Thursday May 28, 2020, 1:05 PM - 1:25 PM
Room: 8
Presentation Type: 20-minute oral presentation (including questions)
**Examining USA Gymnastics Presidents' Responses to a Sexual Abuse Scandal: A Crisis Communication Perspective**
Andrea N. Geurin, Loughborough University London
Erin L. McNary, University of Miami

Thursday May 28, 2020, 1:30 PM - 1:50 PM
Room: 8
Presentation Type: 20-minute oral presentation (including questions)
**An Examination of Athlete Abuse Prevention and Whistleblowing in Olympic Sport Organizations**
Brianna Newland, New York University
Andrea Geurin, Loughborough University

Thursday May 28, 2020, 1:55 PM - 2:15 PM
Room: 8
Presentation Type: 20-minute oral presentation (including questions)
**Vulnerability to Occupational Fraud in Community Sport Organizations**
Pamela Wicker, Bielefeld University
Graham Cuskelly, Griffith University
Lisa A. Kihl, University of Minnesota
Katie E. Misener, University of Waterloo

Friday May 29, 2020, 3:15 PM - 3:35 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
**Resting Healthy Players and Tanking in the NBA**
Hua Gong, University of South Carolina
Nicholas Watanabe (Advisor), University of South Carolina
Brian Soebbing (Advisor), University of Alberta
Matt Brown (Advisor), University of South Carolina

Friday May 29, 2020, 3:40 PM - 4:00 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
**Salary Discrimination among Superstars: An Evidence from Major League Soccer**
Hoyoon Jung, University of Northern Colorado
Yoon Tae Sung (Advisor), University of Northern Colorado

Friday May 29, 2020, 4:05 PM - 4:25 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
**To Sign or Not to Sign: Quantifying the Financial Opportunity Costs of Major League Draftees**
William J. Travis, Texas Tech University
Colten R. Castleberry, Texas Tech University
N. David Pifer (Advisor), Texas Tech University
Christopher M. McLeod (Advisor), Texas Tech University

Friday May 29, 2020, 4:30 PM - 4:50 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
**A Data-Driven Approach to NCAA Scholarships Distribution Limits**
Kate Kantor
Enabling Serendipity in Big Qual Sport Management Research
Orland Hoeber, University of Regina
Larena Hoeber, University of Regina
Katie Sveinson, Temple University

Viewing Donor Behavior Through the Lens of Inductive Reasoning Theory: A “Big Data” Approach
Jonathan A. Jensen, University of North Carolina at Chapel Hill
Liz Wanless, Ohio University
Kaya Hedt, University of North Carolina at Chapel Hill
Emily Wayland, University of North Carolina at Chapel Hill

Gender and Emotional Branding in Sport
Katie M. Brown, Texas Tech University
Andrew C. Pickett, University of South Dakota

Nation-Branding through Sport: The Soft Power Strategy of Nations Sponsoring Football Clubs
Gashaw Gérard, Towson University
Jessica Braunstein-Minkove, Towson University
Norm O’Reilly, University of Guelph

Who Has a Logo? A Content Analysis on the Prevalence of Professional Athletes Personal Logo
Zack Pedersen, Indiana University
Jin Park, Indiana University
Antonio Williams (Advisor), Indiana University

Self-branding through NFL Team Fanship: Fans’ Desired Self-Image and Its Implications for Branding Practices
Jerred Junqi Wang, University of West Georgia
Exploring the Unique Brand Associations Linked to Women’s Professional Sport Teams
Jason Doyle, Griffith University
Thilo Kunkel, Temple University
Sarah Jane Kelly, The University of Queensland
Kevin Filo, Griffith University
Graham Cuskelly, Griffith University

Friday May 29, 2020, 1:20 PM - 1:40 PM
Session: Branding/Emotion
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

“There’s No Crying in Baseball”: The Moderating Effect of Gender on Athlete Emotional Behavior and Brand Authenticity
Bo Yu, Texas A&M University
Gregg Bennett (Advisor), Texas A&M University
Hyun-Woo Lee (Advisor), Texas A&M University
Natasha Brison (Advisor), Texas A&M University

Friday May 29, 2020, 1:45 PM - 2:05 PM
Session: Branding/Emotion
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Career Identity Formation in the Transition to Life after College Sport: An Assessment of Career Identity Status and Psychosocial Functioning
Elodie Wendling, Georgia State University
Michael Sagas, University of Florida

Friday May 29, 2020, 8:00 AM - 8:20 AM
Session: Career Development
Room: 8
Presentation Type: 20-minute oral presentation (including questions)

Leveraging Human and Social Capital to Transition Out of Sport and into Collegiate Athletic Coaching and Administration
Allison Smith, University of New Mexico
Tiesha Martin, Radford University
Fred Williams, University of New Mexico
Jeongwon Choi, University of New Mexico

Friday May 29, 2020, 8:25 AM - 8:45 AM
Session: Career Development
Room: 8
Presentation Type: 20-minute oral presentation (including questions)

Are We Creating Sport Management Programs that Support Female Students?
Laura Burton, University of Connecticut
Danielle DeRosa, University of Connecticut

Saturday May 30, 2020, 10:25 AM - 10:45 AM
Session: Career Preparation
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

Who Teaches the Teachers? An Exploratory Study of Pedagogy in North American Sport Management Doctoral Programs
Andre Andrijiw,
Craig Hyatt, Brock University
Mark Julien, Brock University

Saturday May 30, 2020, 10:50 AM - 11:10 AM
Session: Career Preparation
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

Sabbatical Abroad: Suggestions and Considerations
Carrie LeCrom, Virginia Commonwealth University
Steve Howell, Northern Illinois University

Saturday May 30, 2020, 11:15 AM - 11:35 AM
Session: Career Preparation
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

Proposing an Integrative Model of Entry-Level Career Readiness in Sport Management
Emily Plunkett, University of Florida
Michael Sagas (Advisor), University of Florida

Saturday May 30, 2020, 11:40 AM - 12:00 PM
Session: Career Preparation
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

R3Grouping – Establishing an Empowering Environment for Female Students In Sport Management
Sarah Tackett, University of Kansas
Dominique Kropp, University of Kansas
Forre Zook, University of Kansas
Jordan Bass (Advisor), University of Kansas

Friday May 29, 2020, 3:15 PM - 3:35 PM
Session: Community
Room: 7
Presentation Type: 20-minute oral presentation (including questions)

The Peoples’ Team: A Critical Analysis of NBA City Edition Jerseys
Sayvon Foster, Texas A&M University
John Singer (Advisor), Texas A&M University

Friday May 29, 2020, 3:40 PM - 4:00 PM
Session: Community
Room: 7
Presentation Type: 20-minute oral presentation (including questions)

Expressions of Civic Identity in Relation to a Suburban Stadium District
Timothy Kellison, Georgia State University

Friday May 29, 2020, 4:05 PM - 4:25 PM
Session: Community
Room: 7
Presentation Type: 20-minute oral presentation (including questions)

A Critical Examination of Women with Acquired Physical [dis]abilities: Reclaiming a Sense of Community Belonging through Physically Active Leisure
Katherine Gatt, Brock University
Dawn Trussell (Advisor), Brock University

Friday May 29, 2020, 4:30 PM - 4:50 PM
Session: Community
Room: 7
Presentation Type: 20-minute oral presentation (including questions)

To Live a Better Life: A Sense of Community and Psychological Well-being in the USTA Community Tennis Programs
Amy Chan Hyung Kim, Florida State University
James Du, Florida State University
Jeffrey James, Florida State University

Thursday May 28, 2020, 8:05 AM - 8:15 AM  
Session: Consumer Behavior I  
Room: 8  
Presentation Type: 10-minute lightning talk (including questions)  
**The Influence of Social Network Structure on Sport Participation and Consumption: A Case of Chinese Amateur Tennis Club**  
Hui Du, University of Georgia  
Thomas Baker (Advisor), University of Georgia  
Matthew Katz (Advisor), University of Massachusetts Amherst

Thursday May 28, 2020, 8:17 AM - 8:27 AM  
Session: Consumer Behavior I  
Room: 8  
Presentation Type: 10-minute lightning talk (including questions)  
**Sport Fan's Team Switching Behavior in the Case of CORSng**  
Ho Yeo Yu, University of Houston  
Don Lee (Advisor), University of Houston  
Michael Cottingham (Advisor), University of Houston

Thursday May 28, 2020, 8:29 AM - 8:39 AM  
Session: Consumer Behavior I  
Room: 8  
Presentation Type: 10-minute lightning talk (including questions)  
**Secondary Advertising Effects: A New Perspective on Giveaway Items**  
Akira Asada, Texas Tech University  
Akiko Arai, Tokyo University of Science

Thursday May 28, 2020, 8:41 AM - 8:51 AM  
Session: Consumer Behavior I  
Room: 8  
Presentation Type: 10-minute lightning talk (including questions)  
**An Analysis of Sport Management Student Perceptions of Online and Traditional Learning Experiences**  
Robert Baker, George Mason University  
Christopher Atwater, Troy University  
Craig Esherick, George Mason University

Friday May 29, 2020, 8:00 AM - 8:20 AM  
Session: Consumer Behavior II  
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)  
**Psychological Commitment to Pickleball: An Examination Based on Age and Competitive Involvement**  
Jonathan Casper, North Carolina State University  
JungHawn Jeon, The University of North Carolina at Greensboro

Friday May 29, 2020, 8:25 AM - 8:45 AM  
Session: Consumer Behavior II  
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)  
**A Study on Female Sport Participants' Subjectivity: The Investigation of Consumer Types towards Sport Brands' Online Advertisements using the Q-Methodology**  
Yoonki Chun, Kyung Hee University
2020 North American Society for Sport Management Conference (NASSM 2020)

Ji-Hae Lee, Kyung Hee University
Hye-Kyoung Cho, Kyung Hee University
Jeong-Hak Lee (Advisor), Kyung Hee University

Friday May 29, 2020, 8:50 AM - 9:10 AM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Creating Constraint Personas to Differentiate Road Race Participants
Greg Greenhalgh, Virginia Commonwealth University
Carrie LeCrom, Virginia Commonwealth University
Brendan Dwyer, Virginia Commonwealth University
Chad Goebert, Virginia Commonwealth University
Jennifer Gellock, University of North Alabama

Friday May 29, 2020, 11:40 AM - 12:00 PM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Experiencing Together: The Effects of Sharing Experience on the Sports Spectators' Hope
Namkyeong Jang, Seoul National University
Yukyoum Kim (Advisor), Seoul National University

Thursday May 28, 2020, 1:05 PM - 1:25 PM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Us vs. Them: Exploring the Relative Effectiveness of Shared Emotion, Prejudice, and Entitativity on Sport Consumer Behavior
Jihyeon Oh, Seoul National University
Yukyoum Kim (Advisor), Seoul National University

Thursday May 28, 2020, 1:30 PM - 1:50 PM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Shared Joy is Doubled Joy? Does Stadium Atmosphere Influence the Emotional Experience of Media Consumers and the Attractiveness of Sport Broadcasts?
Anton Behrens, German Sport University Cologne
Sebastian Uhrich, German Sport University Cologne

Thursday May 28, 2020, 1:55 PM - 2:15 PM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Exploring the Sequential Processes of Spectators' Emotional Experiences: The Comparison Between Real-Time and Anticipated Team Performance
Gyujik Han, University of Minnesota
Yonghwan Chang (Advisor), University of Minnesota

Thursday May 28, 2020, 3:35 PM - 3:55 PM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Can't Avoid The Bad Calls? Impact of Post-Match Interview Message Type on the Emotional Fluctuation
Jinwoo Ahn, University of Florida
2020 North American Society for Sport Management Conference (NASSM 2020)

Joon Sung Lee (Advisor), University of Florida

Thursday May 28, 2020, 4:00 PM - 4:20 PM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

Do Three Wrongs Make a Right: Relative Influence of Spectator Dysfunctional Behaviors on Spectator Enjoyment
Zack Pedersen, Indiana University
Antonio Williams (Advisor), Indiana University
Kevin Byon (Advisor), Indiana University

Thursday May 28, 2020, 4:25 PM - 4:45 PM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

The Effect of Background Music in Sports Advertisements on Emotional Arousal, Attention, and Purchase Intention
Jun-Phil Uhm, Texas A&M University
Hyun-Woo Lee (Advisor), Texas A&M University
Jin-Wook Han (Advisor), KyungHee University

Saturday May 30, 2020, 1:05 PM - 1:25 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

A Study of NHL Fandom Formation in Red Deer, Alberta
Blair Cipywnyk, Brock University
Craig Hyatt, Brock University

Saturday May 30, 2020, 1:30 PM - 1:50 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

A New Player in Town: Fan Consumption Behavior Factors within a Recently-Competitive Market
Mark Slavich, Grand View University
Gregg Rich, Georgia Southern University
Dylan Williams, University of Alabama

Saturday May 30, 2020, 1:55 PM - 2:15 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

An Egocentric Network Analysis of WNBA Fans: Examining IsoFans and Social Fans
Matthew Katz, University of Massachusetts Amherst
Aaron Mansfield, University of Massachusetts Amherst
Nicole Melton, University of Massachusetts Amherst

Saturday May 30, 2020, 2:20 PM - 2:40 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

Understanding Viewers’ Interactivity and Intentions to Watch Thursday Night Football on Twitch: The Mediating Roles of Co-Creation Experience and Involvement
Tyreal Yizhou Qian, Louisiana State University
Yiran Su, University of Georgia
John Hulland, University of Georgia
Chad Seifried, Louisiana State University

Thursday May 28, 2020, 11:05 AM - 11:25 AM
Session: Consumer Behavior/Tourism
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

**What Drives Sport Tourists' Positive Word-of-Mouth?**
Yunduk Jeong, University of Georgia
Euisoo Kim, University of Georgia
James J. Zhang (Advisor), University of Georgia

Thursday May 28, 2020, 11:30 AM - 11:50 AM
Session: Consumer Behavior/Tourism
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

**An Analysis of Price Bundling and Framing: The Impact of Discount and Availability Messaging Among Traveling Sport Consumers**
Misun Won, University of South Carolina
Stephen Shapiro (Advisor), University of South Carolina

Saturday May 30, 2020, 1:05 PM - 1:25 PM
Session: Corporate Social Responsibility
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

**French First Football League Clubs and CSR Communication: Talk the Talk, Walk the Walk?**
Jens Blumroth, Rennes School of Business

Saturday May 30, 2020, 1:30 PM - 1:50 PM
Session: Corporate Social Responsibility
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

**Examining the Brand Architecture of a Sport-Related Corporate Social Responsibility Initiative**
Terry Eddy, University of Windsor
Sarah Gee, University of Windsor
Patti Millar, University of Windsor
Zachary Evans, University of Windsor
Marika Warner, MLSE LaunchPad

Saturday May 30, 2020, 1:55 PM - 2:15 PM
Session: Corporate Social Responsibility
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

**Examining the Role of CSR on Employee Attitudes in Sport and Recreation Organizations**
Rammi N. Hazzaa, University of Saint Joseph
Brent D. Oja (Advisor), University of Northern Colorado

Saturday May 30, 2020, 2:20 PM - 2:40 PM
Session: Corporate Social Responsibility
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

**Authentic CSR in Professional Sport Organizations: Examining its Antecedents and Outcomes**
Yoseph Mamo, Tennessee State University
Kwame Agyemang, The Ohio State University
Damon Andrew, Florida State University

Thursday May 28, 2020, 8:05 AM - 8:15 AM
Session: Corporate Social Responsibility/Youth Sport
Room: 7
Presentation Type: 10-minute lightning talk (including questions)

**Red or Blue: How Political Affiliation of Sport Fans Relates to Sustainability Attitudes and Behaviors**
Danielle Smith, North Carolina State University
Jonathan Casper (Advisor), North Carolina State University
Brian McCullough (Advisor), Seattle University

Thursday May 28, 2020, 8:17 AM - 8:27 AM  
Session: Corporate Social Responsibility/Youth Sport  
Presentation Type: 10-minute lightning talk (including questions)

**Serving Beer at College Football Games: CSR and Fan Behaviors**
Lamar Reams, Old Dominion University

Thursday May 28, 2020, 8:29 AM - 8:39 AM  
Session: Corporate Social Responsibility/Youth Sport  
Presentation Type: 10-minute lightning talk (including questions)

**To Specialize or Not to Specialize: Perspectives from Parents and Coaches**
Shea Brgoch, The Ohio State University  
Ashley Ryder, The Ohio State University  
Obidiah Atkinson, The Ohio State University  
Christin Zwolski, The Ohio State University  
Leeann Lower-Hoppe (Advisor), The Ohio State University

Thursday May 28, 2020, 8:41 AM - 8:51 AM  
Session: Corporate Social Responsibility/Youth Sport  
Presentation Type: 10-minute lightning talk (including questions)

**The Invisible Hand: The Role of Context in Shaping the Environment of an SBYD Program**
Nneka Arinze, University of Connecticut  
Jennifer McGarry (Advisor), University of Connecticut

Thursday May 28, 2020, 11:05 AM - 11:25 AM  
Session: Critical Theory  
Presentation Type: 20-minute oral presentation (including questions)

**Critical Social Science in Sport Management Research: A Scoping Review**
Kerri Bodin, University of Ottawa  
Georgia Teare, University of Ottawa  
Marijke Taks (Advisor), University of Ottawa

Thursday May 28, 2020, 11:30 AM - 11:50 AM  
Session: Critical Theory  
Presentation Type: 20-minute oral presentation (including questions)

**A Subversive Functionalist Approach to Managing (for) Diversity**
Lourdes Turconi, University of Otago

Thursday May 28, 2020, 8:05 AM - 8:15 AM  
Session: Diversity  
Presentation Type: 10-minute lightning talk (including questions)

**Beyond Bathrooms: Cultures of LGBTQ+ Inclusion in NCAA D-I Athletic Departments**
Anna Baeth, Athlete Ally / University of Minnesota

Thursday May 28, 2020, 8:17 AM - 8:27 AM  
Session: Diversity  
Presentation Type: 10-minute lightning talk (including questions)

**Being Female AND: Using Intersectionality Theory to Explore the Experiences of Female Sport Coaches**
Rebecca Varney, Arizona State University
Major Parasport Games Impact: A Legacy of Recognition?
Adam Purdy, Western University
Laura Misener (Advisor), Western University

Older Adults’ Sport Preferences and Participation
Guangzhou Chen, University of Illinois at Urbana-Champaign
Toni Liechty, University of Illinois at Urbana-Champaign
Jen Wong, The Ohio State University
Barbara Hodgson, The Ohio State University
Stephanie West, Appalachian State University
Julie Son, University of Idaho
Megan Janke, East Carolina University
Jill Naar, Appalachian State University
Jon Wely Peachey (Advisor), University of Illinois at Urbana-Champaign

The Emergence of Diversity and Inclusion Officers in Intercollegiate Athletic Departments: A Conceptual Model
Ajhanai Newton, University of Connecticut
Laura Burton (Advisor), University of Connecticut

Statements vs. Reality: Examining Racial Diversity within Division I College Athletics
Carter Rockhill, The Ohio State University
Jonathan Hoave, The Ohio State University
Kwame J.A. Agyemang (Advisor), The Ohio State University

Covering all their Bases: An Investigation into Identity Covering in the Sport Workplace
Jeffrey D. MacCharles, University of Massachusetts Amherst
E. Nicole Melton (Advisor), University of Massachusetts Amherst

Impact of Ethnic/Cultural Diversity on Team Performance in Major League Baseball
Hojun Sung, Seoul National University
Joon Ho Kang (Advisor), Seoul National University

Teaching or Recruiting: Unraveling the Roles of the College Coach
David Berri, Southern Utah University
Chris Croft, Southern Mississippi University
Mike Mondello, University of South Florida

Thursday May 28, 2020, 1:30 PM - 1:50 PM  Session: Economics I
Room: 7  Presentation Type: 20-minute oral presentation (including questions)
Is Shared Team Experience Really Team-Specific? Some Evidence from International Soccer Teams
Bill Gerrard, University of Leeds
Maurizio Massaro, Ca' Foscari, University of Venice
Francesca Dal Mas, University of Lincoln
Nick Bontis, McMaster University

Thursday May 28, 2020, 1:55 PM - 2:15 PM  Session: Economics I
Room: 7  Presentation Type: 20-minute oral presentation (including questions)
Decided Wagers and Television Viewership Loss
Steven Salaga, University of Georgia

Thursday May 28, 2020, 3:35 PM - 3:55 PM  Session: Economics II
Room: 7  Presentation Type: 20-minute oral presentation (including questions)
The Relationship between the Different Dimensions of Competitive Balance: Evidence from European Soccer
Bill Gerrard, University of Leeds
Morten Kringstad, NTNU Business School

Thursday May 28, 2020, 4:00 PM - 4:20 PM  Session: Economics II
Room: 7  Presentation Type: 20-minute oral presentation (including questions)
Peculiarities That Position Sport Management
Brian Mills, University of Texas

Friday May 29, 2020, 8:00 AM - 8:20 AM  Session: Entrepreneurship
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
Sport Mega Events as Drivers of Entrepreneurial Capacity in Developing vs. Developed Nations
Ted Hayduk, New York University

Friday May 29, 2020, 8:25 AM - 8:45 AM  Session: Entrepreneurship
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
Institutional Entrepreneurs and the Destruction of Old Organization: A Case Study of Chinese Soccer Reform
Hongxin Li, University of North Texas
John Nauright, Lock Haven University
Yunchao Bai, Beijing Sport University
Calvin Nite (Advisor), University of North Texas

Friday May 29, 2020, 8:50 AM - 9:10 AM  Session: Entrepreneurship
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
Athletes' Second Career as Entrepreneurs
Antti Kauppinen, Royal Melbourne Institute of Technology
Thursday May 28, 2020, 9:00 AM - 9:20 AM  
Session: eSport I  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**Boundary-Straddling Brand Extensions: A Network Analysis of the National Basketball Association’s 2K League Sponsors**  
Heather Kennedy, Temple University  
Anthony Pizzo, Temple University, Japan Campus  
Keshav Gupta, Temple University  
Daniel Funk (Advisor), Temple University

Thursday May 28, 2020, 11:05 AM - 11:25 AM  
Session: eSport II  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**eSports Viewership Analyses**  
Seomgyun Lee, University of Mississippi  
Sebastian Akash, University of Mississippi  
Taeyeon Ob (Advisor), University of Mississippi

Thursday May 28, 2020, 11:30 AM - 11:50 AM  
Session: eSport II  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**Institutional Entrepreneurship in Emerging Intercollegiate eSports: The Role of eSports Student-Players**  
Hanhan Xue, Florida State University  
Joshua Newman, Florida State University  
Graig Chow, Florida State University  
Jacob Ford, Florida State University

Thursday May 28, 2020, 1:05 PM - 1:25 PM  
Session: eSport III  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**Sensemaking of Novelty: The Integration of eSports**  
Anthony D. Pizzo, Temple University, Japan Campus  
Gareth J. Jones, Temple University  
Daniel C. Funk (Advisor), Temple University

Thursday May 28, 2020, 1:30 PM - 1:50 PM  
Session: eSport III  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**Consumer Evaluation of eSports Brand Extension**  
Shintaro Sato, Waseda University  
Youngmin Yoon, Eastern New Mexico University

Thursday May 28, 2020, 1:55 PM - 2:15 PM  
Session: eSport III  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**An Examination of Decision Making Factors in the College Sport Addition Process: A Case of Varsity eSports Programs**  
Sloane Milstein, Colorado Mesa University

Thursday May 28, 2020, 3:35 PM - 3:55 PM  
Session: eSport IV  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**(En)Coding Sport: Mapping Prosumption, Intermediality, and eSports’ Digital Schematics**  
Joshua Newman, Florida State University
Hanhan Xue, Florida State University  
Graig Chow, Florida State University  
Jacob Ford, Florida State University

Thursday May 28, 2020, 4:00 PM - 4:20 PM  
Session: eSport IV  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**Impacts of Perceived Value on Purchasing Virtual Sport Branded Merchandise**  
Sean Davis, University of Florida  
Yong Jae Ko (Advisor), University of Florida  
JeeWon Cheong, University of Florida

Thursday May 28, 2020, 4:25 PM - 4:45 PM  
Session: eSport IV  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**Sport Literacy: A Construct Explaining Sport-Themed eSport as a Way to Promote Sport Engagement**  
Jeeyoon Kim, Syracuse University  
Bong Gee Jang, Syracuse University

Friday May 29, 2020, 1:20 PM - 1:40 PM  
Session: eSport/Gender  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**An Experimental Examination of the Effects of Source Gender on Perceived Credibility of eSports Casters**  
Celine Charitat, Georgia State University  
Beth Cianfrone, Georgia State University

Friday May 29, 2020, 1:45 PM - 2:05 PM  
Session: eSport/Gender  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)  
**Gendering Assemblages in eSports Online Streaming: An Actor-Network Analysis of Online Media Technologies and Gender Practices**  
Xiaohan Lei, Florida State University  
Hanhan Xue (Advisor), Florida State University

Thursday May 28, 2020, 9:00 AM - 9:20 AM  
Session: Event Security  
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)  
**Defining the Community-Driven Approach to Sport Venue and Event Security**  
Brian Menaker, Texas A&M University - Kingsville  
Dale Sheptak, Baldwin Wallace University  
Justin Kurland, University of Southern Mississippi  
Derya Tekin, Istanbul Medeniyet University

Saturday May 30, 2020, 10:25 AM - 10:45 AM  
Session: Facilities/Events  
Room: 7  
Presentation Type: 20-minute oral presentation (including questions)  
**Bundling Urban Amenities and Building Strategic Capacity: The Case of the Columbus Arena District**  
Taryn Barry, University of Alberta
Daniel S. Mason (Advisor), University of Alberta

Saturday May 30, 2020, 10:50 AM - 11:10 AM Session: Facilities/Events
Room: 7 Presentation Type: 20-minute oral presentation (including questions)
A Mixed Method Approach to Understanding the Progressive Constraints of the Social Worlds within Indoor Climbing Gyms
Cory Kulczycki, University of Regina
Richard Buning, University of Queensland

Room: 7 Presentation Type: 20-minute oral presentation (including questions)
Gamified Messages and Intentions to Participate in Future Running Events
Inje Cho, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida

Saturday May 30, 2020, 11:40 AM - 12:00 PM Session: Facilities/Events
Room: 7 Presentation Type: 20-minute oral presentation (including questions)
Understanding the Role of Consecutive International Sport Events on Sport Participation: A Study with Different Age Segments
Ryuta Yoda, Coventry University
Rui Biscaia (Advisor), Coventry University
Benoit Senaux (Advisor), Coventry University
Ian Brittain (Advisor), Coventry University

Friday May 29, 2020, 3:15 PM - 3:35 PM Session: Gambling
Room: 6 Presentation Type: 20-minute oral presentation (including questions)
The Moderating Role of Technology Perceptions on the Relationship Between Sports Gambling Perceptions and Sports Gambling Behaviors
Ted Hayduk, New York University
Joris Drayer, Temple University
Brandon Brown, New York University

Friday May 29, 2020, 3:40 PM - 4:00 PM Session: Gambling
Room: 6 Presentation Type: 20-minute oral presentation (including questions)
Pricing and Efficiency in Daily Fantasy Sports: Major League Baseball
Rodney Paul, Syracuse University
Jeremy Losak, Syracuse University
Andrew Weinbach, Coastal Carolina University

Friday May 29, 2020, 4:05 PM - 4:25 PM Session: Gambling
Room: 6 Presentation Type: 20-minute oral presentation (including questions)
Examining Moral Jeopardy: Accepting Betting Industry Funding to Investigate Sport Gambling Behaviours
Sally Shaw, University of Otago
2020 North American Society for Sport Management Conference (NASSM 2020)

Sarah Leberman, Massey University
Maria Pearson, Eastern Institute of Technology

Friday May 29, 2020, 4:30 PM - 4:50 PM  
Session: Gambling  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)  
Extending Sports Wagering Studies Outside of the NCAA Student-Athlete Population: High School Student-Athletes Gambling and Sport Wagering Behaviors  
Robert Mathner, Troy University  
Christina Martin, Troy University  
Sara Vogt, Troy University/Professor  
Kwangho Park, Troy University/Professor

Saturday May 30, 2020, 1:05 PM - 1:25 PM  
Session: Gender Equity/Law  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)  
Signaling Gender Equity: Exploring the Adoption and Importance of a Gender Equity Program in Sport  
Shannon Kerwin, Brock University

Saturday May 30, 2020, 1:30 PM - 1:50 PM  
Session: Gender Equity/Law  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)  
Understanding Club and Regional Sport Organizations’ Attitudes to Diversity  
Alida Shanks, Massey University  
Sarah Leberman (Advisor), Massey University  
Farah Palmer (Advisor), Massey University  
Geoff Watson (Advisor), Massey University

Saturday May 30, 2020, 1:55 PM - 2:15 PM  
Session: Gender Equity/Law  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)  
Semenya v. IAAF: Targeted Discrimination or Necessary for Fair Competition?  
Barbara Osborne, University of North Carolina

Saturday May 30, 2020, 2:20 PM - 2:40 PM  
Session: Gender Equity/Law  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)  
Tarlan Chahardovali, Florida State University  
Justin Lovich, Coastal Carolina University

Thursday May 28, 2020, 8:05 AM - 8:15 AM  
Session: Governance/Community  
Room: 2  
Presentation Type: 10-minute lightning talk (including questions)  
“We’re Coming for You”: Challenging the Virtue Ethic of Amateurism. How the Passage of California Senate Bill 206 is Changing the Face of Intercollegiate Athletics.  
Gregory Johnson, University of Minnesota Crookston  
Eddie Walker II (Advisor), University of Minnesota Crookston

Thursday May 28, 2020, 8:17 AM - 8:27 AM  
Session: Governance/Community  
Room: 2  
Presentation Type: 10-minute lightning talk (including questions)  
Popular Support for New Policies in Chinese Soccer: Effects of Local and Global Orientation  
Jiaqi Chen, University of Stirling
Claudio Rocha (Advisor), University of Stirling

Thursday May 28, 2020, 8:29 AM - 8:39 AM
Room: 2
Presentation Type: 10-minute lightning talk (including questions)
**Brazilian Indigenous Peoples Games: Who has Benefited from Them?**
Camila Motta Esteva, University of Sao Paulo
Claudio Rocha (Advisor), University of Stirling

Thursday May 28, 2020, 8:41 AM - 8:51 AM
Room: 2
Presentation Type: 10-minute lightning talk (including questions)
**Management of Soccer Programs as Instruments of Social Integration of Refugees in Brazil**
Murilo Fabri, University of Sao Paulo
Claudio Rocha (Advisor), University of Striling

Thursday May 28, 2020, 8:05 AM - 8:15 AM
Room: 4
Presentation Type: 10-minute lightning talk (including questions)
**Competing Values: The Role of Value Congruence in Female Administrators’ Career Advancement**
Evan Davis, The Ohio State University
Moetiz Samad, The Ohio State University
Donna Pastore (Advisor), The Ohio State University

Thursday May 28, 2020, 8:17 AM - 8:27 AM
Room: 4
Presentation Type: 10-minute lightning talk (including questions)
**A Comparison of the Job Satisfaction of Sport Management Alumni Working Within and Outside of the Sport Industry**
Sheldon Fetter, University of Windsor
Emily Stadder, University of Windsor
Jess Dixon (Advisor), University of Windsor

Thursday May 28, 2020, 8:29 AM - 8:39 AM
Room: 4
Presentation Type: 10-minute lightning talk (including questions)
**A Case Study of Strategic Event Volunteer Management**
Emily Stadder, University of Windsor
Sheldon Fetter, University of Windsor
Jess Dixon (Advisor), University of Windsor

Thursday May 28, 2020, 8:41 AM - 8:51 AM
Room: 4
Presentation Type: 10-minute lightning talk (including questions)
**Athlete-Centric Employment Branding During Market Entry**
Christopher McLeod, Texas Tech University

Thursday May 28, 2020, 11:05 AM - 11:25 AM
Room: 7
Presentation Type: 20-minute oral presentation (including questions)
***(Re)Contextualizing Climate Change in Sport Research: Historical Accountability, (Settler) Colonialism, and Déjà Vu for Indigenous Peoples?***
Chen Chen, University of Alberta
Thursday May 28, 2020, 11:30 AM - 11:50 AM  
**Session: Indigenous**  
**Room:** 7  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Perspectives on Native American Imagery from Students at a Premiere Tribal University**  
**Zach Wilkerson, University of Kansas**  
**Zach Scola, University of New Hampshire**  
**Brian Gordon (Advisor), University of Kansas**

Saturday May 30, 2020, 1:05 PM - 1:25 PM  
**Session: Institutional Theory**  
**Room:** 4  
**Presentation Type:** 20-minute oral presentation (including questions)  
**What Are We Even Talking About Here? A Critical Analysis of the Use of Institutional Theory in Sport Management Research**  
**Calvin Nite, University of North Texas**  
**Jonathon Edwards, University of New Brunswick**

Saturday May 30, 2020, 1:30 PM - 1:50 PM  
**Session: Institutional Theory**  
**Room:** 4  
**Presentation Type:** 20-minute oral presentation (including questions)  
**A Scoping Review of Sport Related Institutional Research**  
**Jonathan Robertson, Deakin University**  
**Mat Dowling, Anglia Ruskin University**  
**Marvin Washington, University of Alberta**  
**Becca Leopkey, University of Georgia**  
**Dana Ellis, Laurentian University**  
**Lee Smith, Anglia Ruskin University**

Saturday May 30, 2020, 1:55 PM - 2:15 PM  
**Session: Institutional Theory**  
**Room:** 4  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Institutional Constraints in Elite Sport: Connecting Institutional Theory and Rigid Environment**  
**Christopher J. Prosser, University of Maryland Eastern Shore**  
**Shashank Nautiyal, Tennessee State University**  
**Michael Rabel, University of Maryland Eastern Shore**  
**Tao Gong, University of Maryland Eastern Shore**  
**James Heimdal, Tennessee State University**

Saturday May 30, 2020, 2:20 PM - 2:40 PM  
**Session: Institutional Theory**  
**Room:** 4  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Paralympic Brand Governance: The Best of Both Worlds?**  
**Simon Gérard, Coventry University**  
**Benoit Séguin, University of Ottawa**  
**Ian Brittain, Coventry University**

Saturday May 30, 2020, 8:00 AM - 8:20 AM  
**Session: Internationalization**  
**Room:** 8  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Migration of Athletes to the USA: American Dream or Muscle Drain?**  
**Alexia Pedro Lopes, University of South Carolina**
Finding Foreigners: Examining US College Basketball Coaches' International Recruitment Strategies
Ryan Turcott, Gonzaga University
Nalani Butler, Kennesaw State University
Matthew Lee Smith, Texas A&M University

The Black Male Student-Athlete: A New Expository Through the Intersectionality and Multidimensionality of Race, Masculinity, and Sport
Tarale Murry, University of Michigan
Ketra Armstrong (Advisor), University of Michigan

Dear Student-Athlete: Illuminating the Voices of Former Female Student-Athletes of Color
Kristi Oshiro, Texas A&M University
John Singer (Advisor), Texas A&M University

Understanding Change in the Sport Development Stakeholder Network of Korean Ice Hockey as a Result of Hosting the 2018 PyeongChang Olympic Games
Kyu Ha Choi, University of Georgia
Sehwan Kim, University of Georgia

Women's Ice Hockey Unites the Two Koreas at the 2018 Winter Olympics Games: A Comparative Framing Analysis
Sehwan Kim, University of Georgia
Jepkorir Rose Chepyator Thomson (Advisor), University of Georgia
Kyu Ha Choi, University of Georgia
Panpan Jiang, University of Georgia

Leadership in Culturally Heterogeneous Team Contexts
Janelle E. Wells, University of South Florida
Brian Mills, University of Texas at Austin
Randall Croom, Stetson University

Friday May 29, 2020, 1:20 PM - 1:40 PM  Session: Leadership II
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**Authentic Leadership and Job Engagement: An Empirical Examination into the Development of Creative Sport Employees**
Bomin Paek, University of Northern Colorado
Jay Martyn, University of Northern Colorado
Brent D. Oja (Advisor), University of Northern Colorado

Friday May 29, 2020, 1:45 PM - 2:05 PM  Session: Leadership II
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**Authentic Leadership Development at the MLSE Launchpad**
Ryan Clutterbuck, Brock University
Marika Warner, Maple Leaf Sports & Entertainment

Friday May 29, 2020, 3:15 PM - 3:35 PM  Session: Leadership III
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**Servant Leadership and Effectiveness: An Intercollegiate Perspective**
Sean Doblin, Central Washington University

Friday May 29, 2020, 3:40 PM - 4:00 PM  Session: Leadership III
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**Exploring the Role of Mentorship in Achieving NBA Success: Narratives Told by Nine Naismith Memorial Basketball Hall of Fame Inductees**
Mark Lasota, University of New Mexico
Todd Seidler (Advisor), University of New Mexico
David Scott (Advisor), Texas A&M-Corpus Christi
Arlie Woodrum, University of New Mexico
Wade Gilbert, California State University, Fresno
Douglas Thomas, University of New Mexico

Friday May 29, 2020, 4:05 PM - 4:25 PM  Session: Leadership III
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**A Systematic Literature Review of Leader Succession in Sporting Organisations**
Lloyd Rothwell, University of Technology Sydney

Friday May 29, 2020, 4:30 PM - 4:50 PM  Session: Leadership III
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**The Social Practice of Leading: The Case of a Professional Sport Team**
Lewis Whales, University of Technology Sydney
Stephen Frawley (Advisor), University of Technology Sydney
Adam Cohen (Advisor), University of Technology Sydney

Saturday May 30, 2020, 1:05 PM - 1:25 PM  Session: Learning
Room: 7  Presentation Type: 20-minute oral presentation (including questions)
**The Influence of Graduate Programs on Perceptions of Career Decision Self-Efficacy and Emotional Intelligence**
Rebecca Achen, Illinois State University
Angela Lumpkin, Texas Tech University
Liz Sattler, Illinois State University

Saturday May 30, 2020, 1:30 PM - 1:50 PM  Session: Learning
Room: 7  Presentation Type: 20-minute oral presentation (including questions)

**Collegiate Athletes' Motivation Towards Academics: A Self-Determination Theory Perspective**
Jeongwon Choi, University of New Mexico
Allison Smith (Advisor), University of New Mexico

Saturday May 30, 2020, 1:55 PM - 2:15 PM  Session: Learning
Room: 7  Presentation Type: 20-minute oral presentation (including questions)

**Co-Creating Assignment Criteria to Enhance Students' Understanding of Assessment Methodologies**
Sally Shaw, University of Otago

Saturday May 30, 2020, 2:20 PM - 2:40 PM  Session: Learning
Room: 7  Presentation Type: 20-minute oral presentation (including questions)

**“I Am More Open to it Than I Was Before”: Mindfulness Meditation in the Classroom**
Sarah Stokowski, University of Arkansas
Alison Fridley, University of Arkansas
Robert Davis, University of Arkansas

Thursday May 28, 2020, 9:00 AM - 9:20 AM  Session: LGBQT+
Room: 7  Presentation Type: 20-minute oral presentation (including questions)

**“Don’t Be Open or Tell Anyone”: Inclusion of Sexual Minority College Athletes**
Sarah Stokowski, University of Arkansas
Megan Turk, University of Arkansas
Stephen Dittmore, University of Arkansas

Thursday May 28, 2020, 11:05 AM - 11:25 AM  Session: Marketing
Room: 1  Presentation Type: 20-minute oral presentation (including questions)

**Who Are Minor League Baseball Fans? A Factor-Cluster Approach to Motivation-Based Segmentation**
Ari Kim, Towson University
Jessica R. Braunstein-Minkove, Towson University
Moonhoon Choi, University of Wisconsin-Madison
Brian Tran, Towson University

Thursday May 28, 2020, 11:30 AM - 11:50 AM  Session: Marketing
Room: 1  Presentation Type: 20-minute oral presentation (including questions)

**Mediated Sports Consumption: Scale Development and Initial Validation**
Min Jung Kim, University of New Mexico
Friday May 29, 2020, 11:40 AM - 12:00 PM
Room: 5
Presentation Type: 20-minute oral presentation (including questions)

**Faster, Higher, Stronger, Older: Benefits of Masters Sport and Implications for Older Adults' Participation**
Swarali Patil, Western University
Sarah Deck, Western University
Alison Doherty, Western University
Craig Hall, Western University
Glen Belfry, Western University
Angela Schneider, Western University

Saturday May 30, 2020, 8:00 AM - 8:20 AM
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

**Experience and Construction of Mental Health among Female Sports Officials**
Jacob K. Tingle, Trinity University
Brittany Jacobs, Nichols College
Lynn Ridinger, Old Dominion University
Stacy Warner, East Carolina University

Saturday May 30, 2020, 8:25 AM - 8:45 AM
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

**Perceived Occupational Stress Among Collegiate Sports Information Directors**
Christopher Brown, University of Kansas
Wayne Black, University of Kansas
Forre Zook, University of Kansas
Austin Bogina, University of Kansas
Zach Rasmussen, University of Kansas
Sarah Tackett, University of Kansas
Brian Gordon (Advisor), University of Kansas

Saturday May 30, 2020, 8:50 AM - 9:10 AM
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

**The Relationship Between Abuse of Student-Athletes, Mental Health, & Social Identities**
Charles D.T. Macaulay, University of Connecticut
Ajhanai C.I. Newton, University of Connecticut

Thursday May 28, 2020, 9:00 AM - 9:20 AM
Room: 1
Presentation Type: 20-minute oral presentation (including questions)

**Examining the Dimensions of Perceived Value and Their Impact on Consumer's Intentions Towards Licensed Sport Team Merchandise**
Zach Scola, University of New Hampshire
2020 North American Society for Sport Management Conference (NASSM 2020)

Brian Gordon, University of Kansas

Friday May 29, 2020, 8:00 AM - 8:20 AM  
Session: Method/Consumer Behavior  
Room: 7  
Presentation Type: 20-minute oral presentation (including questions)

**Scale Development Using Test-retest Reliability: Implications for Consumer Research**

Yiqi Yang, University of Ottawa  
Marijke Taks (Advisor), University of Ottawa  
Eric MacIntosh (Advisor), University of Ottawa

Friday May 29, 2020, 8:25 AM - 8:45 AM  
Session: Method/Consumer Behavior  
Room: 7  
Presentation Type: 20-minute oral presentation (including questions)

**Understanding Sport Viewership Experiences: A Social Neuroscience Approach**

Luke Potwarka, University of Waterloo  
Peter Hall, University of Waterloo  
Hannah Mueller, University of Waterloo  
Adrian Safati, University of Waterloo  
Girish Ramechandani, Sheffield Hallam University

Friday May 29, 2020, 8:50 AM - 9:10 AM  
Session: Method/Consumer Behavior  
Room: 7  
Presentation Type: 20-minute oral presentation (including questions)

**Exploring Evidence of Social Desirability Biases in Sport Consumer Research**

Youngho Park, University of Michigan  
Dae Hee Kwak (Advisor), University of Michigan

Thursday May 28, 2020, 9:00 AM - 9:20 AM  
Session: NSO Archetypes  
Room: 3  
Presentation Type: 20-minute oral presentation (including questions)

**The Kitchen Table Archetype is Dead… At least in Canadian National Sport Organizations**

Milena M. Parent, University of Ottawa  
Ashley Thompson, University of Ottawa  
Marijke Taks, University of Ottawa  
Erik L. Lachance, University of Ottawa  
Russell Hoey, La Trobe University  
Michael L. Naraine, Brock University  
Benoit Séguin, University of Ottawa

Saturday May 30, 2020, 8:00 AM - 8:20 AM  
Session: Olympics  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)

**Comparing the Stock Performance of Competing Companies During the 2016 Rio Olympic Games**

Timothy Koba, University of South Carolina  
Mark Nagel (Advisor), University of South Carolina  
Nicholas Watanabe (Advisor), University of South Carolina

Saturday May 30, 2020, 8:25 AM - 8:45 AM  
Session: Olympics  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)

**Examining the Value Transfer Effect of Olympic Sponsorship: The Case of the 2018 Pyeongchang Winter Olympic Games**

Inae Oh, Seoul National University
Jisuk Chang, Seoul National University
Dongchun Won, Seoul National University
Choong Hoon Lim (Advisor), Seoul National University

Saturday May 30, 2020, 8:50 AM - 9:10 AM
Room: 5
Presentation Type: 20-minute oral presentation (including questions)

**Community-Driven Development, Collective Action, and The Olympic Management Structure: The Case of the 2018 Pyeongchang Winter Olympic Games**
NaRi Shin, Texas Tech University
DooJae Park, University of Illinois at Urbana-Champaign

Friday May 29, 2020, 8:00 AM - 8:20 AM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

**True Grit: Defining Grit in the Sport Workplace**
Brent D. Oja, University of Northern Colorado
Claire C. Zvosec, Louisiana State University
Minjung Kim, University of Mississippi

Friday May 29, 2020, 8:25 AM - 8:45 AM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

**The Impact of Pride and Passion on Job Engagement with Sport Employees**
Logan Schuetz, University of Northern Colorado
Brent D. Oja (Advisor), University of Northern Colorado

Friday May 29, 2020, 8:50 AM - 9:10 AM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

**A Hero for Sport Employee Creativity? An Empirical Investigation of Psychological Capital**
Minjung Kim, University of Mississippi
Brent D. Oja, University of Northern Colorado

Friday May 29, 2020, 11:40 AM - 12:00 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)

**Effects of Employees’ Extra-Role Behaviors on Organizational Performance: An Assessment of Minor League Baseball Team Front Offices**
Natalie L. Smith, East Tennessee State University
Christopher Barnhill, Georgia Southern University
Hojun Sung, Incheon National University

Friday May 29, 2020, 11:40 AM - 12:00 PM
Room: 6
Presentation Type: 20-minute oral presentation (including questions)

**Exploring Capacity to Serve a Sport Club Mission**
Ryan Clutterbuck, Brock University
Shannon Kerwin, Brock University

Thursday May 28, 2020, 8:05 AM - 8:15 AM
Room: 6
Presentation Type: 10-minute lightning talk (including questions)

**Going Deep: Leading Culture Change in Public Recreation**
Florian Hemme, High Point University
Dominic G. Morais, Trinity University

Thursday May 28, 2020, 8:17 AM - 8:27 AM  
Room: 6  
Presentation Type: 10-minute lightning talk (including questions)

**Ready or Not: Developing a Framework to Assess Climate Change Preparedness Among Sport Organizations**  
Madeleine Orr, University of Minnesota  
Yuhei Inoue (Advisor), Manchester Metropolitan University

Thursday May 28, 2020, 8:29 AM - 8:39 AM  
Room: 6  
Presentation Type: 10-minute lightning talk (including questions)

**Breaking from Tradition: A Deinstitutionalization Process in Minor Hockey**  
Ryan Snelgrove, University of Waterloo  
Daniel Wigfield, University of Waterloo  
Laura Wood, University of Waterloo  
Orland Hoeber, University of Regina

Thursday May 28, 2020, 8:41 AM - 8:51 AM  
Room: 6  
Presentation Type: 10-minute lightning talk (including questions)

**“Give Us Your Poor, Your Waived, Your Supplementally Drafted …”: Institutional Maintenance in the Case of The United States Football League**  
Florian Hemme, High Point University  
Dominic G. Morais, Trinity University

Thursday May 28, 2020, 9:00 AM - 9:20 AM  
Room: 4  
Presentation Type: 20-minute oral presentation (including questions)

**College Sports as an Institutionalized Foreclosure**  
Michael Sagas, University of Florida  
Elodie Wendling, Georgia State University

Friday May 29, 2020, 8:00 AM - 8:20 AM  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)

**Barriers and Facilitators of Developing Physical Literacy of Athletes with Intellectual Disabilities through Special Olympics**  
Leeann Lower-Hoppe, The Ohio State University  
Shea Brgoch, The Ohio State University  
Kelly Tanner, The Ohio State University  
Catherine Quatman-Yates, The Ohio State University  
Sue Sutherland, The Ohio State University  
Christy Zawolski, The Ohio State University  
Laura Schmitt, The Ohio State University  
Grace Murphy, The Ohio State University  
Sue Sutherland, The Ohio State University  
Christy Zawolski, The Ohio State University  
Laura Schmitt, The Ohio State University  
Grace Murphy, The Ohio State University

Friday May 29, 2020, 8:25 AM - 8:45 AM  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)

**Determining Elite Para-Athletic Development Pathways: An Investigation of Track & Field**  
Rebecca Peake, Sheffield Hallam University
Larissa Davies, Sheffield Hallam University

Friday May 29, 2020, 8:50 AM - 9:10 AM  Session: Parasport
Room: 6  Presentation Type: 20-minute oral presentation (including questions)
"Belonging is Key": Lessons Learned from Para Swimmers’ Development Experiences
Darda Sales, Western University
Laura Misener (Advisor), Western University

Thursday May 28, 2020, 1:05 PM - 1:25 PM  Session: Partnerships
Room: 6  Presentation Type: 20-minute oral presentation (including questions)
A Case Study of Collaborative Value Creation in a University Affiliated Community Sport Partnership Program
Haley Baxter, University of Waterloo
Katie Misener (Advisor), University of Waterloo

Thursday May 28, 2020, 1:30 PM - 1:50 PM  Session: Partnerships
Room: 6  Presentation Type: 20-minute oral presentation (including questions)
Managing Cross-Sectoral Leveraging Partnerships in the Post-Event Era
Laura Misener, Western University
Di Lu, Western University

Thursday May 28, 2020, 1:55 PM - 2:15 PM  Session: Partnerships
Room: 6  Presentation Type: 20-minute oral presentation (including questions)
Managing Institutional Complexity in Nonprofit–Corporate Partnerships: A Sport for Development Organizational Perspective
Daniel Yang, University of Michigan
Kathy Babiak, University of Michigan

Friday May 29, 2020, 11:40 AM - 12:00 PM  Session: Philanthropy
Room: 8  Presentation Type: 20-minute oral presentation (including questions)
Investigating Student-Donor Memberships Within Collegiate Athletics
Austin Bogina, University of Kansas
Brian Gordon (Advisor), University of Kansas

Thursday May 28, 2020, 3:35 PM - 3:55 PM  Session: Population Health/Civic Engagement
Room: 8  Presentation Type: 20-minute oral presentation (including questions)
Forecasting Spectator Sport and Population Health Research: A Delphi Study
Brennan Berg, University of Memphis
Matt Bowers, University of Texas at Austin
Packianathan Chelladurai, Troy University

Thursday May 28, 2020, 4:00 PM - 4:20 PM  Session: Population Health/Civic Engagement
Room: 8  Presentation Type: 20-minute oral presentation (including questions)
Sport Spectatorship and Population Health: A Case of Japanese Professional Golf Tournament
Yasuhiro Watanabe, Hiroshima University of Economics
Tyreal Yizhou Qian, Louisiana State University
Jerrold Junqi Wang, University of West Georgia
N. David Pifer, Texas Tech University
James J. Zhang, University of Georgia

Thursday May 28, 2020, 4:25 PM - 4:45 PM
Session: Population Health/Civic Engagement
Room: 8
Presentation Type: 20-minute oral presentation (including questions)

Understanding the Civic Potential of Soccer Fan Clubs: Tracing the Process of Materialization of Civic Opportunities in the Lives of Association Members
Alex C. Gang, Indiana University Bloomington
Juba Yoon, Indiana University Bloomington
Juho Park, Indiana University - Bloomington
Paul M. Pedersen, Indiana University - Bloomington

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Flow and Emotional Experiences of Mediated Sports through VR technology
Andrew Alvino, East Stroudsburg University
Minkyo Lee (Advisor), East Stroudsburg University
Jaedeock Lee (Advisor), East Stroudsburg University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

A Study on Cyber Bullying based on New Media in South Korea
Young-Nam Chung, Sungshin Women's University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Examining Communication Effectiveness of The Globalized Fitness Program -F45
Ran Wei, Western Michigan University
Yuanlong Liu (Advisor), Western Michigan University
Elizabeth Northuis, Western Michigan University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Social Media and the Promotion of Sports Franchises within Broader Arena Districts
Syeda Farah Farzana, University of Alberta
Dan Mason (Advisor), University of Alberta

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Constraints of Pay-Per-View Viewership and the Role of Social Media: A Case of the Ultimate Fighting Championship
Andrew Kim, University of Georgia
Influence of Hosting Olympic Games on the Real Estate Price: An Analysis of the 2018 PyeongChang Winter Olympic Games
Chan Hyeon Hur, Seoul National University
Kihan Kim, Seoul National University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

LEED in Sport: How LEED Works for Sport Fans
Wojun Lee, Wilkes University
James Dotter, Wilkes University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

A Mechanism for Assessing Spectators’ Carbon Footprint in Collegiate Football Events
Stavros Triantafyllidis, The Citadel
Ross Caterino, The Citadel
Bradley Frasier, The Citadel
Alexander Northrup, The Citadel

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Sung Il Hong, Hong Kong Baptist University
Marshall Magnusen, Baylor University
Namkyeong Jang, Seoul National University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Policy Suggestions to Develop and Strengthen the Sport Industry in Korea
Minsoo Kim, Korea Institute of Sport Science
Kyung-Jin Ko, Korea Institute of Sport Science

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Relational Risk Management: Next Steps to Promote Athlete Safety
Michael Van Bussel, Brock University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

To Investigate the Practice of Corporate Social Responsibility in Professional Football Club: The Enlightenment of Premier League to Chinese Super League
Yunchao Bai, Beijing Sports University
Yu Yan, CAA Sports China

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Creating and Maintaining Diversity and Inclusion with Sport: The Role of Positive Institutional 
Calvin Nite, University of North Texas
George Cunningham, Texas A&M University
Nicole Melton, UMass Amherst

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Utility Maximization and Player Procurement: An Investigation of Major League Baseball 
Brian Fowler, University of Northern Colorado
Logan Schuetz, University of Northern Colorado
Alan Morse (Advisor), University of Northern Colorado

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Administrators’ Perceptions of Success at NCAA Division III Institutions 
Dominique Kropp, University of Kansas
Christopher Brown, University of Kansas
Jordan Bass (Advisor), University of Kansas

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Examining the Change in Leadership Process Through a Social Construction of Leadership Lens among Intercollegiate Athletes 
Jeff Ward, University of Central Arkansas
Zack Damon (Advisor), University of Central Arkansas

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

The Dark Side of Cohesion: Examining the Influence of Team Cohesion on Team Performance in the Korean Basketball League 
Seungmo Kim, Hong Kong Baptist University
Sanghyun Park, Yonsei University
Marshall Magnusen, Baylor University
Taeyeon Oh, University of Mississippi

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Understanding the Lifecycle of Post-Games Museums: A New Lifecycle Model of Sport Heritage Destination 
Jungah Choi, Clemson University
Gregory Ramshaw (Advisor), Clemson University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

The Impact of Sport Team Rebranding on Sport Consumers’ Response: A Case of Korean Professional Baseball League 
Ari Kim, Towson University
Yoojung Rhee, Gallaudet University
Keunsu Han, Towson University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Sport Rebranding History: A Content Analysis of the Evolution of Sport Team Logos**

Sungwook Son, Indiana University Bloomington
Yoon Heo, Indiana University Bloomington
Antonio Williams (Advisor), Indiana University Bloomington

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**The Development of The National Football League (NFL) in Emerging Markets: An Analysis of League Consumer Behavior in Brazil**

Paulo Azevêdo, University of Brasília
Breno Adaid, Center Education Institute of Brasília
Nicolas Lois, Center Education Institute of Brasília

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**How Real Does Sport VR Feel? The Dynamics of Sensory Stimuli, Presence, Emotion, and Behavioral Intention**

Kyu-soo Chung, Kennesaw State University
John Johnson, Kennesaw State University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**eSportscape: A Scale for Spectators’ Perception of eSports Venues**

Wooyoung (William) Jang, Indiana University
Kyungyeol (Anthony) Kim, Indiana University
Kevin K. Byon (Advisor), Indiana University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Giving Empowerment and Gaining Compliance: The Effect of Dietary Prescription Types on Customers’ Compliance in Sport Service**

Sangchul Park, Texas A&M University
Shinhyoung Lee, Seoul National University
Hyun-Woo Lee (Advisor), Texas A&M University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**An Extension to Fan Behavior: The Introduction and Initial Measurement of Basking in Other’s Failure (BOFing), Cutting Off Other’s Failure (COOFing), Basking in Other’s Success (BOSing), and Cutting Off Other’s Success (COOSing)**

Sean Pradhan, Menlo College
Seeking a Social Experience at a Themed Running Event
Laura Wood, University of Waterloo
Ryan Snelgrove, University of Waterloo

The Impact of Participation in a Corporate Social Responsibility Program: Examining Fans’ Attitudes and Behaviour
Brendan Riggin, Western University
Dawn Gill, Western University
Wendy Blunt, Western University
Robert Petrella, Western University

The Influence of Disability Sport Spectator Motivation on Future Attendance and the Mediating Role of Attitude: The Case of 2018 PyeongChang Winter Paralympics
Minhong Kim, University of North Texas
Jinwoo Park, University of North Texas

The Use of Virtual Influencers as Endorsers: Are They Effective?
Sarah Brown, Texas A&M University
Natasha Brison (Advisor), Texas A&M University
Gregg Bennett (Advisor), Texas A&M University

Psychological and Social Outcomes of Sport Participation among College Students: A Systematic Review
Young Jin Joo, Florida State University
Amy Chan Hyung Kim (Advisor), Florida State University

Understanding the Effects of Team- or Fan-generated Content and Communication on Fan Engagement and Relationship Quality
Sanghoon Kim, Texas A&M University
Hyun-Woo Lee (Advisor), Texas A&M University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Sport Experience Design: The Impact of Physical and Relational Contexts at Division-II Athletic Events**
Mi Ae Lee, Farmingdale State College
Sang Uk Joo, Messiah College

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Exploring Potential Motives for and Perceived Barriers to Playing Virtual Reality Sport Video Games**
Jinhee Yoo, Gannon University
Eric Brownlee, Gannon University
Josh Lapinek, Montclair State University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Re-Thinking Sample and Population Information with Inferential Statistics in Sport Management Research**
Joon Young Han, Yeungnam University
Gregory Kane, Eastern Connecticut State University
Michelle Ferrer, Eastern Connecticut State University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Perceptions of Gender-Based Rule Modifications in Coed Intramural Sports**
Elizabeth Heintz, University of Louisiana at Lafayette
Jeremy Foreman (Advisor), University of Louisiana at Lafayette

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Stereotype Threat and Interscholastic Athletic Leadership**
Meredith Scarlata, University of Connecticut
James Strode, Ohio University
Heather Lawrence-Benedict, Ohio University
Anna Parkman, Ohio State University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**The Impact of Title IX on Women’SsLeadership in Collegiate Sport**
Karl Wernecke, East Tennessee State University
Charles Jones (Advisor), East Tennessee State University
Lindsay Pieper (Advisor), University of Lynchburg

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom

**Causes and Consequences of Fanship among Adolescent Female Football Players**
B. Christine Green, George Mason University
Laurence Chalip, George Mason University
Wonjun Choi, University of Illinois

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Presentation Type: Poster

**Exploration of the Experiences of Self-Identified Lesbian Division I Student-Athletes in the United States**
Meghan Pfeiffer, University of Memphis

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Session: Poster Session I

**Overall Evaluation of 2015 PyeongChang Dream Program through Sport-for-Development Theory (SFDT)**
Jae-Pil Ha, Gyeongsang National University
Tae Ho Kim, Washington State University
Eon Jeong Lee, Gyeongsang National University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Session: Poster Session I

**Development of the Empowered Female Athlete Identity Scale (EFAIS)**
Allison Ross, Arizona State University
Alaina Zanin, Arizona State University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Session: Poster Session I

**Leveraging a Communication Approach to Understand Sport for Social Change in an SDP Setting**
Caitlin Williams, Texas A&M University
Marlene Dixon (Advisor), Texas A&M University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Session: Poster Session I

**Sport Management Program Satisfaction Perceived by Generation Z Students**
Tyler Hajek, University of Northern Colorado
Yoon Tae Sung (Advisor), University of Northern Colorado

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Terrazza Ballroom
Session: Poster Session I

**Advancing future leaders of the Sport Industry: An Examination of Leadership Development, Barriers, and Opportunities to Careers in Sport**
Rebecca Kapusta, The Ohio State University
Derek Walton, The Ohio State University
Donna Pastore (Advisor), The Ohio State University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Session: Poster Session II

**The Effects of Robot Umpires on Fans’ Evaluations of Game Consumption**
Jin Yoon Park, Sungkyunkwan University
Haram Lee, Sungkyunkwan University  
Young Woo Kang, Sungkyunkwan University  
Seonghyeon Baek, Sungkyunkwan University  
Seung Hwan Ju, Sungkyunkwan University  
Kwangjo Choi, Sungkyunkwan University  
Dobyung Kim, Sungkyunkwan University  
Su Kyang Hyang, Sungkyunkwan University  
Kyungro Chang (Advisor), Sungkyunkwan University  
Taehee Kim (Advisor), Sungkyunkwan University  
Wonseok (Eric) Jang (Advisor), Sungkyunkwan University

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Poster Session II  
Room: Terrazza Ballroom  
Presentation Type: Poster

**Informing Future Media Approaches: The Perspective of Paralympic Athletes**

Erin Pearson, Western University  
Laura Misener (Advisor), Western University

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Poster Session II  
Room: Terrazza Ballroom  
Presentation Type: Poster

**Investigating the Community Recreation Legacy of the 2015 Pan Am Centres**

Kevin Wilson, University of Windsor  
Patti Millar (Advisor), University of Windsor

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Poster Session II  
Room: Terrazza Ballroom  
Presentation Type: Poster

**Is Tennis Acing the Sustainability Game?**

Jamee Pelcher, University of Tennessee
Examining Knowledge Transfer of Event Legacies and Leveraging Strategies: The Cases of Vancouver 2010 Olympics and Toronto 2015 Parapan Games
Kylie Wasser, Western University
Landy Lu, Western University
Laura Misener (Advisor), Western University
Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Examining the Relationship Between the Major League Baseball (MLB) Attendance and the Length of Baseball Games: A Hierarchical Linear Model of The 2006-2018 MLB Seasons
Namhun Lim, Elizabeth City State University
Wanyong Choi, University of North Florida
Dae Yeon Kim, University of Central Missouri
Boung Jin Kang, Elizabeth City State University
Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Outcome Uncertainty and Fan Segmentation: General Admission and Season Ticket Holders in K-League
Hojun Sung, Incheon National University
National Reform of Chinese Football - A Case Study of Policy Implementation
Ye Wang, Coventry University

Analyzing The Policy Impact of The Olympic Strategy on The Soccer Professionalization in China
Yiming Chen, University of Texas at Austin
Emily Sparvero, University of Texas at Austin

A Title IX Legal Analysis: Analyzing the Intercollegiate "Sport" Status of eSports
Derek Walton, The Ohio State University
Leeann Lower-Hoppe (Advisor), The Ohio State University
Marc Horger, The Ohio State University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Value Creation Through Athlete Social Responsibility
Suhan Ku, Texas A&M University
Matthew Walker (Advisor), University of North Texas
Marlene Dixon (Advisor), Texas A&M University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Closing or Widening the “Dream Gap?” A Case Study of the Professional Women’s Hockey Players Association (PWHPA)
Haley Baxter, University of Waterloo
Joseph Todd, University of Waterloo
Daniel Wigfield, University of Waterloo

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Win-At-All-Costs? Follower Bottom-line Mentality as a Buffer between Servant Leadership and Organizational Commitment
G. Matthew Robinson, Schreiner University

San Diego, CA
May 27 – 30, 2020
Page 36
Depth or Breadth? Analyzing Innovation in the NCAA Football Bowl Subdivision Coaching Network

Carter Rockhill, The Ohio State University
Catherine Quatman-Yates, The Ohio State University
Dr. Donna Pastore (Advisor), The Ohio State University

College Student-Athletes Perceptions of their Faculty Interactions

Sergio Molina, Missouri Western State University
Regan Dodd, Missouri Western State University
Eric Kramer, Troy University

Change the Logics, Change the Discourse: A Systems Approach to Improving Equity in Sport Organizations

Meredith Flaherty, University of Florida
Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Poster Session II  
Room: Terrazza Ballroom  
Presentation Type: Poster  

College Student Perceptions of Professional Development Through Sport Management Club Participation

Emily J. Houghton, Minnesota State University, Mankato  
Erica J. Zonder, Eastern Michigan University  
Brenda A. Riemer, Eastern Michigan University  
Keith Christy, Adrian College

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Poster Session II  
Room: Terrazza Ballroom  
Presentation Type: Poster  

Should Sports Team Redesign the Logo? The Effects of Logo Redesign in Determining Fans' Behavioral Consequences

Daehwan Kim, Pukyong National University  
Chanmin Park, Inha University

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Poster Session II  
Room: Terrazza Ballroom  
Presentation Type: Poster  

Co-Branding Sporting Events and Destination Brands: Gila River Arena, Westgate, and Phoenix, AZ

Robert Trzonkowski, University of Alberta
Daniel Mason (Advisor), University of Alberta

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Room: Terrazza Ballroom  
Session: Poster Session II  
Presentation Type: Poster

Fan Reactions to Building the Brand: The Case of NHL Seattle  
Cole Armstrong, San Jose State University  
Matthew Blaszka, Indiana State University

The Mediating Role of Social Media Influencers in the Development of Awareness, Engagement, and Purchase Intention Towards Professional Sports  
Chanwook Do, Texas A&M University  
Hyun-Woo Lee (Advisor), Texas A&M University

Balancing a Nonlocal Fans' Need for Belongingness and Distinctiveness Through Fantasy Football: A Qualitative Inquiry  
Blaine Huber, University of Massachusetts Amherst
Consumers’ Attitudinal and Behavioral Responses to Controversial Endorser: A Case of Nike Ad Campaign
Soojin Kim, Kutztown University of Pennsylvania
Yongae Kim, Kutztown University of Pennsylvania
Mi-Lyang Kim, Soonchunhyang University
Younghan Lee, Mississippi State University
Seunghun Lee, University of Akron

Customer-to-Customer Value Co-Creation at Recurring Sport Events: Relationship Life-Cycle Perspective
Jingxian (Cecilia) Zhang, Indiana University
Kevin K. Byon (Advisor), Indiana University

Nike “Never Stop Winning” Campaign: A Social Media Comment Analysis
Aaron Anderson, Texas A&M University
Isabella Martin, Texas A&M University  
Natasha Brison (Advisor), Texas A&M University  
Scott Waltemeyer (Advisor), Texas A&M University  

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Room: Terrazza Ballroom  
Presentation Type: Poster  
The Role of Fan Passion and Cause Identification in how Minor League Sport Fans Perceive Corporate Social Responsibility Programs  
Nicolette Vincent, East Stroudsburg University  
Jaedeock Lee (Advisor), East Stroudsburg University  
Minkyo Lee (Advisor), East Stroudsburg University  

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Room: Terrazza Ballroom  
Presentation Type: Poster  
Natural Experiment on Fans’ Player Trust and Attitudes Using Machine Learning with Social Network Data  
Aksah Sebastian, University of Mississippi  
Taeyeon Oh, University of Mississippi  
Seungmo Kim, Hong Kong Baptist University  

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Room: Terrazza Ballroom  
Presentation Type: Poster  
Youth Sport Outcome Variables Influence on Parent's Program Valuation  
Zachary Beldon, University of North Texas
The Influence of Media Exposure of University Athletics on Motivating Factors Impacting Prospective Students’ College Selection: Self-Determination Theory Perspective

Yong Rhee, Washington State University
Justin Barnes, Washington State University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

eSport Participation’s Link to Psychological Well-Being and Sport Participation: By User-Type and Game Genre

Jeeyoon Kim, Syracuse University
Bhavneet Walia, Syracuse University
Shane Sanders, Syracuse University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

“Why Can’t We Be Friends”? An Examination of Academic and Industry Alignment in Sport Sponsorship

Ryan Dastrap, University of South Carolina

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster
Shadowing as a Data Collection Method in Qualitative Sport Management Research
Greg Joachim, University of Technology Sydney
Nico Schulenkorf (Advisor), University of Technology Sydney
Katie Sehlenker (Advisor), University of Technology Sydney
Stephen Frawley (Advisor), University of Technology Sydney
Adam Cohen (Advisor), University of Technology Sydney

Sport Management Student Club Participation: An Exploratory Study
Chris Brown, Kennesaw State University
John David Johnson, Kennesaw State University

Perceptions of Division III Female Student-Athletes Self-Efficacy to Pursue Collegiate Coaching
Nicholas Swim, University of Louisville
Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Sport Participation and Acculturation among Immigrants: A Systematic Review
Hyosoon Yim, Florida State University
Amy Chan Hyung Kim (Advisor), Florida State University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Sport and Politics: The Use of the Rising Sun Flag in The 2020 Tokyo Olympics
Joobyun Choi, German Sport University Cologne
Kwangho Park, Troy University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Presentation Type: Poster

Historical Inclusion of Females and Gender-Based Rule Modification in Native American Sport
Elizabeth Heintz, University of Louisiana at Lafayette
Program Evaluation of a National Sport Organization’s Sport Participation Program: The Case of Baseball5™
Kerri Bodin, University of Ottawa
Georgia Teare, University of Ottawa
Jordan Bakhsh, University of Ottawa
Maxine Gauthier, University of Ottawa
Marijke Taks (Advisor), University of Ottawa

Sun-Young Lim, Kyung Hee University
Min-Jun Kim, Kyung Hee University
Jae-Hyuck Kim, Kyung Hee University
Jeoung-Hak Lee (Advisor), Kyung Hee University

Parent assessment of an Urban, After-School, Youth Soccer Program Sponsored by a Major League Soccer (MLS) Organization: A Case Study Exploration
Steven M. Howell, Northern Illinois University
The Moderating Role of Urban Sprawl between Sport Participation and Health-related Quality of Life: Spatial Structural Equation Modeling Approach
Changwook Kim, University of Florida
Jinwon Kim (Advisor), University of Florida
Jeonghak Lee (Advisor), KyungHee University

The influence of High School Athletic Participation in Developing Lifelong Healthy Habits
Joseph Lovell, Dixie State University

Exploring Division II Student-Athletes’ Mentoring Relationship and Career Development: Application of Mentor-Role Theory
Jiyoung Park, Henderson State University
Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Terrazza Ballroom
Session: Poster Session II
Presentation Type: Poster

Evaluation of Community Partner – Student Relationships in the Service-Learning Context

Cassandra Coble, Indiana University
Rachel Ryder, Indiana University
Eric Knee, Adelphi University
Hope Zeller, Indiana University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

Impacts of Sensory and Cognitive Reality on Enjoyment, Usefulness, and Satisfaction in Virtual Reality Sports

Heeryeong You, Sungkyunkwan University
Seungree Choi, Sungkyunkwan University
Junseok Byeon, Sungkyunkwan University
Junhyung Lee, Sungkyunkwan University
Taehee Kim (Advisor), Sungkyunkwan University
Wonseok Jang (Advisor), Sungkyunkwan University
Kyungro Chang (Advisor), Sungkyunkwan University

The Effects of Verbal and Nonverbal Communication of Golf instructors on Customers’ Emotional Responses: From a Gender Perspective

Seungree Choi, Sungkyunkwan University
The Role of Fan Identification in User’s Attentional Patterns on Sport Team Facebook Pages: An Eye-Tracking Approach

Yongjae Kim, Kutztown University of Pennsylvania
Seungbum Lee, University of Akron
Soojin Kim, Kutztown University of Pennsylvania
Mi-Lyang Kim, Soonchunhyang University
Younghan Lee, Mississippi State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Presentation Type: Poster

Fandom in the Twitter World: A Content Analysis of Sports Fans’ Tweets during the 2018 College Football National Championship

Bamsoo Park, The University of Alabama
Nathan Towery, The University of Alabama
Andrew C. Billings (Advisor), The University of Alabama

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Presentation Type: Poster

How Coach Behaviors, Practice Structure, & Operation Quality Influence Parental Valuation of Youth Sport Programs

Zachary Beldon, University of North Texas
Joseph Walker (Advisor), University of North Texas

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Presentation Type: Poster

Trend Analysis of Waste Management Programs in Collegiate Athletics

Brian P. McCullough, Seattle University
Donta T. Ingram, The Ohio State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Presentation Type: Poster

Out of Left Field? An Estimation of the Effect of Bullpenning on Team Performance in Major League Baseball: Evidence from Tampa Bay Rays

Hoyoon Jung, University of Northern Colorado
Yoon Tae Sung (Advisor), University of Northern Colorado
Brent D. Oja (Advisor), University of Northern Colorado

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Presentation Type: Poster

Environmental Factors Influencing Attendance for Professional Soccer League: Case of Korean Professional Soccer League

Seongyoon Lee, University of Mississippi

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Presentation Type: Poster
Taeyeon Oh (Advisor), University of Mississippi

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Presentation Type: Poster

Assessing the Financial Performance of Professional Sport Team Nonprofit Organizations: A Case of Dallas-Forth Worth Metroplex
Minhong Kim, University of North Texas
Yoon Tae Sung, University of Northern Colorado
Youngmin Yoon, Eastern New Mexico University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III

International Cricket Council: Managing the Racism
Umer Hussain, Texas A&M University
George Cunningham (Advisor), Texas A&M University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Presentation Type: Poster

Developing a Conceptual Framework for Designing Long-Term Legacy Strategies: Using Canadian Sport Mega-Events as Case Studies
Kylie Wasser, Western University
Denise Kamuyaka, Western University
Laura Misener (Advisor), Western University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III

The Effect of Campus Recreation Spending on Crime
Camila Garcia, University of Louisiana at Lafayette
Jeremy Foreman, University of Louisiana at Lafayette
Michaela Lindsey, University of Louisiana at Lafayette

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Presentation Type: Poster

Investigating Changes in Gender Stratification in the Front Offices of Major League Baseball (MLB) Organizations
Aaron Flores, Menlo College
Sean Pradhan (Advisor), Menlo College

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III

Augmenting Sports Officials’ Well-Being: From Prediction Variables of Referee Retention
Han Soo Kim, University of Mississippi
Nathan Ferdinand, Ohio University
Minjung Kim (Advisor), University of Mississippi
Kofan Lee, University of Mississippi

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Presentation Type: Poster

Institutional Pluralism and the Organization’s Response: A Case Study of Chinese Women’s Ice Hockey
Hongxin Li, University of North Texas
Calvin Nite (Advisor), University of North Texas

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III  
Presentation Type: Poster

Elite Athletes & Mental Health: Building a Help-Seeking Culture
Stacy Warner, East Carolina University  
David W. Walsh, University of Houston  
Christine Habeeb, East Carolina University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III  
Presentation Type: Poster

For the Good of the Game? A New Institutionalism Examination of FIFA and the Development of the Women’s Game
Alanna Harman, Wilfrid Laurier University  
Katie Lebel, Ryerson University  
Simrit Bola, Wilfrid Laurier University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III  
Presentation Type: Poster

Fairness, Safety, and Spectacle: A Look at Changes To NFL Rules and Structure Through the Lens of Institutional Theory
Karl Wernecke, East Tennessee State University  
Charles Jones (Advisor), East Tennessee State University  
Natalie Smith (Advisor), East Tennessee State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III  
Presentation Type: Poster

Movin’ On Up! An Examination of the Strategic Decision to Move From FCS to FBS Football
Corey Fox, Texas State University  
Todd Jewell, Texas State University  
Dennis Smart, Texas State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III  
Presentation Type: Poster

Who is The Female Athlete Endorser? Experiences from Professional Women's Soccer Players in India
Sandhya Manjunath, Texas Woman's University  
Rachel Cinquepalmi, Texas Woman's University  
Manuela Picariello (Advisor), Texas Woman's University  
Gwendolyn Weatherford (Advisor), Texas Woman's University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Room: Terrazza Ballroom  
Session: Poster Session III  
Presentation Type: Poster

Processing: A Multi-Step Examination of Fan Support for Tanking in the NBA
Michael Mudrick, York College of Pennsylvania
The Role of Meaningfulness: When Suspense Overrides the Game Outcome Effects
GyujiK Han, University of Minnesota
Yonghwan Chang (Advisor), University of Minnesota

Superstition, Voodoo Dolls, and Sport Fandom: Investigating Fan Behavior and Willingness to Display Aggression toward Rival Teams
Cody Havard, University of Memphis
Daniel Wann, Murray State University
Frederick Grieve, Western Kentucky University
Rhema Fuller, The University of Memphis

The Effect of Immersion and the Enthusiasm from Watching eSports on Viewers’ Satisfaction and Behavior
Jae-Hyuk Kim, Kyung Hee University
Min-Jun Kim, Kyung Hee University
Jung-Jun Park, Kyung Hee University
Jeoung-Hak Lee (Advisor), Kyung Hee University

National Basketball Association (NBA) in Brazil: An Analysis of the Consumption of League Content, Products and Services in the Brazilian Market
Nicolas Lois, Center Education Institute of Brasilia
Breno Adaid, Center Education Institute of Brasilia
Paulo Azevedo, University of Brasilia

Instagram Likes and Sport Endorsers: The Effect of Hiding Likes on Consumer’s Attitude toward the Endorser’s Credibility
Zahra Sharifzadeh, Texas A&M University
2020 North American Society for Sport Management Conference (NASSM 2020)

Natasha Brison (Advisor), Texas A&M University
Gregg Bennett (Advisor), Texas A&M University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

**Typology of Service Failures: Age and Gender Perspectives**

Hyunseok Song, Indiana University
Kevin K. Byou (Advisor), Indiana University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

**CSR Congruence and Consistency Strategy in Sport**

Myungwoo Lee, University of Houston
Chansoo Jun, Kookmin University
Seung-Ho Shin (Advisor), Kookmin University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

**Corporate Social Responsibility: Fostering Disability Sport Organizations through Authentic Prosocial Sponsorship**

Young Suk Oh, Clemson University
Skye Arthur-Banning (Advisor), Clemson University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

**Motivational Factors for eSport Participation and Viewership: Modified ERG Theory Perspective**

Henry Evans, Washington State University
Yong Chae Rhee, Washington State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

**Who Won the March Madness Bracket in Social Media?**

Hyun-Woo Lee, Texas A&M University
Sangboon Kim, Texas A&M University
Chanwook Do, Texas A&M University
Emily Newell, University of Southern Maine

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

**Assessing a Conceptual Framework with Sport Consumers’ Social Media Engagement and Subjective Well-Being: In the Context of Regulatory Engagement Theory**

Bomin Paek, University of Northern Colorado
Alan Morse (Advisor), University of Northern Colorado

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom
Session: Poster Session III
Presentation Type: Poster

**Hot and Cold Spots of Youth Lacrosse: How Utilizing GIS Can Identify Opportunities and Barriers to Participation**

Ciera Jones, University of Texas at Austin
Item Analysis of a Survey of Team Identification Using Item Response Theory
Kyungyeol (Anthony) Kim, Indiana University Bloomington
Senyung Lee, Northeastern Illinois University
Kevin K. Byon (Advisor), Indiana University-Bloomington

The Exploration of Deviant Overconformity in CrossFit
Chelsea Brehm, Western Michigan University
Colin Cork (Advisor), Western Michigan University

Experiencing Multicultural Youth's Cultural Capital in Sport: Fanship and Competency to Enjoy Sport
Wonyul Bae, Ithaca College
Sunghin Kheal, Ewha Woman's University
Dongyoo Han, Hannam University

Minority in a Minority: The Lived Experiences of Marginalized Athletes in Wheelchair Rugby
Michael Cottingham, University of Houston
Claudia Silva, University of Houston
Aysa Martinez, University of Houston
Brooke Sons, University of Houston

Cricket, Colonialism, Politics, and Globalization - The Rise of a Cricketing Nation
Susmit Gulavani, Florida State University
Joshua Newman (Advisor), Florida State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom

Integrating a Cultural Competency Framework in SBYD Programs
Julian Alonso, University of Florida
Christine Wegner (Advisor), University of Florida
Trevor Bopp (Advisor), University of Florida

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom

A Case for Virtual Reality and Individuals with Disabilities
Michelle Ferrer, Eastern Connecticut State University
Gregory Kane, Eastern Connecticut State University
Joon Young Han, Yeungnam University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom

Extending the SDP Conversation: Hearing the Voices of Grassroots Sport Facilitators
Ashlyn Hardie, Texas A&M University
Marlene Dixon (Advisor), Texas A&M University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom

Back to Basics: Assessing the Writing and Communication Skills of Sport Management Interns
Simon Pack, St. John’s University
Andras Nemeth, St. John’s University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Terrazza Ballroom

Project-Based Learning in Sport Management: A Student-Centered Approach
Chris Brown, Kennesaw State University
Jennifer Willett, Kennesaw State University

Friday May 29, 2020, 11:40 AM - 12:00 PM
Room: 7

Utilizing Participatory Visual and Digital Methods in Sport-For-Development and Sport Management Research: Process, Benefits, and Challenges
Mitchell McSweeney, York University
Lyndsay Hayhurst (Advisor), York University

Thursday May 28, 2020, 3:35 PM - 3:55 PM
Room: 4

Getting a Second Shot: Subsequent Head Coaching Opportunities For Black NFL Coaches
Jeremy Foreman, University of Louisiana at Lafayette
Robert Turick, Ball State University

Thursday May 28, 2020, 4:00 PM - 4:20 PM
Room: 4
Presentation Type: 20-minute oral presentation (including questions)
The Division I Men’s Basketball Transfer Redshirt Requirement: Hurting or Helping Black Student-Athletes?
Sarah Williams, University of Delaware
Meg Hancock, University of Louisville

Thursday May 28, 2020, 4:25 PM - 4:45 PM
Room: 4
Presentation Type: 20-minute oral presentation (including questions)
HBCU Sports: “It’s More Than a Game!”
Kristal McGregor, University of Michigan
Ketra Armstrong (Advisor), University of Michigan

Thursday May 28, 2020, 1:05 PM - 1:25 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
Fear of Missing Out as Antecedent of Fan Engagement of Sport Teams’ Social Media
Sangwon Na, Mississippi State University
Dae-eun Kim, Mississippi State University
Younghan Lee (Advisor), Mississippi State University

Thursday May 28, 2020, 1:30 PM - 1:50 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
Use of Social Media as an Activational Communication Tool: A Case Study of 2019 Rugby World Cup Sponsors and Their Dissemination of Activation Communication Message via Twitter
Achyut Kulkarni, University of Louisville
Marion Hambrick (Advisor), University of Louisville

Thursday May 28, 2020, 1:55 PM - 2:15 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
Increasing Engagement and Online Interest in Women’s University Sport: An Analysis of a Canadian University Women’s Hockey Team’s Social Media Content
Victoria Dewar, Brock University
Olan Scott (Advisor), Brock University

Thursday May 28, 2020, 3:35 PM - 3:55 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
Firm Reputation in the New Media Age: A Case Study of the NBA in China
Jingxuan Zheng, University of Alberta
Dan Mason (Advisor), University of Alberta

Thursday May 28, 2020, 4:00 PM - 4:20 PM
Room: 3
Presentation Type: 20-minute oral presentation (including questions)
School Resources, Social Media Capabilities, and Recruiting Effectiveness in the NCAA Division I FBS
Jim Evans, Viterbo University
Brian Turner, The Ohio State University

Saturday May 30, 2020, 10:25 AM - 10:45 AM  
Session: Social Media/Branding  
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)  
**Crossover Loyalty: What Social Media Analytics Indicates About How Teams Share Fans**  
Bradley Baker, University of Massachusetts Amherst

Saturday May 30, 2020, 10:50 AM - 11:10 AM  
Session: Social Media/Branding  
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)  
**Anchoring Down: Examining User Sentiment across Three Brand-Related Hashtags on Twitter**  
Katie Stevinson, Temple University  
Aaron C. Mansfield, University of Massachusetts Amherst  
Michael L. Naraine, Brock University

Saturday May 30, 2020, 11:15 AM - 11:35 AM  
Session: Social Media/Branding  
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)  
**Broadcasting Brand Associations: An Examination of the Impact of Team Related Media on Team Brand Associations**  
Henry Wear, University of Oregon  
Bob Heere, University of North Texas

Saturday May 30, 2020, 8:00 AM - 8:20 AM  
Session: Sponsorship I  
Room: 4  
Presentation Type: 20-minute oral presentation (including questions)  
**Conceptualizing the Creation of Shared Value in the Sport Ecosystem: The Role of Sponsors and Event Hosts**  
David Cook, Nottingham Trent University  
Rui Biscaia (.Advisor), Coventry University  
Karolo-Konstantinos Papadas (Advisor), University of York  
Lyndon Simkin (Advisor), Coventry University

Saturday May 30, 2020, 8:25 AM - 8:45 AM  
Session: Sponsorship I  
Room: 4  
Presentation Type: 20-minute oral presentation (including questions)  
**The Antecedents to Sponsorship Outcomes at a North American IndyCar Event**  
Zachary Evans, University of Windsor  
Terry Eddy (.Advisor), University of Windsor

Saturday May 30, 2020, 8:50 AM - 9:10 AM  
Session: Sponsorship I  
Room: 4  
Presentation Type: 20-minute oral presentation (including questions)  
**Investigating the Effectiveness of Sponsor Activation of Sport Intellectual Property: The Influence of Identification**  
Jonathan A. Jensen, University of North Carolina at Chapel Hill  
Danielle Kushner Smith, University of North Carolina at Chapel Hill

Saturday May 30, 2020, 10:25 AM - 10:45 AM  
Session: Sponsorship II  
Room: 4  
Presentation Type: 20-minute oral presentation (including questions)  
**Examining Brain Asymmetry in Sport Sponsorship by EEG**  
Sanghak Lee, Korea Aerospace University
Yong Jin Hyun, KAIST College of Business
Byungho Park, KAIST College of Business

Saturday May 30, 2020, 10:50 AM - 11:10 AM  Session: Sponsorship II
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
Finding the Perfect Match: Dimension Analysis and Development of the External Sponsorship Congruence Scale
Kelly Evans, Metropolitan State University of Denver
Stephen L. Shapiro, University of South Carolina

Saturday May 30, 2020, 11:15 AM - 11:35 AM  Session: Sponsorship II
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
The Effect of Directional Dominance in the Concurrent Environment of Multiple-Endorser and Multiple-Brand Endorsement
J. Lucy Lee, Bowling Green State University
June Won, Bowling Green State University

Saturday May 30, 2020, 11:40 AM - 12:00 PM  Session: Sponsorship II
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
Examining Perceived Fit and Consumer Attitudes Toward Cannabidiol (Cbd) Sponsorships in Sport
Patrick Walsh, Syracuse University
Matthew Blaszka, Indiana State University
Galen Clavio, Indiana University

Thursday May 28, 2020, 8:05 AM - 8:15 AM  Session: Sponsorship/Philanthropy
Room: 1  Presentation Type: 10-minute lightning talk (including questions)
Is Activation Worth It? The Effects of Consumer Engagement on Sponsorship Outcomes
Nataliya Bredikhina, Temple University
Thilo Kunkel (Advisor), Temple University

Thursday May 28, 2020, 8:17 AM - 8:27 AM  Session: Sponsorship/Philanthropy
Room: 1  Presentation Type: 10-minute lightning talk (including questions)
Sport Sponsorship as An Employer Branding Tool & Its Effects on Prospective Employees
Apollo Demirel, Dominican University of California

Thursday May 28, 2020, 8:29 AM - 8:39 AM  Session: Sponsorship/Philanthropy
Room: 1  Presentation Type: 10-minute lightning talk (including questions)
The Perspectives of Charity Sport Event (CSE) Donors on the Decision to Give
Kevin Filo, Griffith University

Thursday May 28, 2020, 8:41 AM - 8:51 AM  Session: Sponsorship/Philanthropy
Room: 1  Presentation Type: 10-minute lightning talk (including questions)
Advergames: Gamification as a Tool to Improve Event-Sponsor Advertising
Keshav Gupta, Temple University
Yiran Su, University of Georgia  
Thilo Kunkel (Advisor), Temple University  
Daniel Funk (Advisor), Temple University

Thursday May 28, 2020, 9:00 AM - 9:20 AM  
Room: 6  
Presentation Type: 20-minute oral presentation (including questions)  
Take Me Out to the Ballgame: Evaluating Accessibility and Accessible Services of Major League Baseball Websites  
Jashua Pate, James Madison University  
Timothy Mirabito, Ithaca College

Friday May 29, 2020, 1:20 PM - 1:40 PM  
Room: 7  
Presentation Type: 20-minute oral presentation (including questions)  
Conceptualising the Unique Contribution of Sport to Sport for Development  
Emma Sherry, Swinburne University of Technology  
Jon Welty Peachey, University of Illinois at Urbana-Champaign  
Nari Shin, Texas Tech University

Friday May 29, 2020, 1:45 PM - 2:05 PM  
Room: 7  
Presentation Type: 20-minute oral presentation (including questions)  
Sport-For-Development: A Comprehensive Analysis of Theoretical and Conceptual Advancements  
Jon Welty Peachey, University of Illinois at Urbana-Champaign  
Nico Schubenko, University of Technology Sydney  
Patrick Hill, University of Illinois at Urbana-Champaign

Saturday May 30, 2020, 10:25 AM - 10:45 AM  
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)  
Swimming Against the Current: Mayall v. USA Water Polo and its Potential Impact on Overseeing Athletic Organizations  
Sam Ehrlich, Florida State University

Saturday May 30, 2020, 10:50 AM - 11:10 AM  
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)  
An Examination and Analysis of Division I Football Game Contracts: Legal Implications of Game Cancellations Due to Extreme Weather Events  
Jessica Murfree, University of Louisville  
Anita Moorman, University of Louisville

Saturday May 30, 2020, 11:15 AM - 11:35 AM  
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)  
Processing Input Factors for Jamaica’s Athletics Successes at the Olympics  
Richard Toomer, University of Ottawa  
Milena Parent (Advisor), University of Ottawa

Saturday May 30, 2020, 11:40 AM - 12:00 PM  
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)  
The World Anti-Doping Agency’s (Re)-Commitment to Anti-Doping Education: A Major Development or Just Another Exercise in Compliance?  
Jules Woolf, University of Illinois at Urbana-Champaign

San Diego, CA  
May 27 – 30, 2020  
Page 58
Thursday May 28, 2020, 1:05 PM - 1:25 PM  
Session: Sport-Based Youth Development I  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)  
**Beyond Pressure: Black and Hispanic Girls’ Peer Experiences in a Sport-Based Youth Development Program**  
Nneka Arinze, University of Connecticut  
Jennifer McGarry (Advisor), University of Connecticut  

Thursday May 28, 2020, 1:30 PM - 1:50 PM  
Session: Sport-Based Youth Development I  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)  
**Maximizing Positive Youth Development through Sport: The Relative Role of Social Support from Caring Adults in a Sport-Based Youth Development Program**  
Wonju Lee, University of Illinois at Urbana-Champaign  
Gareth Jones (Advisor), Temple University  
Jon Wely-Peachey (Advisor), University of Illinois at Urbana Champaign  
Elizabeth Taylor (Advisor), Temple University  

Thursday May 28, 2020, 1:55 PM - 2:15 PM  
Session: Sport-Based Youth Development I  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)  
**A Giant Look Back: Detailing the Success of the Last Nine Years for a Large-Scale Applied Research Partnership**  
Brian Greenwood, California Polytechnic State University  
Sarah Macias, California Polytechnic State University  
Sue Petersen, Giants Community Fund  
Paul Giuliace, Giants Community Fund  
Cassandra Hofman, Giants Community Fund  

Thursday May 28, 2020, 3:35 PM - 3:55 PM  
Session: Sport-Based Youth Development II  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)  
**Understanding the Life Experiences of Sport-Based Youth Development Program Alumni**  
Kolin Ebron, University of Connecticut  
Jennifer McGarry (Advisor), University of Connecticut  
Justin Evanovich (Advisor), University of Connecticut  

Thursday May 28, 2020, 4:00 PM - 4:20 PM  
Session: Sport-Based Youth Development II  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)  
**Collective Impact? Organizational Perspectives from a Sport-Based Youth Development Collaborative**  
Gareth J. Jones, Temple University  
Per G. Svensson, Louisiana State University  
Tessa Huttenlocher, University of Pennsylvania  
Briana DuBose, University of Pennsylvania  

Thursday May 28, 2020, 1:05 PM - 1:25 PM  
Session: SRC Runner-Up  
Room: 4  
Presentation Type: 20-minute oral presentation (including questions)  
**Student Research Competition Runner-Up**  
× × ×
Thursday May 28, 2020, 1:30 PM - 1:50 PM  Session: SRC Runner-Up
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**Student Research Competition Runner-Up**

Thursday May 28, 2020, 1:55 PM - 2:15 PM  Session: SRC Runner-Up
Room: 4  Presentation Type: 20-minute oral presentation (including questions)
**Student Research Competition Runner-Up**

Friday May 29, 2020, 12:05 PM - 1:15 PM  Session: Strategic Management/Governance
Room: Garden Pavilion  Presentation Type: Student Research Competition Winner
**Student Research Competition Winner**

Saturday May 30, 2020, 1:05 PM - 1:25 PM  Session: Strategic Management/Governance
Room: 8  Presentation Type: 20-minute oral presentation (including questions)
**Strategic Middle Management in North American Professional Sport**
*Matthew Juravich, University of Akron*
*Steven Salaga, University of Georgia*

Saturday May 30, 2020, 1:30 PM - 1:50 PM  Session: Strategic Management/Governance
Room: 8  Presentation Type: 20-minute oral presentation (including questions)
**Developing a Framework of Strategic Types in Community Sport**
*Kristen Morrison, University of Waterloo*
*Katie Misener, University of Waterloo*

Saturday May 30, 2020, 1:55 PM - 2:15 PM  Session: Strategic Management/Governance
Room: 8  Presentation Type: 20-minute oral presentation (including questions)
**Intergovernmental Collaboration Among Fragmented Bureaucracies: Policy Networks in Sport-based Industry Convergence In China**
*Yanni Xue, Beijing Sport University*
*Shengxin Li, Beijing Sport University*
*Jingyi Cao, Beijing Sport University*

Saturday May 30, 2020, 2:20 PM - 2:40 PM  Session: Strategic Management/Governance
Room: 8  Presentation Type: 20-minute oral presentation (including questions)
**Governing Sport Boards with Passion: Insights from Sport Board Chairs**
*Géraldine Zéimers, UCLouvain*
*David Shilbury, Deakin University*
*Thierry Zintz, UCLouvain*

Saturday May 30, 2020, 10:25 AM - 10:45 AM  Session: Student Athletes
Room: 5  Presentation Type: 20-minute oral presentation (including questions)
**Student-Athlete Activism and High Impact Learning Practices: An Examination of a Division III Institution**
*Lauren E. Brown, DeSales University*
Saturday May 30, 2020, 10:50 AM - 11:10 AM  Session: Student Athletes
Room: 5  Presentation Type: 20-minute oral presentation (including questions)
**Who’s House? Our House: Instrument Development to Assess Student-Athlete Satisfaction with Stadium Facilities**  
*J. Patrick Marsh, Sanford University*
*Jeffrey C. Petersen, Baylor University*
*Andrew R. Gallucci, Baylor University*

Saturday May 30, 2020, 11:15 AM - 11:35 AM  Session: Student Athletes
Room: 5  Presentation Type: 20-minute oral presentation (including questions)
**Student Perspectives of Student-Athlete Treatment in the Classroom**  
*Megan Parietti, University of Wisconsin-Parkside*
*Shaina Dabbs, Elon University*

Saturday May 30, 2020, 11:40 AM - 12:00 PM  Session: Student Athletes
Room: 5  Presentation Type: 20-minute oral presentation (including questions)
**A Qualitative Study Exploring Perceived Barriers to Career Development: Perspectives from Division I Female Student-Athletes**  
*Jin Park, Indiana University*
*Antonio Williams (Advisor), Indiana University*

Thursday May 28, 2020, 9:00 AM - 9:20 AM  Session: Student Athletes/Diversity
Room: 5  Presentation Type: 20-minute oral presentation (including questions)
"I Don't Know What I’m Doing": International Student Athletes and their Transition to American Universities  
*Caitlyn Hauff, University of South Alabama*
*Mitchell Woltring, University of South Alabama*
*Brooke Forester, University of South Alabama*
*Shelley Holden, University of South Alabama*

Thursday May 28, 2020, 11:05 AM - 11:25 AM  Session: Student Athletes/Policy
Room: 5  Presentation Type: 20-minute oral presentation (including questions)
**The Power of the NCAA Governance Structure: How the NCAA Governance Structure Impedes on Student-Athletes Rights**  
*Charles D.T. Macaulay, University of Connecticut*
*Laura Burton (Advisor), University of Connecticut*

Thursday May 28, 2020, 11:30 AM - 11:50 AM  Session: Student Athletes/Policy
Room: 5  Presentation Type: 20-minute oral presentation (including questions)
**Double Overtime: Department of Labor’s Second Attempt at Revising The Fair Labor Standards Act Overtime Regulations and its Possible Impact on College Athletics**  
*Brian Wood, California University of Pennsylvania*

Saturday May 30, 2020, 10:25 AM - 10:45 AM  Session: Sustainability I
Room: 2  Presentation Type: 20-minute oral presentation (including questions)
**Sustainable Development Principles in US Sport Management Graduate Education**  
*Simon Licen, Washington State University*
Scott Jedlicka, Washington State University

Saturday May 30, 2020, 10:50 AM - 11:10 AM  Session: Sustainability I
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

**Mass Sport Events and the Environment: Can One Exist Without Destroying the Other?**

Brianna Newland, New York University
Thomas Aicher, University of Colorado Colorado Springs
Melissa Davies, Ohio University
Eric Hungenberg, University of Tennessee - Chattanooga

Saturday May 30, 2020, 11:15 AM - 11:35 AM  Session: Sustainability I
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

**Simulated and Controlled: Exploring the Managerial Implications of Sport’s Evolution from Natural to Artificial Environments**

Madeleine Orr, University of Minnesota
Walker Ross, Florida Southern College
Jamee Pelcher, University of Tennessee at Knoxville

Saturday May 30, 2020, 11:40 AM - 12:00 PM  Session: Sustainability I
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

**Agenda 2020, Sustainability, and the Institutional Work of The International Olympic Committee**

Dana Ellis, Laurentian University
Matthew Dowling, Anglia Ruskin University
Becca Leopkey, University of Georgia

Saturday May 30, 2020, 1:05 PM - 1:25 PM  Session: Sustainability II
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

**Investigating Managerial Priority of Environmental Inputs and Outputs in Public Assembly Venues**

Walker Ross, Florida Southern College
Haylee Mercado, University of South Carolina

Saturday May 30, 2020, 1:30 PM - 1:50 PM  Session: Sustainability II
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

**What Does “Degrowth” Mean for Sport Management?**

Chen Chen, University of Alberta

Saturday May 30, 2020, 1:55 PM - 2:15 PM  Session: Sustainability II
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

**Consumers’ Cognitive Response to Green v. Non-Green Category Sponsors: A Case of Major League Soccer**

Beth Cianfrone, Georgia State University
Timothy Kellison, Georgia State University

Saturday May 30, 2020, 2:20 PM - 2:40 PM  Session: Sustainability II
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

**Influence of a Sport Organization’s Ecology Efforts and the Resulting Support of Corporate Partners and Behavioral Intentions of Fans**

Brian P. McCullough, Seattle University
Measuring and Evaluating Corporate Social Responsibility in Professional Sport
Kathy Babiak, University of Michigan
Lisa Kihl, University of Minnesota
Lisa Kikulis, Brock University
James Lopez, LA Dodgers Foundation
Marika Warner, MLSE Launchpad

Barriers to Diversity and Inclusion in NASSM Leadership: A Workshop Sponsored by the Diversity Committee
Andrew C. Pickett, University of South Dakota
Cynthia M. Veraldo, Mount St. Joseph University
Gabrielle Salomon, Manchester Metropolitan University
Laura J. Burton, University of Connecticut
Trevor Bopp, University of Florida

Cultural Segmentation: Re-examining the Evolution of African American Sport Consumers in the 21st Century
Brandon Brown, New York University
Daniel Kelly, New York University
Ben Valenta, Fox Sports

Power Five Conferences: The Lack of African-American Head Football Coaches
Aaron Livingston, Grambling State University
Robert Lindsey, Johnson C. Smith University
Charles Crowley, Livingstone College
F. Michelle Richardson, Coppin State University
Chevelle Hall, Virginia State University
Dr. Karla Jones, Johnson C. Smith University

Engaging Partners and Managing a Large-Scale Research Project
Galen Trail, Seattle University
2020 North American Society for Sport Management Conference (NASSM 2020)

Thomas Aicher, University of Colorado Colorado Springs
Kristi Sweeney, University of North Florida
Michael Naylor, Auckland University of Technology
Priscila Alfaro-Barrantes, Nichols College
Julie Lanzillo, Neumann University
Stavros Triantafyllidis, The Citadel
Norm O’Reilly, University of Guelph
Khaterah Jamaat, Islamic Azad University
Marcel Hüttermann, Zuerich University of Applied Sciences

Friday May 29, 2020, 10:35 AM - 11:35 AM
Room: 7
Presentation Type: 60-minute symposium, roundtable, or workshop
The Flipped Classroom: How to use Case Studies to Increase Active Learning
Nola Agha, University of San Francisco
Jess C. Dixon, University of Windsor
Jeffrey D. MacCharles, University of Massachusetts Amherst
Emily Sparvero, University of Texas at Austin

Friday May 29, 2020, 10:35 AM - 11:35 AM
Room: 8
Presentation Type: 60-minute symposium, roundtable, or workshop
Bridging the Gap: A Workshop on Knowledge Mobilization Strategies for Youth Sport Development Research
K. David McCann, University of Illinois at Urbana-Champaign
Jeffrey Farr, University of Illinois at Urbana-Champaign
John Kaczorowski, University of Illinois - Urbana-Champaign
Kelsey LeFever, University of Illinois - Urbana-Champaign
Julian Woolf (Advisor), University of Illinois - Urbana-Champaign

Saturday May 30, 2020, 3:10 PM - 4:10 PM
Room: 1
Presentation Type: 60-minute symposium, roundtable, or workshop
Publishing in Leading Sport Management Journals: Contemporary Issues from Journal Editors
James Zhang, University of Georgia
Janet Fink, University of Massachusetts
Paul Downward, Loughborough University
Sheranne Fairley, University of Queensland
Matthew Walker, University of North Texas

Saturday May 30, 2020, 3:10 PM - 4:10 PM
Room: 2
Presentation Type: 60-minute symposium, roundtable, or workshop
Access and Opportunity within the Emerging eSports Industry: A Discussion of Research, Practice, and New Initiatives
Lindsey Darvin, State University of New York College at Cortland
Thomas Baker, University of Georgia
John Holden, Oklahoma State University
Janelle Wells, University of South Florida

Saturday May 30, 2020, 3:10 PM - 4:10 PM
Room: 3
Presentation Type: 60-minute symposium, roundtable, or workshop
Diversification of the Sport Management Discipline: Recommendations for Recruiting, Mentoring, and Teaching
Jonathan Howe, The Ohio State University
Darren Kelly, University of Texas at Austin

Saturday May 30, 2020, 3:10 PM - 4:10 PM
Room: 4 Presentation Type: 60-minute symposium, roundtable, or workshop
An Iterative Approach to Teaching Sport and Social Issues: Putting the “Game” Back in Gamification
Randall Griffiths, University of the Incarnate Word
Emily Sparvero, University of Texas
Jacob Tingle, Trinity University

Saturday May 30, 2020, 3:10 PM - 4:10 PM
Room: 5 Presentation Type: 60-minute symposium, roundtable, or workshop
Niche Degrees and Concentrations Within Sport Management: Why They Exist and How They Add Value
Chris Hanna, Georgia Southern University
Chris Barnhill, Georgia Southern University
Bettina Cornwell, University of Oregon
Rodney Paul, Syracuse University

Saturday May 30, 2020, 3:10 PM - 4:10 PM
Room: 6 Presentation Type: 60-minute symposium, roundtable, or workshop
Universal Design for Internships: Making Internships Inclusive and Accessible
Michael Odio, University of Cincinnati

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento Presentation Type: Teaching & Learning Fair Presentation
Student Career Development – Utilizing Role Play to Improve Interview Preparedness
Nicole Sellars, Troy University
Robert Mathner, Troy University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento Presentation Type: Teaching & Learning Fair Presentation
The Ultimate Internship: Designing a Short-Term Immersive Study Abroad Experience
Daniel Springer, Texas A&M University
Marlene Dixon (Advisor), Texas A&M University
Stuart Dixon (Advisor), Texas A&M University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento Presentation Type: Teaching & Learning Fair Presentation
Olympic Sport Addition Case Study
Sayvon Foster, Texas A&M University
John Singer (Advisor), Texas A&M University

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento Presentation Type: Teaching & Learning Fair Presentation
The "Golden Bat" Awards
Jennifer Gellock, University of North Alabama
Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Using Real World Contracts to Enhance the Teaching and Learning of Contract Law**
*Claire Williams, Saint Mary's College of California*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Classroom to Field: An Experiential Learning Experience in Event Management**
*Dorothy Collins, Lake Erie College*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Planning Three Simultaneous Events - Experiential Learning**
*Kimberly Fierke, SUNY Oneonta*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Sports Partnership: Networking and Experiential Learning Opportunities**
*Whitney Marks, East Carolina University*
*Stacy Warner, East Carolina University*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Community Engagement in the Sport Management Classroom**
*Megan Parietti, University of Wisconsin Parkside*
*Sean Dublin, Central Washington University*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Best Practices to “Liven-Up” Discussion Boards in Your Online Courses**
*Deron Grabel, Post University*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Materials for Establishing a Standalone Sport Ecology Course**
*Brian P. McCullough, Seattle University*
*Madeleine Orr, University of Minnesota*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Using the ADDIE model to design effective courses**
*Michael Odio, University of Cincinnati*

Thursday May 28, 2020, 2:20 PM - 3:20 PM
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation
**Diversity in Sport Organizations: Cultural Awareness Autobiography Assignment**
*Kristi Oshiro, Texas A&M University*
Teaching on Racial and Ethnic Issues in Sport in a General Education Class
Guangzhou Chen, University of Illinois at Urbana-Champaign
Monika Stodolska (Advisor), University of Illinois at Urbana-Champaign
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign

Students for Hire: Creating a Challenging Capstone Experience
Leigh Ann Danzey-Bussell, Trevecca Nazarene University

Sport Public Relations Class Project: Alumni Society Revitalization
G. Clayton Stoldt, Wichita State University
Courtney Calder, Wichita State University

Healthy Obsession or Dangerous Game? Addressing Critical Issues Within Youth Sport
Daniel Wigfield, University of Waterloo

Use of Alternative Professional Basketball League to Teach Sport Economics Concepts
Justin Harmo

Text and Network Discovery
Soojin Kim, Kutztown University of Pennsylvania
Yongiae Kim, Kutztown University of Pennsylvania

Running a Successful Majors’ Club: Real-World Experiences Outside the Classroom
Jennifer Parsons, Wittenberg University
Lance Kaltenbaugh, Ashland University

Applying the Concept of Sustainable Development in Sport Management Courses
Stavros Triantafyllidis, The Citadel

Fictional Pop Culture Analysis
Sarah Tackett, University of Kansas
Jordan Bass (Advisor), University of Kansas

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Teaching & Learning Fair II  
Presentation Type: Teaching & Learning Fair Presentation  
What Does Your Future Boss Need from You? Developing Critical Thinking Skills for Job Market in the Sport Management Classroom  
Wen-hao Winston Chou, University of Georgia  
James J. Zhang (Advisor), University of Georgia

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Teaching & Learning Fair II  
Presentation Type: Teaching & Learning Fair Presentation  
Enhancing Student Learning and Engagement through Classification  
Rammi N. Hazzaa, University of Saint Joseph

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Teaching & Learning Fair II  
Presentation Type: Teaching & Learning Fair Presentation  
Scaffolding Academic Service-Learning in the Department of Sport Management: Application of Corporate Social Responsibility and Sport for Development Models  
Shaina Dabb, Elon University  
Anthony Weaver, Elon University  
Cara Lucia, Elon University  
Young Do Kim, Elon University

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Teaching & Learning Fair II  
Presentation Type: Teaching & Learning Fair Presentation  
Planning and Executing an Inclusive Community Sport Event  
Soyoun Lim, Mississippi State University  
Younghan Lee, Mississippi State University

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Teaching & Learning Fair II  
Presentation Type: Teaching & Learning Fair Presentation  
Inspire Sport Management Students to Learn by Doing  
Aimee Vlachos, University of New England

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Teaching & Learning Fair II  
Presentation Type: Teaching & Learning Fair Presentation  
Student "Player Cards": An Innovative Way to Facilitate Online Class Introductions  
Angela Robles, Azusa Pacific University  
Charlene Gamus, Azusa Pacific University

Friday May 29, 2020, 2:10 PM - 3:10 PM  
Session: Teaching & Learning Fair II  
Presentation Type: Teaching & Learning Fair Presentation  
Securing the Foundation of Sales and Fundraising Principles via a Fundraising Final Project  
Katie M. Brown, Texas Tech University
Andrew C. Pickett, University of South Dakota
Zack J. Damon, University of Central Arkansas

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Integrating eSports within the Traditional Sport Management Curriculum**
Christopher Scroggins, Shenandoah University
Mark Nagel, University of South Carolina
Nicholas Watanabe, University of South Carolina
Joey Gawrysiak, Shenandoah University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Visual and Animating Materials for Deaf and Hard-of-Hearing Students in Sport Management Courses**
YooJung Rhee, Gallaudet University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Why the Marshmallow Challenge is Eye-Opening for Students**
Marcella Otto, Louisiana State University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Facilitating Social Change through Sport-Based Entrepreneurship**
Ryan Snelgrove, University of Waterloo
Laura Wood, University of Waterloo

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Planning Class Debate Lessons to Stimulate Student Public Speaking and Critical Thinking Skills**
Mei-Lin Yeh-Lane, American International College

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Designing a Holistic Sport Public Relations Campaign Project for Intercollegiate Athletics**
Juha Yoon, Indiana University Bloomington

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Virtual Reality Sport as a Pedagogical Technique**
Gregory Kane, Eastern Connecticut State University
Michelle Ferrer, Eastern Connecticut State University
Ari de Wilde, Eastern Connecticut State University

Friday May 29, 2020, 2:10 PM - 3:10 PM
Room: Sorrento
Session: Teaching & Learning Fair II
Presentation Type: Teaching & Learning Fair Presentation

**Project Management Apps :Transitioning from Academic to Professional Skills**
Sloane Milstein, Colorado Mesa University
Sean Phelps, Colorado Mesa University  
Saurabh Singh, Texas A&M University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Session: Teaching & Learning Fair III  
Presentation Type: Teaching & Learning Fair Presentation

Preparing for the Big Leagues: Tactics and Innovations for Teaching Students' Hard Skills
Carter Rockhill, The Ohio State University  
Alex Miller, The Ohio State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Session: Teaching & Learning Fair III  
Presentation Type: Teaching & Learning Fair Presentation

Integrating Research into Assignments to Develop Students’ Analytical Thinking: Sport Tourism Case Study
Mona Mirehie, Indiana University Purdue University Indianapolis  
Heather Gibson, University of Florida

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Session: Teaching & Learning Fair III  
Presentation Type: Teaching & Learning Fair Presentation

Celebrating Event Excellence in Collaborating with Hospitality
Andra D. Chisholm, University of Memphis  
Crystal N. Hudson, University of Memphis  
Carol A. Silkes (Advisor), University of Memphis  
Timothy D. Ryan (Advisor), University of Memphis

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Session: Teaching & Learning Fair III  
Presentation Type: Teaching & Learning Fair Presentation

Navigating Collaborative Quizzes in Large Classes
Cassandra Coble, Indiana University

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Session: Teaching & Learning Fair III  
Presentation Type: Teaching & Learning Fair Presentation

It Takes A Village: Introduction to Sport Management as a Team-Taught Cohort Model
James Weiner, University of Tampa

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Session: Teaching & Learning Fair III  
Presentation Type: Teaching & Learning Fair Presentation

A Sports Marketing Experiential Learning Opportunity in Intercollegiate Basketball
Chris Croft, University of Southern Mississippi  
John Miller, University of Southern Mississippi  
Sarah Stokowski, University of Arkansas

Saturday May 30, 2020, 9:20 AM - 10:20 AM  
Session: Teaching & Learning Fair III  
Presentation Type: Teaching & Learning Fair Presentation

Group Project Creating and Interrupting Online Surveys Pertaining to Consumer Motivation, Constraints and Attitudes
Nick Lisk, Keiser University
Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Marketing and Promoting an eSport Event**
_Glynn McGehee, Northern Illinois University_

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Welcome to Jayhawkville**
_Jordan Bass, University of Kansas
Brian Gordon, University of Kansas_

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Samples of Resources for Teaching an Online Sport Entrepreneurship Course**
_Robert Case, Old Dominion University_

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Developing Self-efficacy for Sport Leadership**
_Elizabeth Rogol, Kutztown University of Pennsylvania_

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Current Hot Topics in College Sport: Translating Papers to Discussion**
_Ashley Ryder, The Ohio State University
Brian Turner (Advisor), The Ohio State University_

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Redesigning Sport Management Curriculum to Enhance Student Success**
_Wendi Zimmer, Texas A&M University
Paul Keiper, Texas A&M University
Shane Hudson, Texas A&M University
Scott Waltemyer, Texas A&M University
Hannah Malcomb, Texas A&M University_

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Introduction to Sport Management Football Scheduling Project**
_Breckley Erny, Keiser University_

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Room: Sorrento
**Study Tools: The Use of Crossword Puzzles to Help Students Review Course Content**
_Peyton Stensland, University of Cincinnati_
Dominique Kropp, University of Kansas

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Session: Teaching & Learning Fair III
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation

**Sport Sales: Developing a Tiered Pricing Structure for a Minor League Team**
Olzhas Taniyev, Roanoke College

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Session: Teaching & Learning Fair III
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation

**What Would You Do? Debating Contemporary Issues in Sport Law**
Robert Turick, Ball State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Session: Teaching & Learning Fair III
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation

**Utilizing Fantasy Football as a Case Simulation in Sport Management Classrooms**
Patrick Walsh, Syracuse University
Matthew Blaszka, Indiana State University

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Session: Teaching & Learning Fair III
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation

**Using the Equity in Athletics Data Analysis Cutting Tool Database to compare the finances of three NCAA Athletics Conferences**
Farah Ishaq, State University of New York College at Cortland

Saturday May 30, 2020, 9:20 AM - 10:20 AM
Session: Teaching & Learning Fair III
Room: Sorrento
Presentation Type: Teaching & Learning Fair Presentation

**Using Kahoot! Game-based Learning in the Sport Management Classroom**
Logan Schuetz, University of Northern Colorado
Brent D. Oja (Advisor), University of Northern Colorado

Saturday May 30, 2020, 8:00 AM - 8:20 AM
Session: Teaching Tech
Room: 7
Presentation Type: 20-minute oral presentation (including questions)

**Learning Portals: Identifying Threshold Concepts for Introduction to Sport Management Courses**
Brian Yim, Kent State University
Mark Lyberger, Kent State University
Brian Crow, Slippery Rock University
Larry McCarthy, Seton Hall University

Saturday May 30, 2020, 8:25 AM - 8:45 AM
Session: Teaching Tech
Room: 7
Presentation Type: 20-minute oral presentation (including questions)

**Flipgrid Technology: Engaging Students in Kinesiology and Sports Administration**
Carrie Taylor, Midwestern State University
Sandra Shawver, Midwestern State University

Saturday May 30, 2020, 8:50 AM - 9:10 AM
Session: Teaching Tech
Room: 7
Presentation Type: 20-minute oral presentation (including questions)

**Electronic Sports Management Course and Program Development in Higher Education**
Neil Malvone, Caldwell University
Saturday May 30, 2020, 8:00 AM - 8:20 AM  
**Session:** Team Identification I  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Title:** Team Identification in Women’s Sport: Seeking Equality While Preserving Purity  
**Presenter:** Elizabeth Delia, University of Massachusetts Amherst

Saturday May 30, 2020, 8:25 AM - 8:45 AM  
**Session:** Team Identification I  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Title:** Optimal Game Outcome Uncertainty and Team Identification: Understanding Potential NBA Attendees’ Decision-Making Process  
**Presenters:** Moonsup Hyun, Temple University  
Jeremy Jordan (Advisor), Temple University

Saturday May 30, 2020, 8:50 AM - 9:10 AM  
**Session:** Team Identification I  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Title:** The Effect of Team Identification on Information Processing  
**Presenters:** Colin Lopez, Temple University  
Daniel Funk (Advisor), Temple University

Saturday May 30, 2020, 10:25 AM - 10:45 AM  
**Session:** Team Identification II  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Title:** Sport Consumer Responses to Rival Team Athlete’s Scandal: Focusing on Emotional and Cognitive Approaches  
**Presenters:** Jinwoo Ahn, University of Florida  
Joon Sung Lee (Advisor), University of Florida  
Wonsook (Eric) Jang (Advisor), Sungkyunkwan University

Saturday May 30, 2020, 10:50 AM - 11:10 AM  
**Session:** Team Identification II  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Title:** Where in the World are the Minor League Fans? Effects of Proximity and Competition on Minor League Fandom  
**Presenters:** Dorothy Collins, Lake Erie College  
Katharine Reifurth, Aurora University

Saturday May 30, 2020, 11:15 AM - 11:35 AM  
**Session:** Team Identification II  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Title:** Benefits of Team Identification for Social Well-Being of Middle-Aged and Older Adults  
**Presenters:** Yuhei Inoue, Manchester Metropolitan University  
Daniel Lock, Bournemouth University  
Mikihiro Sato, James Madison University  
Daniel Funk, Temple University

Saturday May 30, 2020, 11:40 AM - 12:00 PM  
**Session:** Team Identification II  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Title:** Explore the Impact of Team Identification and Consumer Ethnocentrism on Foreign Sponsors: A Cross-Cultural Study  
**Presenters:** Yong Wang, University of New Mexico
Luke Mao (Advisor), University of New Mexico
Brian Gillespie (Advisor), University of New Mexico

Thursday May 28, 2020, 8:05 AM - 8:15 AM  
Presentation Type: 10-minute lightning talk (including questions)  
The Disruptive Potential of Virtual Reality (VR) Technology in Sport Management Research  
Joshua Lapinek, Montclair State University  
Jinhee Yoo, Gannon University  
Eugene Ohu, Lagos Business School  
Eric Brownlee, Gannon University

Thursday May 28, 2020, 8:17 AM - 8:27 AM  
Presentation Type: 10-minute lightning talk (including questions)  
Game Time! Using Game-Based Learning to Enhance Knowledge Retention in Sport Management Curriculum  
Denny Scruton, Methodist University

Thursday May 28, 2020, 8:29 AM - 8:39 AM  
Presentation Type: 10-minute lightning talk (including questions)  
Understanding Social Media Platform Usage Behaviour: The Case of Balancing Functional Alternatives  
Heather Kennedy, Temple University  
Daniel Funk (Advisor), Temple University

Thursday May 28, 2020, 8:41 AM - 8:51 AM  
Presentation Type: 10-minute lightning talk (including questions)  
The Role of Social Media in Social Impacts Experiences of Sport Events  
Marijke Taks, University of Ottawa  
Ann Pegoraro, Laurentian University

Saturday May 30, 2020, 1:05 PM - 1:25 PM  
Presentation Type: 20-minute oral presentation (including questions)  
Novelty or Distraction: Effects of High-Tech Cameras on Sports Consumers’ Viewing Experiences  
Wonseok (Eric) Jang, Sungkyunkwan University  
Young Jun Kim, Sungkyunkwan University  
Kyungro Chang, Sungkyunkwan University  
Taehee Kim, Sungkyunkwan University

Saturday May 30, 2020, 1:30 PM - 1:50 PM  
Presentation Type: 20-minute oral presentation (including questions)  
Scoping Review: Incorporating Wearable Fitness Tracker with Sport Event  
Inje Cho, University of Florida  
Kyriaki Kaplanidou (Advisor), University of Florida

Saturday May 30, 2020, 1:55 PM - 2:15 PM  
Presentation Type: 20-minute oral presentation (including questions)  
The Rise of Robot Journalism: Can Robot Reporters Replace Human Reporters in Sports?  
Wonseok (Eric) Jang, Sungkyunkwan University
Dae Hee Kwak, University of Michigan
Erik Bucy, Texas Tech University

Saturday May 30, 2020, 2:20 PM - 2:40 PM  
Session: Technology II
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)

**Digital Transformation of Traditional Sport: A Qualitative Examination of Gamification and Motivations to Participate In Indoor Virtual Cycling**
Craig Fulk, University of North Texas
Calvin Nite (Advisor), University of North Texas

Saturday May 30, 2020, 8:00 AM - 8:20 AM  
Session: Ticketing
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)

**Examining the Role of Secondary Market Activity on Primary Market Pricing Efficiencies, Objectives, and Decision-Making in College Sport**
Mark L. Howard, Berry College
Craig A. Morehead, Indiana State University
Stephen L. Shapiro, University of South Carolina

Saturday May 30, 2020, 8:25 AM - 8:45 AM  
Session: Ticketing
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)

**Better Together? Examining the Impact of Official Secondary Ticketing Partnerships on Consumers' Attitudes and Behaviors**
Koo Yul Kim, Temple University
Joris Drayer (Advisor), Temple University

Saturday May 30, 2020, 8:50 AM - 9:10 AM  
Session: Ticketing
Room: 1  
Presentation Type: 20-minute oral presentation (including questions)

**Co-Creation of Value in Sport Ticket Sales: An Examination of Subscription-Based Ticket Services**
Clinton Warren, University of Minnesota
Liz Sattler, Illinois State University
Lisa Rufer, Rider University

Friday May 29, 2020, 3:15 PM - 3:35 PM  
Session: Tourism/Legacies
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)

**Participation in Active Sport Tourism and Sense of Wellbeing: Comparing Golf, Snowboarding, and Long-distance Running**
Brian Krohn, Indiana University Purdue University Indianapolis
Mona Mirehie, Indiana University Purdue University Indianapolis

Friday May 29, 2020, 3:40 PM - 4:00 PM  
Session: Tourism/Legacies
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)

**The Role of the Media in the Construction of Destination Image: The Case of Iceland's 'Fairytale Run' at Euro 2016**
Stacy-Lynn Sant, University of Michigan

Friday May 29, 2020, 4:05 PM - 4:25 PM  
Session: Tourism/Legacies
Room: 8  
Presentation Type: 20-minute oral presentation (including questions)

**Exploring Issues within Post-Sport Event Legacy Governance**
Jinsu Byun, University of Georgia
2020 North American Society for Sport Management Conference (NASSM 2020)

Becca Leopkey (Advisor), University of Georgia

Friday May 29, 2020, 4:30 PM - 4:50 PM  Session: Tourism/Legacies
Room: 8  Presentation Type: 20-minute oral presentation (including questions)

Examining the Planning and Measurement of Sports and Social Legacies of the 2022 Winter Olympic Games  
Charlie Song, University of West Florida  
Baoli Sun, Beijing Sport University  
Frank Ashley, Texas A&M University

Thursday May 28, 2020, 3:35 PM - 3:55 PM  Session: Volunteers I
Room: 6  Presentation Type: 20-minute oral presentation (including questions)

Towards a Model of Diversity and Inclusion for Sport Volunteers: A Narrative Inquiry of the Experience of Diverse Volunteers for a National Sport Governing Body  
Eric Legg, Arizona State University  
Erika Karner, Arizona State University

Thursday May 28, 2020, 4:00 PM - 4:20 PM  Session: Volunteers I
Room: 6  Presentation Type: 20-minute oral presentation (including questions)

Understanding the Volunteer Experience: A Holistic Examination  
Erik L. Lachance, University of Ottawa  
Jordan T. Bakhsh, University of Ottawa  
Ashley Thompson, University of Ottawa  
Milena M. Parent (Advisor), University of Ottawa

Thursday May 28, 2020, 4:25 PM - 4:45 PM  Session: Volunteers I
Room: 6  Presentation Type: 20-minute oral presentation (including questions)

A Psychological Contract Perspective for Volunteer Retention  
Mi Ryoung Chung, University of Illinois at Urbana-Champaign  
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign

Friday May 29, 2020, 1:20 PM - 1:40 PM  Session: Volunteers II
Room: 6  Presentation Type: 20-minute oral presentation (including questions)

The Impact of Engagement on Satisfaction and Intention to Remain among Volunteers at Sporting Events  
Marcella G. Otto, Louisiana State University  
Christopher Barnhill (Advisor), Georgia Southern University  
Michael Martinez (Advisor), Louisiana State University

Friday May 29, 2020, 1:45 PM - 2:05 PM  Session: Volunteers II
Room: 6  Presentation Type: 20-minute oral presentation (including questions)

A Study on the Organizational Conflict and Withdrawal of Sport Club Members  
Seokkyun Yoon, Seoul National University  
Yukyoum Kim (Advisor), Seoul National University

Friday May 29, 2020, 8:00 AM - 8:20 AM  Session: Women Leadership I
Room: 2  Presentation Type: 20-minute oral presentation (including questions)

Who Makes a Good Leader? Gendered Evaluations of Leadership Competencies in Intercollegiate Sport  
Lauren Hindman, University of Massachusetts Amherst
Lindsey Darvin (Advisor), State University of New York College, Cortland

Friday May 29, 2020, 8:25 AM - 8:45 AM  
Session: Women Leadership I  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)

Perceptions of Progress in the Equitable Treatment of Women Leaders in the Sport Industry
Ellen Staurowsky, Drexel University  
Nicholas Watanabe, University of South Carolina

Friday May 29, 2020, 8:50 AM - 9:10 AM  
Session: Women Leadership I  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)

Elite Women Coaches Challenging Male Superiority in Soccer
Annelies Knoppers, Utrecht University  
Donna De Haan, The Hague University of Applied Sciences

Friday May 29, 2020, 11:40 AM - 12:00 PM  
Session: Women Leadership II  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)

Fix the Women? The Effects of Gendered Leadership Training in Sport
Lauren Hindman, University of Massachusetts Amherst  
Janet Fink (Advisor), University of Massachusetts Amherst  
E. Nicole Melton (Advisor), University of Massachusetts Amherst  
Nefertiti Walker (Advisor), University of Massachusetts Amherst

Saturday May 30, 2020, 8:00 AM - 8:20 AM  
Session: Women Leadership III  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)

Canadian Women’s Experiences in Wheelchair Rugby
Bronwyn Corrigan, Western University  
Laura Misener (Advisor), Western University

Saturday May 30, 2020, 8:25 AM - 8:45 AM  
Session: Women Leadership III  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)

Does Hiring Only Women Matter? Assistant Coach Gender and Individual Player Performance in Women’s College Basketball
Lindsey Darvin, State University of New York College at Cortland  
David Berri, Southern Utah University

Saturday May 30, 2020, 8:50 AM - 9:10 AM  
Session: Women Leadership III  
Room: 2  
Presentation Type: 20-minute oral presentation (including questions)

Why WIN (Women in NASSM)? Motives and Benefits to Members
Heidi M. Parker, University of Southern Maine  
Heidi Grappendorf, Western Carolina University  
Annmarie Farrell, Ithaca College  
Emily M. Newell, University of Southern Maine

Friday May 29, 2020, 3:15 PM - 3:35 PM  
Session: Work-Life Balance  
Room: 5  
Presentation Type: 20-minute oral presentation (including questions)

The Economics of Women’s Soccer in the US: The Production of Soccer from an Embodied Labor Standpoint
Tarlan Chabardosvili, Florida State University
Friday May 29, 2020, 3:40 PM - 4:00 PM  
**Session:** Work-Life Balance  
**Room:** 5  
**Presentation Type:** 20-minute oral presentation (including questions)  
**It's not a Job, It's a Lifestyle: Sport Industry Employee Experience Archetypes Through a Human Capital Lens**  
Erianne Weight, The University of North Carolina at Chapel Hill  
Elizabeth Taylor, Temple University  
Matt Huml, University of Cincinnati  
Marlene Dixon, Texas A&M University

Friday May 29, 2020, 4:05 PM - 4:25 PM  
**Session:** Work-Life Balance  
**Room:** 5  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Imposter Phenomenon and the Increased Work Demands on Sport Management Faculty**  
Jessica Murfree, University of Louisville  
Chelsea Police, University of Louisville  
Megan Shreffler (Advisor), University of Louisville

Friday May 29, 2020, 4:30 PM - 4:50 PM  
**Session:** Work-Life Balance  
**Room:** 5  
**Presentation Type:** 20-minute oral presentation (including questions)  
**The Impacts of the Work-Family Interface and Coping Strategy on the Relationship between Workaholism and Burnout in Collegiate Recreation Employees**  
Colin Lopez, Temple University  
Elizabeth Taylor (Advisor), Temple University  
Matt Huml (Advisor), University of Cincinnati

Friday May 29, 2020, 8:00 AM - 8:20 AM  
**Session:** Youth Sport I  
**Room:** 5  
**Presentation Type:** 20-minute oral presentation (including questions)  
**“We’re Hoping it Pays Off in the End:” Middle-Class Parents’ Perceptions of Youth Football**  
Laurel Whalen, Wayne State University  
Nathan McCaughtry, Wayne State University  
Erin Centeio, University of Hawaii at Manoa  
Jeffrey Martin, Wayne State University  
Albert Bimper, Colorado State University

Friday May 29, 2020, 8:25 AM - 8:45 AM  
**Session:** Youth Sport I  
**Room:** 5  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Coaches Impacting Parental Involvement: A National Study of Girl’s Youth Sports**  
Jen Zdroik, Minnesota State University, Mankato  
Philip Veliz, University of Michigan

Friday May 29, 2020, 8:50 AM - 9:10 AM  
**Session:** Youth Sport I  
**Room:** 5  
**Presentation Type:** 20-minute oral presentation (including questions)  
**Exploring the Influence of Parent-Child Socialization on Pre-Adolescent Children’s Sport Involvement in the Context of Family Acculturation**  
Yilun Zhou, Old Dominion University

Friday May 29, 2020, 1:20 PM - 1:40 PM  
**Session:** Youth Sport II  
**Room:** 5  
**Presentation Type:** 20-minute oral presentation (including questions)  
**The Co-Creation of Athlete Development: A Conjoint Analysis of Parents’ and Coaches’ Preferences for Youth Sport Programming**  
Edward Horne, Northern Illinois University
Youth Athletes' Process of Acquiring the Sport Development Perspective at the Youth Olympic Games

Keita Kinoshita, University of Ottawa
Eric MacIntosh (Advisor), University of Ottawa
Milena Parent, University of Ottawa