McDonald (Advisor), University of Massachusetts Amherst
Matthew C. Lyle, University of Massachusetts Amherst

Sport Venues and Crime: Applying Criminology and Criminal Justice Theory to Stadium Policing and Security

[Facilities/Events - Operations] [Other]

Room: Oxford

Brian Menaker, Texas A&M University - Kingsville
R. Dale Sheptak, Lake Erie College

Exploring Antecedents of Word-of-Mouth in Teams' Social Media: A Perspective of Information Value

[Marketing - Consumer Behavior] [Professional Sport]

Room: Maroon Peak

Jerred Junqi Wang, University of Georgia
James J. Zhang (Advisor), University of Georgia

"Let's Go Fish'n": The Importance of Reflexivity within Qualitative Research

[Method - Qualitative] [Other]

Room: Torrey's Peak

Mitchell McSweeney, Brock University
Lisa Kikulis (Advisor), Brock University

1:50 PM – 2:10 PM (20-minute oral presentation (including questions))

Collective Social Capital in Community Sport Boards

[Management - Volunteers] [Community Sport]

Room: Harvard

Alison Doherty, Western University
Katie Misener, University of Waterloo
Russ Hoye, La Trobe University

Does Fandom Have a Dark Side? Exploring the Development of Collectively Narcissistic Sport Fandom

[Marketing - Fan ID] [Professional Sport]

Room: Princeton

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

Toward a Multi-Level Framework to Understand the Underrepresentation of Asian Americans in Professional Administrative Positions in Intercollegiate Athletics

[Socio-Cultural - Diversity] [College Sport]

Room: Yale

Kristi Oshiro, Texas A&M University
John N. Singer (Advisor), Texas A&M University

What's in a Name? Anti-Homophobia and Inclusion Policies in New Zealand Sport Organisations

[Governance/Policy - Policy] [Other]

Room: Columbia

Sally Shaw, University of Otago

Teaching Environmental Sustainability to Digital Natives: The 2016 Rio Olympics as a Case Study

[Teaching/Learning - Teaching strategies/methods] [Olympic Sport]

Room: Wilson

Sylvia Trendafilova, The University of Tennessee
Jeffrey Graham, The University of Tennessee
Jim Bemiller, The University of Tennessee
Christos Anagnostopoulos, Molde University College
Manuella Picariello, The University of Tennessee

Leveraging Events for Sport Participation: The Case of the Japanese National Sports Festival

[Facilities/Events - Other] [Elite Sport]

Room: Oxford

Kurumi Aizawa, Waseda University Research Institute for Sport Knowledge
Madeleine Orr, University of Minnesota
Jin Nagazumi, Ritsumeikan University
Masayuki Yoshida, Hosei University

Sports Spectators' Experience of Flow and its Antecedents

[Marketing - Consumer Behavior] [Professional Sport]

Room: Maroon Peak

Namkyeong Jang, Seoul National University
Hankyul Bae, Seoul National University
Yukyoun Kim (Advisor), Seoul National University

Dynamic Capabilities in National Governing Bodies of Sport

[Management - Organizational Change] [Olympic Sport]

Room: Torrey's Peak

Spencer Harris, University of Colorado Colorado Springs
Matt Metzger, University of Colorado Colorado Springs
Tom Duening, University of Colorado Colorado Springs

1:50 PM – 3:05 PM (Poster Presentations)

Creating Organizational Impression Congruence: Case Study of a Professional Golf Event

[Management - Organizational Behavior] [Professional Sport]

Room: Sopris

Cole Armstrong, San José State University
Simon Brandon-Lai, State University of New York College at Cortland

Measuring Transportation and the Environmental Impact of Youth Sport Programs: A Case Study

[Management - Strategic Management] [Youth Sport]

Room: Sopris

Jonathan Casper, North Carolina State University

Michael Kanters, North Carolina State University

Richard Venditti, North Carolina State University

Kyle Bunds, North Carolina State University

Neethi Rajagopalan, North Carolina State University

Troy Carlton, North Carolina State University

The Scarcity Effect in Early Recruiting

[Management - Other] [College Sport]

Room: Sopris

Meredith Flaberty, University of Florida

Examining Student-Athlete Identity Salience: A Large-Scale Survey Study

[Management - Organizational Behavior] [College Sport]

Room: Sopris

Kathryn Heinze, University of Michigan

Sara Soderstrom, University of Michigan

Di Lu, University of Michigan

Student-Athletes' Psychological Well-Being in Intercollegiate Sports: Authentic Leadership and Athletes' PsyCap (ASAP) Model

[Management - Leadership] [College Sport]

Room: Sopris

Minjung Kim, East Stroudsburg University

Hyun-Woo Lee, Georgia Southern University

Bomin Paek, Seoul National University

Can Employees Contribute to Initiating CSR? The Moderating Role of Promotion Focus between Employees' Persuasion Knowledge and Voice Behavior

[Management - CSR] [Professional Sport]

Room: Sopris

Kyungyeol Kim, Indiana University Bloomington

Kevin Byon (Advisor), Indiana University Bloomington

Effects of Abusive Leader Behaviors on Athletes' Satisfaction and Commitment: Cross-National Differences between Hong Kong and Korean Student-Athletes

[Management - Leadership] [College Sport]

Room: Sopris

Seungmo Kim, Hong Kong Baptist University

Sungil Hong, Hong Kong Baptist University

Yoojung Rhee, University of Florida

Marshall Magnusen, Baylor University

Jintaek Lee, Daegu National University of Education

Trickling Down: How the Upper Echelon Effect Diversity within an Organization

[Management - Diversity] [Other]

Room: Sopris

Woojun Lee, Wilkes University

Determinants of Volunteer Motives and Future Behavior in Community Sporting Events

[Management - Volunteers] [Volunteers]

Room: Sopris

Myungwoo Lee, University of Houston

Jeffrey James (Advisor), Florida State University

Predicting Youth Sport Experience: Student-Athletes' Perceptions of Hostile, Performance, and Communication Climates

[Management - Organizational Behavior] [Youth Sport]

Room: Sopris

Hao Xin Li, University of South Florida

Janelle Wells (Advisor), University of South Florida

Michelle Gacio Harrolle (Advisor), University of South Florida

To Be or Not to Be a Coach: Career Aspirations of Male and Female DOBOs

[Management - Organizational Behavior] [College Sport]

Room: Sopris

Rachel Madsen, Ithaca College

Jimmy Smith, Gonzaga University

Recruitment and Retention Strategies for Team Canada Volunteers

[Management - Volunteers] [Olympic Sport]

Room: Sopris

Mousslimatou Mbacké, University of Windsor

Marijke Taks (Advisor), University of Ottawa

Leadership Impact on Employee Fulfillment in Multi-Sport Major Games: A Phenomenographical Research Study

[Management - Work-Life] [Elite Sport]

Room: Sopris

Lindsay Smith, Brock University

Kirsty Spence (Advisor), Brock University

"I Don't Want to Work in Sales" - The Impact Emotional Labor Has on Sport Sale Employees

[Management - Organizational Behavior] [Other]

Room: Sopris

Peyton Stensland, The University of Kansas

Jordan Bass (Advisor), The University of Kansas

Dual Commitments and Job Performance: Outsourced Marketing Partners with NCAA Intercollegiate Athletics Departments

[Management - Organizational Behavior] [College Sport]

Room: Sopris

Junmo Sung, Troy University

Gi-Yong Koo (Advisor), Troy University

Anthony Dixon (Advisor), Troy University

Robert Mathner (Advisor), Troy University

The NCAA as a Social Control Agent: An Historical Analysis of the Executive Directors

[Management - Organizational Behavior] [College Sport]

Room: Sopris

Khirey Walker, Louisiana State University

Chad Seifried (Advisor), Louisiana State University

Brian Soebbing (Advisor), University of Alberta

Training of Leaders for Egalitarian and Elite Sport

[Management - Leadership] [Youth Sport]

Room: Sopris

Jason Young, Troy University

Packianathan Chelladurai (Advisor), Troy University

Feeling Generous for the Good Old Days: The Effects of Nostalgia on Self-Continuity, Pride, and Intention to Donate

[Marketing - Consumer Behavior] [Other]

Room: Sopris

Mark Jaewon Chang, State University of New York at Brockport

Robert Schneider, State University of New York at Brockport

Daniel Connaughton, University of Florida

Yukyoun Kim (Advisor), Seoul National University

Joon-Ho Kang, Seoul National University

Motives for Korean Baseball Fans' Behavioral Loyalty to Korean MLB Players

[Marketing - Consumer Behavior] [Other]

Room: Sopris

Kyu-soo Chung, Kennesaw State University

The Dynamics of Sensory Stimuli, Social Interaction, Sense of Community, and Social Consumption among Racing Spectators

[Marketing - Consumer Behavior] [Other]

Room: Sopris

Kyu-soo Chung, Kennesaw State University
Clay Harshaw, Winston-Salem State University

Asian Culture as a Moderating Concept Affecting the Motivation of Consuming LPGA Events Filled with Leading Asian Golfers: Development of a Conceptual Framework

[Marketing - Motivation] [Professional Sport]

Room: Sopris

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

Relationships as Strategic Assets: Application of the Commitment-Trust Theory of Relationship Marketing in Spectator Sport Context

[Marketing - Consumer Behavior] [Other]

Room: Sopris

Young Do Kim, University of Nebraska at Kearney
Daekwan Kim, Florida State University
Jun Woo Kim, Arcadia University

Are NCAA Olympic Sports Unpopular or Is There a Buyer-Seller Marketing Mismatch?

[Marketing - Other] [College Sport]

Room: Sopris

Sloane Milstein, Texas A&M University

The Adoption and Preferences Among Sport Fans for In-Stadium Sport Team Apps

[Marketing - Consumer Behavior] [Professional Sport]

Room: Sopris

Lisa Rufer, Virginia Commonwealth University
Melissa Davies, University of the Pacific

Effects of Message Elaboration Derived from Authenticity on Consumer Attitude and Emotion Toward Sporting Events

[Marketing - Sponsorship] [Olympic Sport]

Room: Sopris

Sara Shoffner, Troy University
Gi-Yong Koo (Advisor), Troy University

2017 North American Society for Sport Management Conference (NASSM 2017)

Investigating the Perceptions of Retrobranding in Sport

[Marketing - Branding] [Professional Sport]

Room: Sopris

Olzhas Taniyen, The University of Kansas

Brian Gordon (Advisor), The University of Kansas

Marketing Sustainability through Sport: Testing the Sport Participant Sustainability Behavior Model

[Marketing - Consumer Behavior] [Community Sport]

Room: Sopris

Galen T. Trail, Seattle University

Brian P. McCullough, Seattle University

1:50 PM – 3:05 PM (Teaching & Learning Fair Presentation)

TimeToast in Sport Management Classes

[Teaching & Learning Fair - Technology Integration] [Other]

Room: Sopris

Christopher Atwater, George Mason University

Get the Mouse Out of the House: Active Learning in an Online Environment

[Teaching & Learning Fair - Online Learning] [Online Community]

Room: Sopris

Leigh Ann Bussell, Trevecca Nazarene University

Use of Unique Teaching Methods in a Sport Finance Course

[Teaching & Learning Fair - Problem Based] [Professional Sport]

Room: Sopris

Mary Beth Chambers, Belmont Abbey College; Troy University

Teaching the History of College Sports Thru Timeline Software

[Teaching & Learning Fair - Technology Integration] [College Sport]

Room: Sopris

Joel Cormier, Eastern Kentucky University

Ethics Meets Policy

[Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning] [College Sport]

Room: Sopris

Alaina Di Giorgio, University of Tennessee

Jessica Siegele, University of Tennessee

Creating Actionable Assessment: Implementing Multiple Intelligences into a Sport Management Course

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Sopris

Rammi Hazzeaa, University of Northern Colorado

Brent Oja, University of Northern Colorado

An Examination of the Cotton Bowl Experience Internship Program: How to Start, Implement and Maintain Impactful Experiences for Undergraduate and Graduate Sport Management Students

[Teaching & Learning Fair - Career Preparedness/Internships] [College Sport]

Room: Sopris

Shane Hudson, Texas A&M University

Paul Keiper, Texas A&M University

GIS and Spatial Analytics in Sports Management

[Teaching & Learning Fair - Problem Based] [Professional Sport]

Room: Sopris

Gidon Jakar, University of Michigan

Defining How Experiential Learning impacts Ego Development and Leadership Efficacy

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Sopris

Shannon Kernin, Brock University

Kirsty Spence, Brock University

Sport Management Internship Assessment

[Teaching & Learning Fair - Career Preparedness/Internships] [Other]

Room: Sopris

Yongjae Kim, Kutztown University of Pennsylvania

Project Management and Simulated Job Roles Applied to Event Management

[Teaching & Learning Fair - Experiential/Service Learning] [Community Sport]

Room: Sopris

Marybeth Lennox, Castleton University

Kristianna Lawless, Castleton University

Use of Virtual Reality in Sport and Entertainment Education

[Teaching & Learning Fair - Technology Integration] [Other]

Room: Sopris

Brian Mibalik, University of South Carolina

Linda Mibalik, University of South Carolina

2017 North American Society for Sport Management Conference (NASSM 2017)

The Understanding of International Sporting Event

[Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning] [Olympic Sport]

Room: Sopris

Jiyoung Park, University of Northern Colorado

Jin Park, Indiana University at Bloomington

Experiential Learning Through A Collaborative Effort Across Disciplines: The Food Truck Experience

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Sopris

Jennifer Parsons, Ashland University

Lance Kaltenbaugh, Ashland University

Sport Event Management Bid Assignment

[Teaching & Learning Fair - Role Playing] [Community Sport]

Room: Sopris

Alex Rondon Azcarate, University of Northern Colorado

Alan Morse (Advisor), University of Northern Colorado

Undergraduate Scientific Research Poster Project

[Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning] [Other]

Room: Sopris

Robert Turick, University of Florida

Trevor Bopp (Advisor), University of Florida

2:15 PM – 2:35 PM (20-minute oral presentation (including questions))

Outcomes of Organizational Identification in Sport Volunteers

[Management - Organizational Behavior] [Volunteers]

Room: Harvard

Bradley Baker, Temple University

Christine Wegner, University of Florida

The Effect of Athletes' Off-Field Immoral Behaviors on Fans' Emotions and Team Identification

[Marketing - Fan ID] [Other]

Room: Princeton

Youngjik Lee, Washington State University

Yong Chae Rhee (Advisor), Washington State University

Stand, Sit, or Play: Examining the Relationship between Athlete Activism and Athlete Brand Image Using CRT

[Socio-Cultural - Other] [Professional Sport]

Room: Yale

Tarale Murry, Texas A&M University

Natasha Brison (Advisor), Texas A&M University

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

University Sport and Policy Reform in China: Understanding the Implementation of Policy in Universities

[Governance/Policy - Policy] [College Sport]

Room: Columbia

Xuedong Chen, Civil Aviation University of China

Shushu Chen, University of Birmingham

Defining and Describing Reseach Centers for Sport Management

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Wilson

Marcella Otto, Louisiana State University

Benjamin Downs, Louisiana State University

Yoseph Mamo, Louisiana State University

Chad Seifried (Advisor), Louisiana State University

Development and Pilot Test of a Mega-Sport Event Leveraging Toolkit

[Facilities/Events - Other] [International Sport]

Room: Oxford

Gareth J. Jones, Temple University

Michael B. Edwards, North Carolina State University

Nicholas S. Passenger, University of Central Lancashire

The Effect of Crowdfunding on the Perception of Fans with Sports Team

[Marketing - Consumer Behavior] [Professional Sport]

Room: Maroon Peak

TaeYeon Oh, Hong Kong Baptist University

HoJun Sung, Seoul National University

Joon-Ho Kang (Advisor), Seoul National University

Yukyoum Kim (Advisor), Seoul National University

Social Consciousness, Perceived Person-Organization Fit, and Corporate Social Responsibility as Drivers of Strategic Competitiveness

[Student Research Competition Finalist]

Room: Torrey's Peak

Theodore Hayduk III, Texas A&M University

Matthew Walker (Advisor), Texas A&M University

2:35 PM – 3:05 PM

Coffee/Refreshment Break presented by University of Colorado, Colorado Springs

Room: Colorado Foyer

3:10 PM – 4:10 PM (60-minute symposium, roundtable, or workshop)

Critical Conversations About Qualitative Research in Sport Management

[Method - Qualitative] [Other]

Room: Harvard

John N. Singer, Texas A&M University

Sally Sham, University of Otago

Larena Hoerber, University of Regina

Nefertiti Walker, University of Massachusetts Amherst

Kyle Rich, Brock University

Kwame Agyemang, Louisiana State University

“No” is Not “Low”: Improving the Assessment of Sport Team Identification

[Marketing - Fan ID] [Other]

Room: Princeton

Jeffrey James, Florida State University

Elizabeth Delia, University of Massachusetts Amherst

Daniel Wann, Murray State University

What's Our Play? The Role of Front-line Sport Management Professionals in Promoting Physical Literacy in North American Youth

[Socio-Cultural - Community] [Youth Sport]

Room: Yale

Catherine Quatman-Yates, Cincinnati Children's Hospital

Trevor Bopp, University of Florida

Christin Zwolski, Cincinnati Children's Hospital

2017 North American Society for Sport Management Conference (NASSM 2017)

Experiential Learning: Applying the Integral Model

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Columbia

Mark McDonald, University of Massachusetts Amherst

Kirsty Spence, Brock University

Beth Sheehan, Southern New Hampshire University

Ovidiu Cocieru, University of Massachusetts Amherst

International Student Perspectives of Studying Sport Management in North America

[Teaching/Learning - Learning] [International Sport]

Room: Wilson

International Relations Committee

Karen Danylchuk, Western University

Brenda G. Pitts, Georgia State University

James J. Zhang, University of Georgia

Rewards and Challenges in Considering a Transition from Faculty into Administration

[Teaching/Learning - Professional Development] [Other]

Room: Oxford

Chad McEvoy, Northern Illinois University

Jordan Bass, The University of Kansas

Matthew Brown, University of South Carolina

Carrie LeCrom, Virginia Commonwealth University

Clay Stoldt, Wichita State University

Faculty Entrepreneurship and Sport Management

[Teaching/Learning - Other] [Other]

Room: Maroon Peak

Donna Pastore, The Ohio State University

Robert Baker, George Mason University

Jim Strode, Ohio Dominican University

Heather Lawrence-Benedict, Ohio University

Lynn L. Ridinger, Old Dominion University

Pam Baker, George Mason University

Jennifer McGarry, University of Connecticut

4:15 PM – 5:30 PM

NASSM Annual General Meeting

Room: Mt Columbia

5:30 PM – 7:30 PM

WIN (Women in NASSM) Meeting

TBA

8:00 PM – 10:00 PM

Student Social

TBA

Saturday, June 3, 2017

7:30 AM – 8:30 AM

Diversity Breakfast presented by University of Massachusetts & University of Connecticut

Room: Mt Sopris B

8:00 AM – 2:00 PM

Conference Registration/Check-In

Room: 2nd Floor Elevator Bank

8:00 AM – 12:00 PM

Exhibitors Fair

Room: Colorado Foyer

8:30 AM – 8:50 AM (20-minute oral presentation (including questions))

Other People Matter: Well-Being as an Antecedent to Servant Leadership

[Management - Leadership] [College Sport]

Room: Harvard

Gregory Sullivan, Ohio University

Using Hallmark Sport Events to Internationally Brand Your City: Measuring the Effects of the Tour de France on the Brand of the City of Utrecht in Nine Different Nations

[Marketing - Branding] [International Sport]

Room: Princeton

Bob Heere, University of South Carolina

Tim Breitbarth, Bournemouth University

Xiaoyan Xing, Capital University for Physical Education and Sport

Adam Jones, University of Brighton

Juan Luis Paramio Salcines, Universidad Autonoma de Madrid

Masayuki Yoshida, Hosei University

Inge Derom, University of Brussels

The Experiences of Minors Who Compete in Senior Community Sport Teams: Is Alcohol a Team Socialization Tool?

[Socio-Cultural - Community] [Community Sport]

Room: Yale

Holly Thompson, University of Queensland

Sarah Kelly (Advisor), The University of Queensland

Josephine Previte (Advisor), The University of Queensland Business School

Adrian B. Kelly (Advisor), The University of Queensland

How are Cross-Sectoral Sport Networks Structured and Governed? Insights through Social Network Analysis in Surfing Clusters

[Governance/Policy - Governance] [Professional Sport]

Room: Columbia

Anna Gerke, Audencia Business School

Hagen Wäsche, Karlsruhe Institute of Technology

Mihalis Giannakis, Audencia Business School

Sponsorship of the 2016 Rio Olympic Games: An Empirical Examination of the Reactions to Sponsors and Rival Brands

[Marketing - Sponsorship] [Olympic Sport]

Room: Wilson

Rui Biscaia, Coventry University

Claudio Rocha, University of Sao Paulo

Determinants of Television Viewership in NCAA College Basketball: Does Quality Predict Quantity?

[Finance/Economics - Economics] [College Sport]

Room: Oxford

Byungju Kang, Texas A&M University

Steven Salaga (Advisor), Texas A&M University

Scott Tainsky (Advisor), University of Illinois

Matthew Juravich, University of Akron

Impact of Internship Stimulus Events on Sport Management Student Well-Being

[Management - Organizational Behavior] [Other]

Room: Torrey's Peak

Cole McClean, Brock University

Shannon Kerwin (Advisor), Brock University

8:55 AM – 9:15 AM (20-minute oral presentation (including questions))

Challenges to Facilitating Distributed Leadership (DL) in Community Sport Organizations

[Management - Leadership] [Community Sport]

Room: Harvard

Gareth J. Jones, Temple University

Michael B. Edwards, North Carolina State University

Kyle Bands, North Carolina State University

Jason N. Bocarro, North Carolina State University

Jordan W. Smith, Utah State University

An Exploration of Brand Associations of Female Activewear Consumer

[Marketing - Branding] [Other]

Room: Princeton

Xiaochen Zhou, Temple University
Clare Hanlon, Victoria University
Jonathan Robertson, Deakin University
Hans Westerbeek, Victoria University
Ramon Spaaij, Victoria University
Daniel Funk (Advisor), Temple University

Reverse Integration through Wheelchair Basketball: Motivations and Experiences of Participants

[Socio-Cultural - Diversity] [Disability Sport]

Room: Yale

Joshua Pate, James Madison University
Emeka Anaza, James Madison University
Chris Scroggins, James Madison University

Governance in Sport: A Scoping Review

[Governance/Policy - Governance] [Other]

Room: Columbia

Mathew Dowling, Anglia Ruskin University
Becca Leopkey, University of Georgia

Does Sponsorship Enhance Sport Organization Performance?

[Marketing - Sponsorship] [Elite Sport]

Room: Wilson

Joe Cobbs, Northern Kentucky University
Jonathan Jensen, University of North Carolina at Chapel Hill
B. David Tyler, Western Carolina University

Fan Response to League Playoff Structure in Professional Sports

[Finance/Economics - Economics] [Professional Sport]

Room: Oxford

Ryan Spalding, Merrimack College

Perceptions of the Organizational Legitimacy of Youth Hockey Associations Supporting Girls' Hockey

[Sport Development - Sport Development] [Youth Sport]

Room: Maroon Peak

Erin Morris, State University of New York at Cortland

Sport Entrepreneurship: Its Time As Part of Sport Management Curricula Offerings Has Come

[Management - Other] [Other]

Room: Torrey's Peak

Robert Case, Old Dominion University

2017 North American Society for Sport Management Conference (NASSM 2017)

9:20 AM – 9:40 AM (20-minute oral presentation (including questions))

Transformational Leadership and Organizational Citizenship Behavior: Mediating Role of Affective Commitment

[Management - Leadership] [College Sport]

Room: Harvard

Ye Hoon Lee, University of North Alabama

Boyun Woo, Endicott College

Yukyounm Kim, Seoul National University

Fans for Life: A Qualitative Analysis of Child Consumer Perceptions of a New Sport Brand

[Marketing - Branding] [Professional Sport]

Room: Princeton

Katherine Reifurth, University of South Carolina

Henry Wear, Deakin University

Bob Heere (Advisor), University of South Carolina

A Call to Coaches: Preventing Athlete Violence through Promoting Healthy Masculinity

[Socio-Cultural - Other] [Other]

Room: Yale

Joseph Simons-Rudolph, North Carolina State University

Angela Stoica, North Carolina State University

Shelby Edwards, North Carolina State University

Mapping the Success of Sports Districts: The Role of Formal Planning Initiatives on Development Outcomes

[Governance/Policy - Policy] [Professional Sport]

Room: Columbia

Stephanie Gerretsen, University of Michigan

Mark Rosentraub (Advisor), University of Michigan

Judith Grant Long (Advisor), University of Michigan

Breaking Up: Is It Hard To Do? Dissolution of the Sponsorship Relationship

[Marketing - Sponsorship] [Professional Sport]

Room: Wilson

Samantha Roberts, Texas A&M University - Commerce

Nick Burton, Brock University

What Drives Television Viewership in NCAA College Football?

[Finance/Economics - Economics] [College Sport]

Room: Oxford

Katie Brown, Texas A&M University

Steven Salaga (Advisor), Texas A&M University

Factors Affecting the Regional Strategies for Developing and Advancing the Sports Industry

[Sport Development - Sport Development] [Other]

Room: Maroon Peak

Yan Wang, Three Gorges University

Minkil Kim, Troy University

James J. Zhang (Advisor), University of Georgia

Toward New Thinking on Careers in Sport: An Application of Boundaryless Career Theory

[Management - Other] [Other]

Room: Torrey's Peak

Michael Odio, University of Cincinnati

9:40 AM – 10:10 AM

Coffee/Refreshment Break presented by University of Colorado, Colorado Springs

Room: Colorado Foyer

9:40 AM – 10:55 AM (Poster Presentations)

Member Perceptions of Social Responsibility in Nonprofit Community Sport

[Management - CSR] [Community Sport]

Room: Sopris

Katie Misener, University of Waterloo

Kristen Rogalsky, University of Waterloo

Kathy Babiak, University of Michigan

Sport Consumers' Socialization in Spectator Sports: A Social Categorization Perspective

[Marketing – Fan ID] [Professional Sport]

Room: Sopris

Akira Asada, University of Florida

Yong Jae Ko (Advisor), University of Florida

Exploring the Use of Public Perception on Twitter to Identify Potential Athlete Endorsers

[Marketing - Other] [Professional Sport]

Room: Sopris

Peter Baldwin, University of Windsor

Jess Dixon (Advisor), University of Windsor

Craig Greenham (Advisor), University of Windsor

Spectators' Flow Experiences and Life Satisfaction: The Interplay of Emotions and Implicit Team Identification

[Marketing - Consumer Behavior] [College Sport]

Room: Sopris

Yonghwan Chang, Texas Tech University
Semih Yilmaz, California State University
Yong Jae Ko, University of Florida
Daniel Wann, Murray State University

Rationale of Risk-Taking Behaviors in Sports of Taiwan

[Marketing - Consumer Behavior] [Community Sport]

Room: Sopris

Yen-Hsun Chen, University of New Mexico
Bo Yu, University of New Mexico
Luke Lunhua Mao (Advisor), University of New Mexico

Gender Difference in the Relationship between Acquisition Types of Sport Rules Knowledge and Future Consumption

[Marketing - Consumer Behavior] [Professional Sport]

Room: Sopris

Wanyong Choi, Marshall University
Wonyoung Kim, Wichita State University
Jinwook Chung, Winthrop University
Dae Yeon Kim, University of Central Missouri

Are You Watching Video Gaming? Why?: The Motivation Behind Viewing eSports

[Marketing - Motivation] [Professional Sport]

Room: Sopris

Henry Evans, Washington State University
Sung Jin Park, Washington State University
Yong Chae Rhee (Advisor), Washington State University

An Untold Story: Investigation into Fan Attendance at Collegiate Rowing Events

[Marketing - Motivation] [College Sport]

Room: Sopris

Alec Hurley, Washington State University
Brandon Campbell, Washington State University
Yong Chae Rhee (Advisor), Washington State University

Value Co-Creation in Sport: A Proposed Model

[Marketing - Consumer Behavior] [Other]

Room: Sopris

Charles W. Jones, Indiana University
Kevin Byon (Advisor), Indiana University

Are Sport Consumers Happy after a Win, a Tie, or a Loss?

[Marketing - Other] [Other]

Room: Sopris

Jeeyoon (Jamie) Kim, Syracuse University

Jeffrey James (Advisor), Florida State University

Us vs. Them and Especially Them: Rival Derogation in Sport Fans

[Marketing - Fan ID] [College Sport]

Room: Sopris

Jaroth Lanzalotta, Reed College

Frederick Grieve (Advisor), Western Kentucky University

CrossFit Athletic Identity's Relationship to Sponsorship Recall and Recognition

[Marketing - Sponsorship] [Other]

Room: Sopris

Daniel Larson, University of Oklahoma

Jordan Wetherbee, University of Oklahoma

The Determinants of Consumers' Willingness to Pay Price Premiums for Branded Sporting Events

[Marketing - Other] [Amateur Sport]

Room: Sopris

J. Lucy Lee, Bowling Green State University

June Won, Bowling Green State University

The Effect of Consumer Confusion Proneness on Negative Emotion, Decision Postponement, Word of Mouth, and Trust

[Marketing - Consumer Behavior] [Amateur Sport]

Room: Sopris

Ji Hae Lee, Kyung Hee University

Wook Ki Kim, Yongin University

Jeoung Hak Lee (Advisor), Kyung Hee University

Difference in P300 Latency by Levels of Involvement to Sport: Using EEG ERP Evidence in Sport Consumer Behavior

[Marketing - Consumer Behavior] [Other]

Room: Sopris

Hyun-Woo Lee, Georgia Southern University

Woong Kwon, Hoseo University

Emily Lasko, Georgia Southern University

Minjung Kim, East Stroudsburg University

Sunyun Shin, Yonsei University

Young Do Kim, University of Nebraska at Kearney

Consumer Perceptions of a Sponsor's Corporate Social Responsibility Activities

[Marketing - Sponsorship] [Other]

Room: Sopris

Yoseph Mamo, Louisiana State University
Jeffrey James (Advisor), Florida State University
Kwame Agyemang (Advisor), Louisiana State University

A Critical Analysis of the Impact of Competitiveness and Sensation Seeking Research on Product Marketing in Mountain Biking

[Marketing - Strategy] [Amateur Sport]

Room: Sopris

Kieren McEwan, University of Portsmouth

Identifying the Prevalent Motivations among Participants Who Take Part in the Nutrience Oakville Half Marathon

[Marketing - Motivation] [Community Sport]

Room: Sopris

Ayobami Ogunlana, University of Windsor
Jess Dixon (Advisor), University of Windsor

What Happened to America's Favorite Pastime? Motivation and Constraints for Youth Participation in Baseball and Softball

[Marketing - Motivation] [Youth Sport]

Room: Sopris

Ashley Olson, Washington State University
Anna Pearson, Washington State University
Yong Chae Rhee (Advisor), Washington State University

Positive and Negative Affect, State Inspiration, and Intention to Become More Physically Active in Response an Elite Sport Event: The Case of Spectators Attending 2015 Pan Am Games' Track Cycling Competitions

[Marketing - Consumer Behavior] [Elite Sport]

Room: Sopris

Luke Potwarka, University of Waterloo
Kyriaki Kaplanidou, University of Florida
David Drewery, University of Waterloo
Georgia Teare, University of Waterloo

Utilizing the Motivation, Opportunity, and Ability Theory to Study Esports Consumer Behavior: Development of Research Framework

[Marketing - Consumer Behavior] [Other]

Room: Sopris

Tyreal Yizhou Qian, University of Georgia
James J. Zhang (Advisor), University of Georgia

Season Ticket Holder Experiences at an FCS Institution: Development of a Scale

[Marketing - Motivation] [College Sport]

Room: Soprois

David Shonk, James Madison University

Joshua Pate, James Madison University

Fans' Awareness and Effectiveness of Commercial Promotions in NCAA D-II Football Inaugural Season Games

[Marketing - Consumer Behavior] [College Sport]

Room: Soprois

Charlie Song, University of West Florida

Matthew Ruckman, University of West Florida

Mark Chasteen, University of West Florida

Steelers in Kansas: Why Distant Fans Join and Continue to Participate in a Pittsburgh Football Viewing Party

[Marketing - Consumer Behavior] [Professional Sport]

Room: Soprois

Peyton Stensland, The University of Kansas

Zach Scola, The University of Kansas

Brian Gordon (Advisor), The University of Kansas

Health-Related Charities & Sports-Related Events: Maximizing Value Creation through Reciprocity

[Marketing - CSR] [Other]

Room: Soprois

Caroline Wensink, Wagner Group Graduate School

Daco Woudenberg (Advisor), Wagner Group Graduate School

Leen de Waal (Advisor), Wagner Group Graduate School

Empirical Examination of the Critical Factors in the Sport Consumption Decision Making Process of Millennial Sport Fans Using the Model of Goal-Directed Behavior

[Marketing - Consumer Behavior] [Professional Sport]

Room: Soprois

Brian Yim, Kent State University

Kevin Byon (Advisor), Indiana University

An Empirical Study of Different Sport Sponsorship Types and its Effect on Brand Equity: A Chinese Basketball Association Case Study

[Marketing - Sponsorship] [International Sport]

Room: Soprois

Hong Zhang, Guangzhou Sport University

Danping Rong, Hunan University of Science and Engineering

Jaedeock Lee, East Stroudsburg University

Li-Ming Chiang, East Stroudsburg University

2017 North American Society for Sport Management Conference (NASSM 2017)

Sport Management Accreditation: Trends and Challenges

[Teaching/Learning - Other] [Other]

Room: Sopris

Dina Gentile, Endicott College

Heather Alderman, Commission on Sport Management Accreditation

9:40 AM – 10:55 AM (Teaching & Learning Fair Presentation)

Evaluating Graduate Students' Out-of-Class Learning

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Sopris

Rebecca Achen, Illinois State University

Clinton Warren, Illinois State University

International Group Learning: A Cross-Atlantic Study

[Teaching & Learning Fair - Technology Integration] [Online Community]

Room: Sopris

Tom Bason, Coventry University

Anthony May, Coventry University

Janna LaFountaine, College of Saint Benedict and Saint John's University

Partnering with Small College Athletics for Final Project

[Teaching & Learning Fair - Case Studies] [College Sport]

Room: Sopris

Jordan Bass, University of Kansas

Sport Media/Sport Communication Course Project

[Teaching & Learning Fair - Experiential/Service Learning] [College Sport]

Room: Sopris

Tom Bell, Campbellsville University

Using Reflexivity to Enrich Students' Community Engagement Experience in an Introductory Sport Management Course

[Teaching & Learning Fair - Experiential/Service Learning] [College Sport]

Room: Sopris

Velina B. Brackebusch, Saint Mary's College of California

Claire M. Williams, Saint Mary's College of California

Active Learning in Large Classrooms

[Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning] [Other]

Room: Sopris

Cassandra Coble, Indiana University

Integrating Environmental Stewardship into the Sport Management Curriculum

[Teaching & Learning Fair - Problem Based] [Other]

Room: Sopris

2017 North American Society for Sport Management Conference (NASSM 2017)

Ray Cotrufo, Southern Connecticut State University
Emily Cole, Westfield State University

Value of Experiential Learning in Sport Management

[Teaching & Learning Fair - Experiential/Service Learning] [College Sport]

Room: Sopris

Charles Crowley, California University of Pennsylvania

Teaching Strategies for Graduate Leadership Course

[Teaching & Learning Fair - Cooperative/Collaborative Small Group Learning] [Other]

Room: Sopris

Regan Dodd, Missouri Western State University

Integrating Undergraduate Research into the Sport Management Curriculum

[Teaching & Learning Fair - Experiential/Service Learning] [Olympic Sport]

Room: Sopris

John Grady, University of South Carolina
Matthew Brown, University of South Carolina
Andy Gillentine, University of South Carolina

International Field Trip Leads to a High Impact Practice

[Teaching & Learning Fair - Other] [Olympic Sport]

Room: Sopris

Paul Keiper, Texas A&M University
Shane Hudson, Texas A&M University

Incorporating Case-Competition into Sport Marketing Course

[Teaching & Learning Fair - Case Studies] [Other]

Room: Sopris

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

Blended Learning: Transforming Curriculum from the Classroom to Online

[Teaching & Learning Fair - Online Learning] [Community Sport]

Room: Sopris

Leeann M. Lower, Ball State University
Daniel Jones, Ball State University

Integrating National and International Environmental Sustainability Reporting Standards into Assignments

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Sopris

Brian P. McCullough, Seattle University

Increasing Student Engagement by Embedding Multiple Technologies in the Online Class and Program

[Teaching & Learning Fair - Online Learning] [Online Community]

Room: Sopris

Scott Smith, Ohio University
Aaron Wright, Ohio Univeristy

Control Your Search: Encouraging Content Creation as a Competitive Advantage for Sport Management Students

[Teaching & Learning Fair - Career Preparedness/Internships] [Online Community]

Room: Sopris

Ryan Vooris, State University of New York at Cortland
Tara Mahoney, State University of New York at Cortland

Integration of Service Learning into an Events Management Course

[Teaching & Learning Fair - Experiential/Service Learning] [Disability Sport]

Room: Sopris

Jen Zdroik, Mount St. Mary's University

10:10 AM – 10:30 AM (20-minute oral presentation (including questions))

Responsible Leadership in College Athletics

[Management - Leadership] [College Sport]

Room: Harvard

Nicholas Schlereth, University of New Mexico
David Scott (Advisor), University of New Mexico

Sport Brand Extension Evaluations: A Case Study of Nike Golf and TaylorMade Golf

[Marketing - Branding] [Other]

Room: Princeton

Myungwoo Lee, University of Houston
Hoyeol Yu, University of Houston
Dong Hun Lee (Advisor), University of Houston

“She Enjoys Going to the Games if She Doesn't Have to Watch the Kids”: Gender Differences in Experiences of Fan-Family Conflict

[Socio-Cultural - Family] [Other]

Room: Yale

Meg Hancock, University of Louisville
Heidi Grappendorf, University of Cincinnati
Jason Simmons, University of Cincinnati

Advertised Incentives for Participation in Daily Fantasy Sports: A Comparison of Television Commercials Airing in 2015 and 2016

[Law - Law] [Professional Sport]

Room: Columbia

John Holden, Florida State University

Simon Brandon-Lai, State University of New York College at Cortland

The Role of Physical Activity on Advertising Effectiveness in a Mobile Fitness App

[Marketing - Sponsorship] [Physical Activity]

Room: Wilson

Beth Cianfrone, Georgia State University

Rebecca Ellis, Georgia State University

Examining the Impact of Game Characteristics on Alcohol-Related Stadium Ejections in College Football

[Facilities/Events - Operations] [College Sport]

Room: Oxford

Brian Menaker, Texas A&M University - Kingsville

Adam E. Barry, Texas A&M University

Steven M. Howell, Northern Illinois University

Translating institutional change around concussions: The processes of high school athletic associations

[Management - Organizational Change] [Youth Sport]

Room: Maroon Peak

Di Lu, University of Michigan

Kathryn Heinze (Advisor), University of Michigan

Emotional Display Requirements and Emotional Labor Strategies in Teaching and Coaching

[Management - Organizational Behavior] [School Sport]

Room: Torrey's Peak

Ye Hoon Lee, University of North Alabama

Packianathan Chelladurai (Advisor), Troy University

Chanbo Kang, University of North Alabama

10:35 AM – 10:55 AM (20-minute oral presentation (including questions))

Gendered Leadership Networks in the NCAA: A 2-Mode Analysis of Senior Woman Administrator and Athletic Director Networks

[Management - Leadership] [College Sport]

Room: Harvard

Matthew Katz, University of Massachusetts Amherst

Nefertiti Walker, University of Massachusetts Amherst

Lauren Hindman, University of Massachusetts Amherst

Branded for Success: Examining the Impact of Communal Brand Associations on Team Identity of a New Sport Brand

[Marketing - Branding] [Professional Sport]

Room: Princeton

Henry Wear, Deakin University

Bob Heere (Advisor), University of South Carolina

Dorothy Collins, University of South Carolina

Integrating Equity-Based Sustainability Initiatives into Sport Organization Sustainability Efforts: An Ecological Justice Perspective

[Socio-Cultural - Other] [Other]

Room: Yale

Melanie Sartore-Baldwin, East Carolina University

An Analysis of Concussion Legislation in the United States: Is Anyone Paying Attention?

[Law - Law] [Physical Activity]

Room: Columbia

Robin Ammon, University of South Dakota

Barbara Osborne, University of North Carolina

Amber Eichkorn, University of South Dakota

Exploring New Frameworks in Sponsorship Research: Rhetorical History, Subcultures and Institutional Theory

[Marketing - Sponsorship] [Other]

Room: Wilson

Norman O'Reilly, Ohio University

Bill Foster, University of Alberta

John Nadeau, Ohio University

Gashaw Abeza, Southern Methodist University

Eric MacIntosh, University of Ottawa

The Volunteer Experience in a Local Para-sport Event: An Ethnographic Approach

[Facilities/Events - Volunteers] [Disability Sport]

Room: Oxford

Erik L. Lachance, University of Ottawa

Milena Parent (Advisor), University of Ottawa

Reassessment of Risk in Active Sport Involvement

[Marketing - Consumer Behavior] [Amateur Sport]

Room: Maroon Peak

Ryan Kota, Florida State University

It Takes Two to Tango: Unlocking the Psychological Contract of Volunteer Coaches and Their Club

[Management - Organizational Behavior] [Community Sport]

Room: Torrey's Peak

Alanna Harman, St. John's University

Patti Millar, Niagara University

Shannon Kernin, Brock University

11:00 AM – 12:00 PM (60-minute symposium, roundtable, or workshop)

Getting Some Action: Building Sport Management Theory and Practice through Action Research

[Method - Qualitative] [Other]

Room: Harvard

Laura Misener, Western University

Laurence Chalip, University of Illinois

Marijke Taks, University of Ottawa

B. Christine Green, University of Illinois

Kyle Rich, Brock University

The Art and Science of Teaching: Translating Practice into Scholarship

[Teaching/Learning - Other] [Other]

Room: Princeton

Lynn L. Ridinger, Old Dominion University

Robin Hardin, The University of Tennessee

Angela Lumpkin, Texas Tech University

Marshall Magnusen, Baylor University

Rebecca Achen, Illinois State University

Symposium for Students Who Can't Write Good and Who Want to Learn How to Write Other Stuff Good Too: Understanding the Fundamentals of Writing for Different Academic Endeavors

[Teaching/Learning - Professional Development] [Other]

Room: Yale

Katherine Reifurth, University of South Carolina

Kayla Smith, University of Northern Colorado

Rethinking the Use of Feminist Theories in Sport Management Research and Teaching in the Age of Hillary

[Socio-Cultural - Other] [Other]

Room: Columbia

Annelies Knoppers, Utrecht University

Ellen Staurowsky, Drexel University

Brenda Riemer, Eastern Michigan University

2017 North American Society for Sport Management Conference (NASSM 2017)

Building Diversity Through Research, Service, Advising, and Teaching: A Workshop Sponsored by the NASSM Diversity Committee

[Teaching/Learning - Professional Development] [Other]

Room: Wilson

Kristy L. McCray, Otterbein University

Elizabeth Taylor, The University of Tennessee

Rhema Fuller, University of Memphis

Ready, Set, Engage: Teaching (and Reaching) Millennials

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Oxford

Emily Sparvero, The University of Texas at Austin

Randall Griffiths, University of the Incarnate Word

Joseph Mahan, Temple University

Jacob Tingle, Trinity University

Social Issues and Sponsorship: A New Chapter in Sport Management Research

[Marketing - Sponsorship] [Professional Sport]

Room: Maroon Peak

Windy Dees, University of Miami

Jonathan Jensen, University of North Carolina Chapel Hill

Bettina Cornwell, University of Oregon

Alicia Jessop, University of Miami

12:00 PM – 1:25 PM

Lunch (On your own)

NASSM Executive Change-over Meeting

Room: Mt Elbert A

1:30 PM – 1:50 PM (20-minute oral presentation (including questions))

Cultural Values and Gender Equity on National Olympic Committee Boards

[Management - Diversity] [Olympic Sport]

Room: Harvard

Na Young Ahn, Texas A&M University

George Cunningham (Advisor), Texas A&M University

Is There No Turning Back? Introducing Black Sheep Regret and Ancillary Effects of Post-Transgression Athlete Behavior

[Marketing - Consumer Behavior] [Other]

Room: Princeton

Sean Pradhan, University of Michigan

Dae Hee Kwak (Advisor), University of Michigan

Sean Laraway, San Jose State University

Health and Self-Motivational Factors as Predictors of Marathon Runners Environmentally Friendly Behaviors

[Marketing - Other] [Community Sport]

Room: Yale

Stavros Triantafyllidis, University of Florida

Kyriaki Kaplanidou (Advisor), University of Florida

An Ace in the Hole: Collaborative Governance and the Management of Disc Golf in the United States

[Governance/Policy - Governance] [Community Sport]

Room: Columbia

Mark DiDonato, Florida State University

The Effects of Identification on Loyalty Program Social and Psychological Benefits

[Marketing - Consumer Behavior] [Professional Sport]

Room: Wilson

Fernando A. Fleury, University of São Paulo

Thomas Brasbear Alejandro, University of Massachusetts Amherst

Giuliana Isabella, Insper - Education and Research Institute

Alcides Carlos de Araújo, University of São Paulo

The Wagering Market and NBA Television Ratings

[Finance/Economics - Economics] [Professional Sport]

Room: Oxford

Steven Salaga, Texas A&M University

Scott Tainsky, University of Illinois

Michael Mondello, University of South Florida

Home Advantage in the Winter Paralympic Games

[Management - Other] [Elite Sport]

Room: Maroon Peak

Darryl Wilson, Sheffield Hallam University

Girish Ramchandani, Sheffield Hallam University

Recruit Quality and Team Performance in NCAA Division I Men's Basketball

[Management - Organizational Capacity] [College Sport]

Room: Torrey's Peak

Jim Evans, The Ohio State University

Mark Beattie, The Ohio State University

Brian Turner (Advisor), The Ohio State University

1:55 PM – 2:15 PM (20-minute oral presentation (including questions))

Searching for a Voice. Women and Leadership Development in Sport Organizations

[Management - Leadership] [Professional Sport]

Room: Harvard

Stephen Frawley, University of Technology Sydney

Marissa Banu-Lawrence, University of Technology

The Impacts of Stigma in Athlete Endorsement Context: Focusing on Sport Consumers' Moral Reasoning Strategies

[Marketing - Consumer Behavior] [Professional Sport]

Room: Princeton

Soobum Jun, University of Michigan

Joon Sung Lee (Advisor), University of Florida

A Postcolonial Reading of Representations of Non-Western Leadership in Sport Management Studies

[Socio-Cultural - Other] [Other]

Room: Yale

Chen Chen, University of Alberta

Daniel S. Mason (Advisor), University of Alberta

The Fates of Former Major League Sports Facilities

[Governance/Policy - Policy] [Professional Sport]

Room: Columbia

Judith Long, University of Michigan

Building Fan Relationships: Measuring the Effectiveness of Using Loyalty Programs

[Marketing - Consumer Behavior] [Professional Sport]

Room: Wilson

Lisa Rufer, Virginia Commonwealth University

Brendan Dwyer (Advisor), Virginia Commonwealth University

Does a Novelty Effect Exist for Renovated Facilities? A Look at Division I-FBS College Football

[Finance/Economics - Economics] [College Sport]

Room: Oxford

Chad Seifried, Louisiana State University

Brian Soebbing, University of Alberta

Patrick Tutka, Niagara University

Facilitating Sport Participation Legacies from Olympic and Paralympic Games: The Case of Whistler Adaptive Sports and Vancouver 2010

[Sport Development - Sport Development] [Disability Sport]

Room: Maroon Peak

Tracey Dickson, University of Canberra

Simon Darcy, University of Technology Sydney

Concerned Students 2016: An Examination of the Views of Student-Athletes on Boycotts and Race Issues within Intercollegiate Athletics

[Management - Organizational Change] [College Sport]

Room: Torrey's Peak

Patrick Tutka, Niagara University

Dylan Williams, University of Alabama

Andrew Goldsmith, Kutztown University

1:55 PM – 3:10 PM (Poster Presentations)

Perception of Athletic Identity: A Case Study of Club Quidditch

[Socio-Cultural - Community] [Sport Clubs]

Room: Sopris

Jacob Augustin, University of Northern Colorado

Alex Traugott, University of Northern Colorado

Rammi Haqqaa, University of Northern Colorado

An Exploration of the Transition Experience among Korean Student-Athletes

[Socio-Cultural - Other] [School Sport]

Room: Sopris

Jinsu Byun, University of Georgia

Sun-Yong Kwon, Seoul National University

Sponsoring Women's Sport Leagues as a Cause: What Signal Does it Send?

[Socio-Cultural - Diversity] [Professional Sport]

Room: Sopris

Janet S. Fink, University of Massachusetts Amherst

E. Nicole Melton, University of Massachusetts Amherst

Soyoung Joo, University of Massachusetts Amherst

An Exploratory Study on the Environment of Development and Identity of Student-Athletes

[Socio-Cultural - Other] [College Sport]

Room: Sopris

Chad Gerber, The Ohio State University

Donna Pastore (Advisor), The Ohio State University

Research on the Relationship between the Socio-economic Development Level and Physical Activities of Chinese Residents

[Socio-Cultural - Diversity] [Physical Activity]

Room: Sopris

Xinhua Liu, China Institute of Sport Science

Chunlong Gan, Guizhou Institute of Sport Science

Qiang Feng, China Institute of Sport Science

Han Zhang, China Institute of Sport Science

Examining Ways Sport Organizations Attract Diverse Job Applicants: A Signaling Theory Perspective

[Socio-Cultural - Diversity] [Professional Sport]

Room: Sopris

Jeffrey D. MacCharles, University of Massachusetts Amherst

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

Nefertiti Walker (Advisor), University of Massachusetts Amherst

Studying Asian Sport Consumer Behaviors: A Conceptual Review on Cultural Differences

[Socio-Cultural - Diversity] [Other]

Room: Sopris

Sophia D. Min, University of Northern Iowa

Cecilia J. Zhang, Indiana University

Howon Jeong, Kyungpook National University

Roger R. Huang, ShangHai University of Sport

Do People in High-risk Occupations Seek High-risk Sports? An Ethnographic Approach to Explaining Participation in Skydiving

[Socio-Cultural - Work-Life] [Other]

Room: Sopris

Alyson Procopio, East Stroudsburg University

Minjung Kim (Advisor), East Stroudsburg University

Jaedeock Lee (Advisor), East Stroudsburg University

Understanding the Negotiation of Constraints amongst Female Triathletes

[Socio-Cultural - Diversity] [Other]

Room: Sopris

Melanie Sartore-Baldwin, East Carolina University

Amy Rundio, East Carolina University

Sport Media Portrayal of Professional Sport Wives: A Content Analysis

[Socio-Cultural - Family] [Professional Sport]

Room: Sopris

Hope Zeller, Indiana University

L. Julius Hanks II, Indiana University

Cassandra Coble (Advisor), Indiana University

Consumer Evaluations of a Youth Soccer Club: The Effects of Gender and Parents' Soccer Experience

[Sport Development - Sport Development] [Youth Sport]

Room: Sopris

Jeffrey R. Farr, University of Illinois

Wonock Chung, University of Illinois

Wonjun Choi, University of Illinois

Edward Horne, University of Illinois

B. Christine Green (Advisor), University of Illinois

Laurence Chalip (Advisor), University of Illinois

Implications of Motivation Among High School Student-Athletes

[Sport Development - Sport Development] [School Sport]

Room: Sopris

Michael Fraina, Farmingdale State College

Donna Pastore (Advisor), Ohio State University

Pens and Swords: A Sport and Literacy Program

[Sport Development - Sport Development] [Youth Sport]

Room: Sopris

Randall Griffiths, University of the Incarnate Word

Stephanie Grote-Garcia, University of the Incarnate Word

A Bifactor Analysis of Sport Literacy: Hands-on Knowledge and Context Knowledge

[Sport Development - Sport Development] [College Sport]

Room: Sopris

Kyungun Ryan Kim, University of Texas

Demonstration or Substitution: A Cross-Country Comparison of the Relationship between Sport Spectatorship and Physical Activity Participation

[Sport Development - Sport Development] [Physical Activity]

Room: Sopris

Luke Lunhua Mao, University of New Mexico

Examining Representations of Sport in Sport for Development: A Critical Discourse Analysis of the Language Used by Organizations to Communicate Sport and Physical Activities

[Sport for Development - Other] [Other]

Room: Sopris

Seungmin Kang, Louisiana State University
Per Svensson (Advisor), Louisiana State University

Inter-Group Interaction of Immigrants in Informal Sport

[Sport for Development - Other] [Immigrant Sport]

Room: Sopris

Yen-Chun Lin, National Taiwan Normal University

Bridging the Gap between Sport and Health: The Role of Sport for Development Programs

[Sport for Development - Other] [Community Sport]

Room: Sopris

Tiesha Martin, Virginia Commonwealth University

An investigation of constraints and facilitators to African American college females' recreational sport participation

[Sport for Development - Other] [College Sport]

Room: Sopris

Jacqueline McDowell, George Mason University

Enhancing Social Presence of Students in Online Sport Management Courses: A Qualitative Assessment of Techniques

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Sopris

Christopher Barnhill, Louisiana State University
Michael Martinez, Louisiana State University

Applying an Experiential Learning Model to Sport Management Internships

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Sopris

Chris Brown, Kennesaw State University
Jennifer Willett, Kennesaw State University
Bernie Goldfine, Kennesaw State University

A Critical Look at the Sports Management Blended Learning Program within the University of West Indies (UWI), St. Augustine Campus: Student & Teacher Perspectives

[Teaching/Learning - Learning] [Online Community]

Room: Sopris

Sherlan Cabralis, University of the West Indies at St. Augustine

The Good, the Bad, and the Ugly: Challenges of Experiential Learning in Sport Management Classes

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Sopris

Adam Cohen, University of Technology Sydney

Calvin Nite, University of North Texas

Kris Plunkett, Texas Tech University

Responding to Difficult Situations through a Teachable Moment

[Teaching/Learning - Teaching strategies/methods] [Other]

Room: Sopris

Mark Julien, Brock University

Craig Hyatt, Brock University

Examining Perceived Values of Sport Event Service Learning: A Longitudinal Assessment Exploring Gender Differences

[Teaching/Learning - Teaching strategies/methods] [Community Sport]

Room: Sopris

Christopher Kesbock, University of South Alabama

Mitchell Woltring, University of South Alabama

Brooke Forester, University of South Alabama

Exploring the Roles of Mentoring Relationships on Female Student-Athletes' Career Development

[Teaching/Learning - Mentoring] [College Sport]

Room: Sopris

Jim Park, Indiana University Bloomington

Jiyoung Park, University of Northern Colorado

Alan Morse (Advisor), University of Northern Colorado

A Foot in the Door: An Examination of Sport-Related Internship Job Announcements

[Teaching/Learning - Professional Development] [Other]

Room: Sopris

Liz Sattler, St. Ambrose University

An Empirical Investigation of Internship Employers' Satisfaction and Future Hiring Intention

[Teaching/Learning - Professional Development] [Other]

Room: Sopris

Taebo Yob, Southern Illinois University

Incheol Jang, Southern Illinois University Carbondale

Sarah Stipp, Southern Illinois University Carbondale

2017 North American Society for Sport Management Conference (NASSM 2017)

1:55 PM – 3:10 PM (Teaching & Learning Fair Presentations)

Carmel-by-the-Sea Consulting Activity

[Teaching & Learning Fair - Case Studies] [College Sport]

Room: Soprois

Nola Agha, University of San Francisco

Crisis Press Conference

[Teaching & Learning Fair - Role Playing] [Other]

Room: Soprois

Chris Amos, Liberty University

Use of WebEx to Teach An Online Sport Entrepreneurship Graduate Course

[Teaching & Learning Fair - Online Learning] [Other]

Room: Soprois

Robert Case, Old Dominion University

Bridging the Gap Between Coursework and Industry Application: An Academic and Olympic NGB Partnership

[Teaching & Learning Fair - Experiential/Service Learning] [Olympic Sport]

Room: Soprois

Colleen Colles, Metropolitan State University of Denver

Troy Morgan, Metropolitan State University of Denver

Nicole Furujiye, Metropolitan State University of Denver

Learning through Doing: Rawlings Market Research & Development

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Soprois

Meghan Essman, Maryville University

Foster 5-Step Experiential Learning Model for Internships

[Teaching & Learning Fair - Career Preparedness/Internships] [Other]

Room: Soprois

Susan Foster, St. Leo University

John Dollar, Northwestern State University

Psychophysiological Responses of Sport Consumers

[Teaching & Learning Fair - Other] [Other]

Room: Soprois

Minkyoo Lee, Indiana University

Paul M. Pedersen (Advisor), Indiana University

Decision Making with Monte Carlo Simulation by Using Excel

[Teaching & Learning Fair - Technology Integration] [Other]

Room: Sopris

Ju Young Lee, Indiana University

Paul M. Pedersen (Advisor), Indiana University

Kent State Day with the Cleveland Indians

[Teaching & Learning Fair - Experiential/Service Learning] [Professional Sport]

Room: Sopris

Mark Lyberger, Kent State University

Hyoung Yim, Kent State University

Theresa Walton-Fisette, Kent State University

Aaron Mulrooney, Kent State University

Race to the Jobs: Teaching about Privilege in Sports

[Teaching & Learning Fair - Other] [Other]

Room: Sopris

Kristy L. McCray, Otterbein University

Assessing and Integrating Vertical Learning in Sport Management Curricula

[Teaching & Learning Fair - Experiential/Service Learning] [Other]

Room: Sopris

Colleen McGlone, Coastal Carolina University

Donald Rockey, Coastal Carolina University

Using Blogs in Sport Finance Class

[Teaching & Learning Fair - Experiential/Service Learning] [Professional Sport]

Room: Sopris

John Miller, Troy University

The Budget Game: Putting Your Money Where Your Values Are

[Teaching & Learning Fair - Role Playing] [School Sport]

Room: Sopris

Joyce Olushola, Arkansas State University

Let's Build Something! Conducting a Feasibility Study

[Teaching & Learning Fair - Portfolios] [Other]

Room: Sopris

Jennifer A. Pecoraro, Georgia State University

Brenda G. Pitts (Advisor), Georgia State University

Special Olympics Photo Journal Assignment

[Teaching & Learning Fair - Experiential/Service Learning] [Disability Sport]

Room: Soprois

Andrew Pickett, University of South Dakota

How Videos of Actual Interns Working can Shape Unrealistic Expectations of Sport Management Students

[Teaching & Learning Fair - Career Preparedness/Internships] [College Sport]

Room: Soprois

Samuel Todd, Georgia Southern University

Marshall Magnusen, Baylor University

Sport Networks: Integrating Network Analysis into the Sport Management Curriculum

[Teaching & Learning Fair - Other] [Other]

Room: Soprois

Juba Yoon, Indiana University at Bloomington

Amy Kim (Advisor), Florida State University

Paul M. Pedersen (Advisor), Indiana University at Bloomington

2:20 PM – 2:40 PM (20-minute oral presentation (including questions))

Friends in Low Places: Examining the Social Network of Professional Sport Executives in the National Hockey League

[Management - Leadership] [Professional Sport]

Room: Harvard

Michael Naraine, University of Ottawa

Ashley Thompson, University of Ottawa

Jess Dixon (Advisor), University of Windsor

Todd Loughhead (Advisor), University of Windsor

Does Causal Reasoning Lead to Moral Reasoning?: Consumers' Responses toward Scandalized Athletes

[Marketing - Consumer Behavior] [Professional Sport]

Room: Princeton

Daehwan Kim, University of Florida

Yong Jae Ko (Advisor), University of Florida

Joon Sung Lee (Advisor), University of Florida

Stressing the Student Intern: Exploring Conflicts Between Student and Worker Roles of Sport Management Student Interns in the Sports Industry

[Socio-Cultural - Work-Life] [Professional Sport]

Room: Yale

Matthew G. Hawzen, Florida State University

Christopher McLeod, Florida State University

Joshua Newman (Advisor), Florida State University

Fighting for First Place or a Race to the Bottom? Policy Diffusion within Elite Youth Sport

[Governance/Policy - Policy] [Youth Sport]

Room: Columbia

Natalie Marcotte, University of Ottawa

Milena Parent (Advisor), University of Ottawa and Norwegian School of Sport Sciences

The Role of Relationship Benefits in Determining the Value of Fan Relationship with International Sports Teams

[Marketing - Consumer Behavior] [Professional Sport]

Room: Wilson

Yiran Su, Temple University

Thilo Kunkel (Advisor), Temple University

Head Coach Gender and Player Performance in NCAA Softball

[Finance/Economics - Economics] [College Sport]

Room: Oxford

Lindsey Darwin, University of Florida

David Berri, Southern Utah University

The 2016 Rio Olympic Games and the Happiness of Brazilian Residents

[Facilities/Events - Other] [Olympic Sport]

Room: Maroon Peak

Marijke Taks, University of Ottawa

Claudio Rocha, University of Sao Paulo

How the Perception of Athletic Academic Advisers Affect the Overall College Experience of Freshmen Student-Athletes

[Management - Other] [College Sport]

Room: Torrey's Peak

Marcella Otto, Louisiana State University

Michael Martinez (Advisor), Louisiana State University

Christopher Barnhill (Advisor), Louisiana State University

2:40 PM – 3:10 PM

Coffee/Refreshment Break presented by University of Colorado, Colorado Springs

Room: Colorado Foyer

3:10 PM – 3:30 PM (20-minute oral presentation (including questions))

Choosing Between Work and Family: Insights into the Antecedents of the Work-Family Decision Making Process

[Management - Work-Life] [College Sport]

Room: Harvard

Jeffrey Grabam, The University of Tennessee
Allison Smith, The University of Tennessee

Examining the Efficacy of Virtual Golf Simulators on Improving Self-Efficacy and Motivation

[Marketing - Motivation] [Amateur Sport]

Room: Princeton

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

Sport Spectatorship and Life Satisfaction: A Multi-City Investigation

[Marketing - Consumer Behavior] [Elite Sport]

Room: Yale

Yubei Inoue, University of Minnesota
Mikibiro Sato, James Madison University
Kevin Filo, Griffith University
James Du, Florida State University
Daniel Funk, Temple University

Self-Congruence in Professional Sports: Exploring Congruity between the Personalities of Sports Fans and Their Favorite Teams

[Marketing - Consumer Behavior] [Professional Sport]

Room: Columbia

Brittani Sabm, University of Florida

The Role of Optimal Distinctiveness in Licensed Merchandise Choice

[Marketing - Consumer Behavior] [Professional Sport]

Room: Wilson

Mi Ae Lee, Temple University
Daniel Funk (Advisor), Temple University

Using Quantile Regression to Examine Pay and Performance on Advanced Metrics in Major League Soccer

[Finance/Economics - Economics] [Professional Sport]

Room: Oxford

Clinton Warren, Illinois State University

The Sport Development Cube: An Emerging Sport Development Framework

[Sport Development - Sport Development] [Other]

Room: Maroon Peak

Popi Sotiriadou, Griffith University
David Shilbury, Deakin University

Exploring Partnerships in Sport Event Delivery

[Management - Organizational Behavior] [Community Sport]

Room: Torrey's Peak

Ran Zhou, University of Florida
Becca Leopkey (Advisor), University of Georgia
Changwook Kim, University of Florida
Haozhou Pu, Florida State University
Kyriaki Kaplanidou (Advisor), University of Florida
Walker Ross, University of South Carolina

3:35 PM – 3:55 PM (20-minute oral presentation (including questions))

The 'Psychological' Contract of Employment: A Case Study within English Professional Rugby Union

[Management - HRM] [Elite Sport]

Room: Harvard

Mike Rayner, University of Portsmouth

Beyond Spectator Sports: Scale Development and Validation for Mediated Sports Consumption

[Marketing - Motivation] [Online Community]

Room: Princeton

Min Jung Kim, University of New Mexico
Luke Lumbua Mao (Advisor), University of New Mexico

Individual Forces of Physical Activity Involvement: A Two-Year Study

[Marketing - Consumer Behavior] [Physical Activity]

Room: Yale

Mikibiro Sato, James Madison University
Jeremy Jordan, Temple University

Investigating the Influence of Media Headlines on Fan Behavior

[Marketing - Consumer Behavior] [College Sport]

Room: Columbia

Cody T. Havard, University of Memphis
Patrick Ferrucci, University of Colorado Boulder
Timothy D. Ryan, The University of Memphis

The Influence of Technological Interacting and Media Sociability on Sport Consumer Value Co-Creation

[Marketing - Consumer Behavior] [Other]

Room: Wilson

DaeEun Kim, Mississippi State University
Younghan Lee, Mississippi State University
Mihyang Kim, SoonChunHyang University
So Youn Lim, University of Central Missouri

The Commercial Value of Amateurism: An Examination of the Procompetitive Presumption by Measuring Consumer Interest in NCAA Football

[Finance/Economics - Economics] [College Sport]

Room: Oxford

Thomas Baker III, University of Georgia
Nicholas Watanabe, University of Mississippi

Facilitating the Transition to Life After Sport through the Lens of Social Cognitive Career Theory Model of Career Self-Management: Are Student-Athletes Less Prepared than Their Non-Athletic Peers?

[Sport Development - Sport Development] [College Sport]

Room: Maroon Peak

Elodie Wendling, University of Florida
Michael Sagas (Advisor), University of Florida

The Sport Organization's Path to Identified Employees: An Examination of Organizational Antecedents of Sport Employee Identification (SEI)

[Management - Organizational Behavior] [College Sport]

Room: Torrey's Peak

Brent Oja, University of Northern Colorado
Rammi Hazzaa, University of Northern Colorado

4:00 PM – 4:20 PM (20-minute oral presentation (including questions))

Career Motivation within NCAA: A Study on Division II Administrators' Motivation to Advance to Division I Athletics

[Management - HRM] [College Sport]

Room: Harvard

Sean Harris, University of San Francisco
Katerina Peterson, University of San Francisco
Kelsey Sampson, University of San Francisco
Taylor Sundstrom, University of San Francisco
Nola Agha, University of San Francisco

Spectator Motivations in eSports from Three Different Segmentation Approaches: The Level of Addiction, Passion, and Fan Identification

[Marketing - Motivation] [Other]

Room: Princeton

Chulhwan Choi, University of Louisville
Sin-Wook Yoo, University of Louisville
T. Christopher Greenwell, University of Louisville

Don't Tell Me What To Do! An Examination of Consumer Reactance to Daily Fantasy Sport Regulatory Restrictions

[Marketing - Consumer Behavior] [Professional Sport]

Room: Yale

Stephen Shapiro, Old Dominion University
Brendan Dwyer, Virginia Commonwealth University
Joris Drayer, Temple University

Exploring Attributes of Virtual Advertising in Sport Events: Its Impact on Consumers' Attitudes toward Advertising and Brands

[Marketing - Other] [Professional Sport]

Room: Columbia

Hyeon Gil Jang, University of Florida
Song Hyun Cho (Advisor), Pusan National University
Yong Jae Ko (Advisor), University of Florida
Na Young Choo, Pusan National University
Gwi Lyun An, Pusan National University

An Empirical Examination of Fan Value Co-Creation through SNS and its Consequences

[Marketing - Consumer Behavior] [Sport Clubs]

Room: Wilson

Thiago Santos, Universidade de Lisboa
Abel Correia (Advisor), University of Lisbon
Rui Biscaia (Advisor), Coventry University
Tiago Ribeiro, University of Lisbon

Beyond Economic Impact: The Psychic Income Received by a College Town Community from Intercollegiate Athletics

[Governance/Policy - Governance] [College Sport]

Room: Oxford

Lea Zagorin, University of North Carolina at Chapel Hill
Erienne Weight (Advisor), The University of North Carolina at Chapel Hill
Nels Popp (Advisor), The University of North Carolina at Chapel Hill

The Effectiveness of Advertising Embedded in Televised Sport Programming: Re-examining Program-Induced Emotions Effect and Program-Ad Matching Effect through Physiological Approaches

[Student Research Competition Finalist]

Room: Maroon Peak

Minkyoo Lee, Indiana University

Paul M. Pederson (Advisor), Indiana University

A Longitudinal Multiple-Case Study of Attention-Based Sensemaking in Public Recreation

[Management - Organizational Change] [Community Sport]

Room: Torrey's Peak

Florian Hemme, The University of Texas at Austin

Matthew T. Bowers (Advisor), The University of Texas at Austin

Janice S. Todd (Advisor), The University of Texas at Austin

4:25 PM – 4:45 PM (20-minute oral presentation (including questions))

Employee's Perceived Service Quality and Turnover: The Influence of Managerial Practices and Job-Related Characteristics

[Management - HRM] [Physical Activity]

Room: Harvard

Michael Martinez, Louisiana State University

Christopher Barnhill, Louisiana State University

Allison Mosso, Louisiana State University

Fantasy Empowerment: Introducing the Motivation Scale for Female Fantasy Football Participation (MSFFFP)

[Marketing - Motivation] [Online Community]

Room: Princeton

Joshua Lupinek, University of Alaska Fairbanks

Rebecca Achen, Illinois State University

Daily Grind: A Comparison of Causality Orientations, Emotions, and Fantasy Sport Participation

[Marketing - Consumer Behavior] [Professional Sport]

Room: Yale

Brendan Dwyer, Virginia Commonwealth University

James Weiner, University of Louisville

eSport vs. Sport: A Comparison of Consumer Motives

[Marketing - Consumer Behavior] [Other]

Room: Columbia

Anthony Pizzo, Temple University

Daniel Funk (Advisor), Temple University

The Effectiveness of Fit between an Athlete Celebrity and a Non-Sport Product: The Moderating Role of Product Involvement and Mediating Role of Attachments to Human Brands

[Marketing - Consumer Behavior] [Other]

Room: Wilson

Jakeun Koo, Texas Southern University

Soyoung Joo, University of Massachusetts Amherst

Athlete Representation in the Governance of Intercollegiate Sport

[Governance/Policy - Governance] [College Sport]

Room: Oxford

Lisa Kihl, University of Minnesota

Vicki Schull, Minnesota State University, Mankato

Caroline Heffernan, University of Minnesota

Can Sport and Physical Activity Participation Be Utilized as an Intervention to Mitigate the Negative Effects of Poverty on Brain Function?

[Sport Development - Sport Development] [Youth Sport]

Room: Maroon Peak

Jesse Mala, University of Connecticut

Jennifer McGarry (Advisor), University of Connecticut

6:15 PM – 7:00 PM

Founders' Night Cocktail Reception

Room: Colorado Foyer

7:00 PM – 9:00 PM

Founders' Night Awards Dinner & Celebration

Room: Colorado Ballroom