NORTH AMERICAN SOCIETY FOR SPORTS MANAGEMENT

Hosted by Duquesne University Sports Marketing and Sports Leadership Programs

Conference Schedule - Pittsburgh 2014
Thursday May 29, 2014, 8:30 AM (20-minute oral presentation (including questions)) Allegheny
Guiding Purposeful Sampling of Tweets using Visual Twitter Analytics (Vista)
Orland Hoeber, University of Regina
Larena Hoeber, University of Regina
Laura Wood, University of Windsor
Ryan Snelgrove, University of Windsor

Thursday May 29, 2014, 8:30 AM (20-minute oral presentation (including questions)) Carnegie III
Title IX Misperceptions: Division III
Erica Zonder, Adrian College
Brenda Riemer, Eastern Michigan University
Ellen Staurowsky, Drexel University

Thursday May 29, 2014, 8:30 AM (20-minute oral presentation (including questions)) Conference Center A
Local Team Playoff Prospects and Out-of-Market Television Viewership in the NFL
Jie Xu, University of Illinois
Scott Taubsky, University of Illinois
Brian Mills, University of Florida
Steven Salaga, Florida Institute of Technology

Thursday May 29, 2014, 8:30 AM (20-minute oral presentation (including questions)) Conference Center B
Exploring the Utility of Collaborative Governance
David Shilbury, Deakin University
Lesley Ferkins, Unitec Institute of Technology

Thursday May 29, 2014, 8:30 AM (20-minute oral presentation (including questions)) Conference Center C
Beyond Behavioral Intentions: A Longitudinal Analysis of the Antecedents of Behavioral Loyalty in Spectator Sport
Masayuki Yoshida, Biwako Seikei Sport College
Bob Heere, University of South Carolina
Brian Gordon, University of Wisconsin-La Crosse

Thursday May 29, 2014, 8:30 AM (20-minute oral presentation (including questions)) Frick
 Voters and Stadiums: An Initial Test of the Sport Referendums Model
Michael Mondello, University of South Florida
Timothy Kellison, University of Florida

Thursday May 29, 2014, 8:30 AM (20-minute oral presentation (including questions)) Phipps
A Factor Analysis on Perceptual Differences of E-Sports Among Male and Female University Students
Ran Li, Delaware State University
Chen Li (Advisor), Delaware State University
Weimei Meng, Delaware State University
Liye Zou, Springfield College
Thursday May 29, 2014, 8:55 AM (20-minute oral presentation (including questions))  
Assessing Stakeholder Satisfaction of Graduate Sport Management Programs  
Nels Popp, University of North Carolina, Chapel Hill  
Erianne Weight, University of North Carolina, Chapel Hill  
Alan Morse, Mississippi State University  
Amy Baker, Belmont University  

Thursday May 29, 2014, 8:55 AM (20-minute oral presentation (including questions))  
Olympic Games Legacy Accountability and Governance  
Becca Leopkey, The University of Georgia  
Milena Parent (Advisor), University of Ottawa  

Thursday May 29, 2014, 8:55 AM (20-minute oral presentation (including questions))  
Effects of Constraints on Student Attendance in College Football  
Gi-Yong Koo, Troy University  
Robin Hardin, University of Tennessee  
Sunnyong Kim, University of Arkansas  

Thursday May 29, 2014, 8:55 AM (20-minute oral presentation (including questions))  
Integrating the Community Level into Hierarchical Models for Club Resources  
Pamela Wicker, German Sport University Cologne  
Christoph Breuer, German Sport University Cologne  

Thursday May 29, 2014, 8:55 AM (20-minute oral presentation (including questions))  
Exploring Sense of Community in a Relocated Sport Fan Group  
Eric Legg, University of Utah  
Jeff Rose, Davidson College  
Mary Wells (Advisor), University of Utah  

Thursday May 29, 2014, 10:35 AM (20-minute oral presentation (including questions))  
Propensity Score Analysis in Structural Equation Modeling: A New Approach Dealing with Selection Bias in Quasi-Experimental Studies  
Yonghwan Chang, University of Florida  
Yong Jae Ko (Advisor), University of Florida  
Walter Leite, University of Florida  

Thursday May 29, 2014, 10:35 AM (20-minute oral presentation (including questions))  
Evaluating Internships: Effectively Adapting Curricula and Harnessing Internal and External Resources to Address Industry-Specific Needs  
Jaime R. DeLuca, Towson University  
Jessica R. Braunstein-Minkove, Towson University  
Kacie A. Glenn, Towson University  

Thursday May 29, 2014, 10:35 AM (20-minute oral presentation (including questions))  
Scoring Margin and Variation in the Effect on Demand Across Winning, Losing and Neutral Markets  
Ho Jun Sung, University of Illinois  
Scott Tainsky, University of Illinois  
Jie Xu, University of Illinois
Thursday May 29, 2014, 10:35 AM (20-minute oral presentation (including questions)) Conference Center B
The Shifting Attitudes of Citizens Toward Policymakers, Sports, and Democracy Following a No-Vote Subsidy
Timothy Kellison, University of Florida

Thursday May 29, 2014, 10:35 AM (20-minute oral presentation (including questions)) Conference Center C
What can Green do for you? Examining the Impact of Societal Orientation on the Hearts and Minds of Fans
Brian Gordon, University of Wisconsin-La Crosse
Jordan Bass, The University of Kansas

Thursday May 29, 2014, 10:35 AM (20-minute oral presentation (including questions)) Frick
Propensity to Give: An Analysis of the Giving Potential of Current Students to Athletic Departments
Ngoc T. Vo, University of Missouri
Charles Brunette, University of Missouri
Nicholas Watanabe (Advisor), University of Missouri

Thursday May 29, 2014, 10:35 AM (20-minute oral presentation (including questions)) Phipps
The Role of Special Events in Sport-For-Development
Nico Schulenkorf, University of Technology, Sydney
Daryl Adair, University of Technology, Sydney
Katja Siefken, Auckland University of Technology

Thursday May 29, 2014, 11:00 AM (20-minute oral presentation (including questions)) Allegheny
Simon Brandon-Lai, Florida State University
Amy Chan Hyung Kim (Advisor), Florida State University
Jeffrey James (Advisor), Florida State University

Thursday May 29, 2014, 11:00 AM (20-minute oral presentation (including questions)) Carnegie III
Enhancing the Credibility of Sport Management Programs: An Assessment of Publications, Presentations and Research Interests
Jimmy Smith, Niagara University

Thursday May 29, 2014, 11:00 AM (20-minute oral presentation (including questions)) Conference Center A
The Role of Candidate Availability in Involuntary Dismissals
Jeremy Foreman, Louisiana State University
Brian Soebbing (Advisor), Louisiana State University

Thursday May 29, 2014, 11:00 AM (20-minute oral presentation (including questions)) Conference Center B
Neutrality of Intent, Economic Welfare, Legacies, and Support for the 2014 FIFA World Cup in Brazil
Claudio Rocha, University of Sao Paulo
Packianathan Chelladurai, Troy University
Thursday May 29, 2014, 11:00 AM  (20-minute oral presentation (including questions)) Conference Center C

I am Bolder: An Examination of Road Race Participant Loyalty
Andrea N. Eaglen, Massey University
Nancy Lough, University of Nevada Las Vegas
Jennifer Pharr, University of Nevada Las Vegas

Thursday May 29, 2014, 11:00 AM  (20-minute oral presentation (including questions)) Frick

Sport Sentiment and Investor Trading Behavior: Evidence from Korean Professional Baseball Matches
Young Han Kim, Nanyang Business School, Nanyang Technological University
Do Young Pyun, National Institute of Education, Nanyang Technological University
Ji Eun Lee, Economic Research Institute, The Bank of Korea

Thursday May 29, 2014, 11:00 AM  (20-minute oral presentation (including questions)) Phipps

Youth Sport Coaches’ Perceptions of Organizational Child Abuse Policies and Training
Jeff Noble, Wichita State University
Mark Vermillion, Wichita State University

Thursday May 29, 2014, 11:25 AM  (20-minute oral presentation (including questions)) Allegheny

Real-Time Analysis at Sports Venues
Krysta Valerio, Eastern Connecticut State University
Greg Kane (Advisor), Eastern Connecticut State University
Charlie Chatterton (Advisor), Eastern Connecticut State University

Thursday May 29, 2014, 11:25 AM  (20-minute oral presentation (including questions)) Carnegie III

Developing and Maintaining Successful Multileveled Relationships between Sport Management Internship Programs and Sport Franchises
Daniel Burt, Texas A&M-Kingsville
Michelle Zapata, Texas A&M-Kingsville

Thursday May 29, 2014, 11:25 AM  (20-minute oral presentation (including questions)) Conference Center A

Moneyball Revisited: Evidence from the German Bundesliga
Daniel Weimar, University of Duisburg-Essen
Pamela Wicker, German Sport University Cologne
Joachim Prinz, University of Duisburg-Essen

Thursday May 29, 2014, 11:25 AM  (20-minute oral presentation (including questions)) Conference Center B

Social Construction of the Sport-Gambling Relationship: A Case Study of Bill C-290
Jimmy El-Turk, University of Windsor
Victoria Paraschak (Advisor), University of Windsor
Jules Woolf (Advisor), University of Windsor

Thursday May 29, 2014, 11:25 AM  (20-minute oral presentation (including questions)) Conference Center C

The Effect of Team Reputation on Fan Loyalty Formation
Wonseok Jang, University of Florida
Sylvia Chan-Olmsted, University of Florida
Yong Jae Ko (Advisor), University of Florida
Thursday May 29, 2014, 11:25 AM (20-minute oral presentation (including questions)) Frick
**Blacking Out League Blackout Policies? How Laumann and Garber Might Change the Future of Sports Media Rights**
*Stephen Dittmore, University of Arkansas*

Thursday May 29, 2014, 11:25 AM (20-minute oral presentation (including questions)) Phipps
**The Influence of Ego Involvement with Running on Varsity Athletes’ Post-Collegiate Running Loyalty and Health**
*Luke Potwarka, University of Waterloo*
*Mark Havitz, University of Waterloo*
*Wade Wilson, University of Waterloo*
*Steven Mock, University of Waterloo*

Thursday May 29, 2014, 1:20 PM (20-minute oral presentation (including questions)) Allegheny
**Enhancement of Sport Management Programs through Grant Writing**
*Khiry Walker, Louisiana State University*
*Jeremy Foreman, Louisiana State University*
*Chad Seifried, Louisiana State University*

Thursday May 29, 2014, 1:20 PM (20-minute oral presentation (including questions)) Carnegie III
**Do I have to be a Man to Lead in High School Athletic Administration?**
*Nicole Philen, Washington State University*

Thursday May 29, 2014, 1:20 PM (20-minute oral presentation (including questions)) Conference Center A
**Time Series Analysis of NCAA Basketball Competitive Balance: Institutional Changes, Integration, and the NBA’s Policy Impacts**
*Brian Mills, University of Florida*
*Steve Salaga, Florida Institute of Technology*
*Matthew Juravich, University of Akron*

Thursday May 29, 2014, 1:20 PM (20-minute oral presentation (including questions)) Conference Center B
**Athlete Involvement in the Governance of National Sport Federations**
*Bogdan Ciomaga, Brock University*
*Lucie Thibault (Advisor), Brock University*
*Lisa Kihl, University of Minnesota*

Thursday May 29, 2014, 1:20 PM (20-minute oral presentation (including questions)) Conference Center C
**Assessing the Impact of Second Screen Activity During Television Broadcasts on Sponsor Brand Awareness**
*Jonathan A. Jensen, The Ohio State University*
*Patrick Walsh, Indiana University*
*Joe Cobbs, Northern Kentucky University*
*Brian A. Turner (Advisor), The Ohio State University*

Thursday May 29, 2014, 1:20 PM (20-minute oral presentation (including questions)) Frick
**The Role of Flow in Sponsorship Effectiveness**
*Jeeyoon Kim, Florida State University*
*Joon Ho Kang, Seoul National University*
*Yukyoun Kim (Advisor), Florida State University*
Thursday May 29, 2014, 1:20 PM  (20-minute oral presentation (including questions))  Phipps
It Depends: A Contextual Evaluation of a Youth Sport and Development Program
Christine Wegner, Temple University
Jeremy Jordan (Advisor), Temple University
Daniel Funk (Advisor), Temple University

Thursday May 29, 2014, 1:45 PM  (20-minute oral presentation (including questions))  Allegheny
A Student Experiential Learning Trip: Exploring the Motivations for Volunteering at the Super Bowl
Joshua Pate, James Madison University
David Shonk, James Madison University

Thursday May 29, 2014, 1:45 PM  (20-minute oral presentation (including questions))  Carnegie III
Impact of Relationship Quality on Donor Loyalty: A Case of Professional Sport-Related Charitable Nonprofit Organizations
Minhong Kim, The University of Georgia
James J. Zhang (Advisor), The University of Georgia

Thursday May 29, 2014, 1:45 PM  (20-minute oral presentation (including questions))  Conference Center A
The Beckham Effect: David Beckham’s Impact on Major League Soccer, 2007-2012
Timothy DeSchriver, University of Delaware
Daniel Rascher, University of San Francisco
Stephen Shapiro, Old Dominion University

Thursday May 29, 2014, 1:45 PM  (20-minute oral presentation (including questions))  Conference Center B
Creating A Sporting Habit? A Realist Perspective of the London 2012 Community Sport Legacy
Spencer Harris, University of Colorado, Colorado Springs

Thursday May 29, 2014, 1:45 PM  (20-minute oral presentation (including questions))  Conference Center C
How Sponsors, Sponsees and Consumers Imagine an “Ideal” Sponsorship Activation? Concrete Responses with the Case of the French Soccer Federation
Nicolas Chanavat, University Paris South
Christopher Hautbois, University Paris South
Michel Desbordes, University Paris South

Thursday May 29, 2014, 1:45 PM  (20-minute oral presentation (including questions))  Frick
The Unpaid Intern: Do they have any Legal Rights?
Mark Dodds, State University of New York, Cortland
Kristi Schoepfer, Winthrop University

Thursday May 29, 2014, 1:45 PM  (20-minute oral presentation (including questions))  Phipps
The Fulfillment of Canadian Student-Athletes in the NCAA
Adam Ali, University of Windsor
Marijke Taks (Advisor), University of Windsor
Thursday May 29, 2014, 2:10 PM (60-minute symposium, roundtable, or workshop) Carnegie III

**Three Examples of Program Assessment Development: Addressing Different Delivery Mediums, Demographics, and COSMA Requirements**

Heather Alderman, Commission on Sport Management Accreditation  
Kimberly Bogh-Jubinville, Southern New Hampshire University  
Colleen Colles, Metropolitan State University of Denver  
Michael Pfahl, Ohio University

Thursday May 29, 2014, 2:10 PM (60-minute symposium, roundtable, or workshop) Conference Center A

**Sport Management Program Advisory Boards: The Advantages Of Outside Influence**

Heather Lawrence-Benedict, Ohio University  
James Strode, Ohio Dominican University  
Donna Pastore, The Ohio State University  
Dianna Gray, University of Northern Colorado  
Robert Baker, George Mason University  
Pamela Baker, George Mason University  
Andy Gillentine, University of South Carolina  
Jacquelyn Caneen, Bowling Green State University

Thursday May 29, 2014, 2:10 PM (60-minute symposium, roundtable, or workshop) Conference Center B

**‘To be or not to be, that is a Question!’ A Panel Discussion on the Relevance, Practicality, and Opportunities of External Funding for Sport Management Scholars in Research Universities**

James Zhang, The University of Georgia  
Jennifer Bruening, University of Connecticut  
Alison Doherty, Western University  
Laurence Chalip, University of Illinois  
Daniel Funk, Temple University

Thursday May 29, 2014, 2:10 PM (60-minute symposium, roundtable, or workshop) Conference Center C

**Best Practices in Virtual Classrooms: Strategies for Program and Classroom Development**

Emily Dane-Staples, St. John Fisher College  
Leigh Ann Danzey-Bussell, University of West Georgia  
Todd Harrison, St. John Fisher College  
Heather Lawrence-Benedict, Ohio University  
Ellen Staurowsky, Drexel University

Thursday May 29, 2014, 2:10 PM (60-minute symposium, roundtable, or workshop) Frick

**Stakeholder Becomings: An Interdisciplinary, Multi-Method Study of Organizational Politics and (De-)Democratic Decision-Making in Intercollegiate Stadium Financing**

Ryan King-White, Towson University  
Joshua Newman, Florida State University  
Jaime DeLuca, Towson University  
Michael Friedman, University of Maryland  
Adam Beissel, University of Maryland
Thursday May 29, 2014, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Phipps
Social Connection and Shared Responsibility in Sport: Locating Sport Management’s Role in
Issues of Exploitation and Social Justice
Melanie Sartore-Baldwin, East Carolina University
Brian McCullough, Bowling Green State University
Barbara Osborne, University of North Carolina, Chapel Hill
Catherine Quatman-Yates, Cincinnati Children’s Hospital Medical Center
Mark Vermillion, Wichita State University

Thursday May 29, 2014, 3:25 PM  (20-minute oral presentation (including questions))  Allegheny
Bridging the Educational Gap: An Exploratory Investigation of Sport Management Students’
Career Perceptions
Myrah Stockdale, Eastern Kentucky University
Joel Cormier (Advisor), Eastern Kentucky University

Thursday May 29, 2014, 3:25 PM  (20-minute oral presentation (including questions))  Carnegie III
Internship Characteristics and Critical Events: A Structural Model of Vocational Turnover
Intention as a Result of the Internship Experience
Michael Odio, University of Houston
Michael Sagas, University of Florida
Shannon Kerwin, Brock University

Thursday May 29, 2014, 3:25 PM  (20-minute oral presentation (including questions))  Conference Center A
Geographical Distance and Domestic Support for Mega-Events: Empirical Evidence from the
2016 Olympic Games
Daniel Weimar, University of Duisburg-Essen
Claudio Rocha, University of Sao Paulo

Thursday May 29, 2014, 3:25 PM  (20-minute oral presentation (including questions))  Conference Center B
Eliminating Varsity Sports at a Division III Institution: An Evaluation of Process
Rhema Fuller, Alfred State College
Cliff McPeak, Alfred State College
Karla Back, Alfred State College

Thursday May 29, 2014, 3:25 PM  (20-minute oral presentation (including questions))  Conference Center C
A Brave New World: Creating Strategic Sponsorships in Brazil
Kevin Snyder, Southern New Hampshire University
Fernando Fleury, Nove de Julho University
Marcos Cardoso, Sao Paulo University

Thursday May 29, 2014, 3:25 PM  (20-minute oral presentation (including questions))  Frick
Golf-Related Injuries: Court Decisions and Implications for Venue Managers
Kyongmin Lee, University of New Mexico
Luke Lunhua Mao (Advisor), University of New Mexico
David K. Scott (Advisor), University of New Mexico
Yongseek Kim (Advisor), New Mexico Highlands University
Todd L. Seidler (Advisor), University of New Mexico
Thursday May 29, 2014, 3:25 PM (20-minute oral presentation (including questions)) Phipps
**Rethinking the Social Value of Sport and Events through an Asset-Based-Community-Development (ABCD) Perspective**
Laura Misener, Western University
Nico Schulenkorf, University of Technology, Sydney

Thursday May 29, 2014, 3:50 PM (20-minute oral presentation (including questions)) Allegheny
**Race and Gender in Sport Management Pedagogy: A Case Study in which Caucasian Male Students are the Minority**
Sarah Stokowski, Eastern Illinois University
Steven Waller, University of Tennessee
LeQuez Spearman, Gordon College

Thursday May 29, 2014, 3:50 PM (20-minute oral presentation (including questions)) Carnegie III
**Prioritizing Factors to Assist in the Decision Making Process of Adding Sports To NCAA Division I Institutions**
Sloane Milstein, Southern Connecticut State University

Thursday May 29, 2014, 3:50 PM (20-minute oral presentation (including questions)) Conference Center A
**Comparing the Private Consumption Benefits Derived from the College Football Game Experience by Level of Involvement**
Anthony Dixon, Troy University
Gi-Young Koo, Troy University
Harriet Dixon, Troy University
Junmo Sung, University of Arkansas

Thursday May 29, 2014, 3:50 PM (20-minute oral presentation (including questions)) Conference Center B
**Under New Governance? Examining the Role of Canadian Sport for Life in Sport Policy and Governance**
Mathew Dowling, University of Alberta
Marvin Washington (Advisor), University of Alberta

Thursday May 29, 2014, 3:50 PM (20-minute oral presentation (including questions)) Conference Center C
**I am Different when I Belong: Team Identification in Seeking Optimal Psychological Distinctiveness**
Michael M. Goldman, University of San Francisco and University of Pretoria
Simon Chadwick (Advisor), Coventry University
Daniel Funk (Advisor), Temple University and Griffith University
Albert Wocke (Advisor), University of Pretoria

Thursday May 29, 2014, 3:50 PM (20-minute oral presentation (including questions)) Frick
**Empirical Rationalization of Sport Trademark Dilution: Quasi-Experimental Design to Substantiate Dilutive Harm**
Sungho Cho, Bowling Green State University

Thursday May 29, 2014, 3:50 PM (20-minute oral presentation (including questions)) Phipps
**Gender in Youth Sport Management**
Cassandra Coble, University of Connecticut
Jennifer Bruening (Advisor), University of Connecticut
Career Exploration: Gamifying Learning Experiences in an Undergraduate Sport Management Course
Edwin Lindsay, North Carolina State University
Michelle Harrolle, University of South Florida
Erin Adair, North Carolina State University
Gareth Jones, North Carolina State University

From Homeless Soccer Participant to Cause Champion: A Narrative Inquiry of a Social Entrepreneur
Adam Cohen, Texas Tech University
Jon Welty Peachey (Advisor), University of Illinois

Reporting on the First Year of Implementing a Sport Coaching Leadership Program: Preparing for and Utilizing Longitudinal Research Methods
David P. Hedlund, St. John’s University
Carol A. Fletcher, St. John’s University

Corporate Recruiter Perspectives on the Value of Intercollegiate Athletic Participation
Erianne Weight, The University of North Carolina, Chapel Hill
Peter Chalfin, The University of North Carolina, Chapel Hill

The Relationships Between Quality of the Sporting Contest, Entertainment Value, E-Satisfaction and Continued Usage of the Website
Nicolas Lorgnier, Canisius College
Shawn O’Rourke, Canisius College
Che-Jen Su, Fu Jen Catholic University

Tough Mudder or Sheer Madness: An Analysis of Extreme Race Legislation in the United States
Robin Ammon, University of South Dakota
Todd Seidler, University of New Mexico

Exploring the Complexities of Managing Local Sport for Development
Kyle Rich, Western University
Laura Misener (Advisor), Western University

Competitive Sponsorship Clutter: Measuring Interferences on Attitude
Benjamin Boeuf, HEC Montreal
François A. Carrillat, HEC Montreal
Alain d’Astous, HEC Montreal
Thursday May 29, 2014, 4:40 PM  (20-minute oral presentation (including questions))  Allegheny
This is “Ladies Night”: A Case Study of a Grassroots Golf Program for Black Females
Anthony Rosselli, Texas A&M University
John N. Singer (Advisor), Texas A&M University

Thursday May 29, 2014, 4:40 PM  (20-minute oral presentation (including questions))  Conference Center A
Innovative Strategies for Sport Management Course Design
Lisa Miller, American Military University

Thursday May 29, 2014, 4:40 PM  (20-minute oral presentation (including questions))  Conference Center B
Lessons Learned from a Legacy of Losing: A Study of Serial Failed Olympic Bids
Bradley Baker, Temple University
Daniel Funk (Advisor), Temple University

Thursday May 29, 2014, 4:40 PM  (20-minute oral presentation (including questions))  Conference Center C
Understanding the Effects of Sponsorship Disclosure on Television Consumers as a Function of Visual Attention: An Eye Tracking Technological Method
David W. Walsh, The University of Texas
Kyung-un Kim, The University of Texas
Matt Bowers (Advisor), The University of Texas

Thursday May 29, 2014, 4:40 PM  (20-minute oral presentation (including questions))  Frick
Review of the Foreign Corrupt Practices Act and its Impact on the Olympic Games
Mark Dodds, State University of New York, Cortland
Teressa Scassa, University of Ottawa
Lin Xianpeng, Beijing Sport University

Thursday May 29, 2014, 4:40 PM  (20-minute oral presentation (including questions))  Phipps
Community Service and College Athletics: The Philosophy of Student-Athlete Engagement for NCAA Athletic Departments
Matt Huml, University of Louisville
Meg Hancock (Advisor), University of Louisville

Friday May 30, 2014, 8:30 AM  (20-minute oral presentation (including questions))  Allegheny
The Effect of Off-Field Behavior on NFL Player Wages
Brad Humphreys, West Virginia University
Robert Simmons, Lancaster University
Brian Soebbing, Louisiana State University

Friday May 30, 2014, 8:30 AM  (20-minute oral presentation (including questions))  Carnegie III
Blocked Shots: The Informal Organization and Power as Barriers to Marginalized Individuals in the National Basketball Association
Alfonso Cornish, University of Massachusetts, Amherst
Nefertiti Walker (Advisor), University of Massachusetts, Amherst

Friday May 30, 2014, 8:30 AM  (20-minute oral presentation (including questions))  Conference Center A
A Cross-Cultural Study of the Extended TAM for Online Purchase Intentions of Sport Products
Jihyeo Yoo, University of Minnesota
Seok-Pyo Hong, Kangwon National University
Friday May 30, 2014, 8:30 AM (20-minute oral presentation (including questions)) Conference Center B

Examining the Effects of Race, Gender, and SES on the Benefits Obtained and Considered Important by High School Basketball Players and Coaches
Joyce Olushola, Arkansas State University
Marlene Dixon (Advisor), Troy University
B. Christine Green (Advisor), University of Illinois

Friday May 30, 2014, 8:30 AM (20-minute oral presentation (including questions)) Conference Center C

Looking Back at London 2012: Recruitment and Training of Games Makers
Olesya Nedvetskaya, University of Glasgow, UK

Friday May 30, 2014, 8:30 AM (20-minute oral presentation (including questions)) Frick

Canadian Interuniversity Sport: Survey of Athlete Experiences and Use of Social Media
Gashaw Abeza, University of Ottawa
Nadège Levallet, Queen's University
Norm O’Reilly, University of Ottawa
Benoit Seguin, University of Ottawa
Mark Dottori, University of Ottawa
Michael Naraine, University of Ottawa

Friday May 30, 2014, 8:30 AM (20-minute oral presentation (including questions)) Phipps

Conceptualising the Influence of Subgroup Membership on Team Identification
Daniel Lock, Griffith University

Friday May 30, 2014, 8:55 AM (20-minute oral presentation (including questions)) Allegheny

Growing the Football Game: The Increasing Economic and Social Relevance of Older Fans and those with Disabilities in the European Football Industry
John Grady, University of South Carolina
Juan Luis Paramio Salcines, Universidad Autónoma de Madrid
Tim Breitharth, Bournemouth University
Phil Downs, Manchester United FC

Friday May 30, 2014, 8:55 AM (20-minute oral presentation (including questions)) Carnegie III

Female Hockey Development In Canada: An Analysis of Players, Pathways, and Pressures
Jonathon Edwards, University of New Brunswick
Julie Stevens, Brock University

Friday May 30, 2014, 8:55 AM (20-minute oral presentation (including questions)) Conference Center A

Identifying Segments of Korean Fitness Club Members through Brand Associations
Wanyong Choi, Indiana University
Daeyeon Kim, Indiana University Bloomington
Antonio Williams (Advisor), Indiana University

Friday May 30, 2014, 8:55 AM (20-minute oral presentation (including questions)) Conference Center B

Representing My ‘Peeps’: Race/Ethnicity and the Symbolic Consumption of Sport Merchandise for Consumers of Color
Ketra Armstrong, University of Michigan
Friday May 30, 2014, 8:55 AM  (20-minute oral presentation (including questions))  Conference Center C
**In Search of Leveraging Opportunities for a Medium-Sized Sport Event in a Medium-Sized City**
*Kylie Wasser, University of Windsor*
*Marijke Taks (Advisor), University of Windsor*

Friday May 30, 2014, 8:55 AM  (20-minute oral presentation (including questions))  Frick
**Insta-Equality? An Exploration of Female Athlete Self-Presentation on Instagram**
*Katie Lebel, St. John's University*
*Alanna Harman, Lock Haven University*

Friday May 30, 2014, 8:55 AM  (20-minute oral presentation (including questions))  Phipps
**Applying Sport Brand Equity to College Athletes**
*Antonio Williams, Indiana University*
*Kwame Agyemang, Louisiana State University*

Friday May 30, 2014, 9:20 AM  (20-minute oral presentation (including questions))  Allegheny
**Men and Women in College Athletic Administration: Career Callings or Career Compromise**
*Meg Hancock, University of Louisville*
*Mary Hums, University of Louisville*
*Alicia Cintron, University of Louisville*

Friday May 30, 2014, 9:20 AM  (20-minute oral presentation (including questions))  Carnegie III
**Understanding Conative Change in Sport Organizations: Multiple-Level Analysis and Seasonality**
*Nicolas Lorgnier, Canisius College*
*Che-Jen Su, Fu Jen Catholic University*
*Shawn O’Rourke, Canisius College*

Friday May 30, 2014, 9:20 AM  (20-minute oral presentation (including questions))  Conference Center A
**Sport Consumers in a ‘Smart Sport’ (SS) Age: Smartphone and Sport**
*Jae-Pil Ha, University of Arkansas, Little Rock*
*Yukyoum Kim, Florida State University*
*Sun J. Kang, University of Louisville*
*Seong-Hee Park, Hankuk University of Foreign Studies*

Friday May 30, 2014, 9:20 AM  (20-minute oral presentation (including questions))  Conference Center B
**The Value of Qualitative Approaches in the Examination of Black Male Student Athletes**
*Joseph Cooper, University of Connecticut*

Friday May 30, 2014, 9:20 AM  (20-minute oral presentation (including questions))  Conference Center C
**“College Kids With Big Titles”: A Critical Assessment of a Sport-for-Development Program’s Organizational Capacity**
*Natalie Smith, University of Illinois*
*Nicole Melton, Texas Tech University*
Friday May 30, 2014, 9:20 AM  (20-minute oral presentation (including questions)) Frick
A Qualitative Analysis on the Features of National Football League Official Pinterest Accounts
Chase M. L. Smith, Indiana University
Ryan Vooris, Indiana University
Galen Clavio (Advisor), Indiana University
Gary A. Sailes (Advisor), Indiana University

Friday May 30, 2014, 9:20 AM  (20-minute oral presentation (including questions)) Phipps
Developing and Validating a Scale to Measure Sport Team eFANgelism (TM)
Brendan Dwyer, Virginia Commonwealth University
Gregory Greenhalgh, Virginia Commonwealth University
Carrie LeCrom, Virginia Commonwealth University

Friday May 30, 2014, 9:45 AM  (20-minute oral presentation (including questions)) Allegheny
Influences of Athlete's Transgression in Endorsement Context: Effects of Transgression Type and Functional Fit
Joon Sung Lee, University of Michigan
Dae Hee Kwak (Advisor), University of Michigan

Friday May 30, 2014, 9:45 AM  (20-minute oral presentation (including questions)) Carnegie III
A Multiple Case Study Investigation of Organizational Capacity Building in Community Sport
Patti Millar, Western University
Alison Doherty (Advisor), Western University

Friday May 30, 2014, 9:45 AM  (20-minute oral presentation (including questions)) Conference Center A
The Segmenting Fans Based on where they Sit: The Moderating Impact of Seat Location on the Relationship among Team Identification, Corporate Identification and Purchase Intention
Myungwoo Lee, Florida State University
Seung-Ho Shin, Kookmin University
Yu Kyoum Kim (Advisor), Florida State University

Friday May 30, 2014, 9:45 AM  (20-minute oral presentation (including questions)) Conference Center B
Urban Regimes, Sporting Events, and Community Development in Secondary Cities in China – A Case Study of Nanjing
Hanban Xue, University of Alberta
Daniel S. Mason, University of Alberta

Friday May 30, 2014, 9:45 AM  (20-minute oral presentation (including questions)) Conference Center C
The Influence of CSR in College Sports on Local Fan's Patronage Intentions
Geumchan Hwang, University of Minnesota
Lisa Kihl (Advisor), University of Minnesota

Friday May 30, 2014, 9:45 AM  (20-minute oral presentation (including questions)) Frick
Mega-Events in New Democracies: Public Perception of Benefits Associated with the 2013 EuroBasket for Men
Simon Ličen, Washington State University
Renata Slabe-Erker, Institute for Economic Research, Ljubljana, Slovenia
Amy Cole, Washington State University
Friday May 30, 2014, 9:45 AM  (20-minute oral presentation (including questions))  

**Building a Sport Club Brand Following a Franchise Failure: Third and Long**  
Eric MacIntosh, University of Ottawa  
Elise Desjardins, University of Ottawa  
Benoit Seguin, University of Ottawa  
Norm O’Reilly, University of Ottawa

Friday May 30, 2014, 10:20 AM  (20-minute oral presentation (including questions))  

**Understanding the Determinants of Participant’s Registration Lead Time in Mass Participant Sport Events**  
Wonsook Jee, Temple University  
Seul Ki Lee (Advisor), Temple University  
Daniel Funk (Advisor), Temple University

Friday May 30, 2014, 10:20 AM  (20-minute oral presentation (including questions))  

**Basking in Our Glory (and Their Failure): Toward a Holistic Conceptualization of the Team**  
Elizabeth Delia, Florida State University  
Jeffrey James (Advisor), Florida State University

Friday May 30, 2014, 10:20 AM  (20-minute oral presentation (including questions))  

**What Children Love About Athletes: An Assessment of Athlete Brand Associations in Youth Sport Consumers**  
Daeyon Kim, Indiana University  
Wanyong Choi, Indiana University  
Antonio Williams (Advisor), Indiana University  
Patrick Walsh (Advisor), Indiana University

Friday May 30, 2014, 10:20 AM  (20-minute oral presentation (including questions))  

**Application of the Sport-for-Development Framework: The Case of a Regional Sporting Event in Greece**  
Chrysostomos Giannoulakis, Ball State University  
Alexis Lyras, Georgetown University

Friday May 30, 2014, 10:20 AM  (20-minute oral presentation (including questions))  

**Reality Appeal: Content Analysis Examining Leadership and Management Lessons from “Undercover Boss”**  
Sonja Lilienthal, San Jose State University

Friday May 30, 2014, 10:20 AM  (20-minute oral presentation (including questions))  

**A New Marketing Outlet of Professional Sport Franchises: A Study of Smartphone Application Usage Patterns in Professional Sports Clubs**  
Hansol Hwang, Indiana University  
Claudia Kozman, Indiana University  
Galen Clavio (Advisor), Indiana University  
Patrick Walsh (Advisor), Indiana University  
L.H. Major (Advisor), Indiana University
Friday May 30, 2014, 10:20 AM  (20-minute oral presentation (including questions))  Phipps
The Impact of Team Outcomes, Brand Connection, and Game Attendance on the Corporate Image of a Stadium Naming Rights Sponsor
Terry Eddy, St. John's University
Brendan Dwyer, Virginia Commonwealth University

Friday May 30, 2014, 10:45 AM  (20-minute oral presentation (including questions))  Allegheny
The "Token" Woman? Assessing the Relationships Between Stigma, Workplace Incivility, and Organizational Outcomes Among Senior Woman Administrators
Melanie Sartore-Baldwin, East Carolina University
Nefertiti Walker, University of Massachusetts, Amherst
Janelle Wells, Florida State University

Friday May 30, 2014, 10:45 AM  (20-minute oral presentation (including questions))  Carnegie III
An Action Research Approach to Leveraging Events for Sport Participation through Community Sport Clubs
Laura Misener, Western University
Marijke Taks, University of Windsor
B. Christine Green, University of Illinois
Laurence Chalip, University of Illinois

Friday May 30, 2014, 10:45 AM  (20-minute oral presentation (including questions))  Conference Center A
Sponsorship Management from a Business Network Perspective: Social Network Analysis of Sponsoring Partners in the National Basketball Association
Amy Kim, Florida State University
Yu Kyoum Kim, Florida State University
Marshall Magnusen, Baylor University

Friday May 30, 2014, 10:45 AM  (20-minute oral presentation (including questions))  Conference Center B
Chris Arnold, Brock University
Kirsty Spence (Advisor), Brock University

Friday May 30, 2014, 10:45 AM  (20-minute oral presentation (including questions))  Conference Center C
Stakeholders’ Perceptions of Perceived Risk and Awareness of Event Safety and Venue Security: The Impact of the Boston Marathon Bombing
Thomas Cieslak, Eastern Michigan University
Stacey Hall, National Center for Spectator Sports Safety & Security

Friday May 30, 2014, 10:45 AM  (20-minute oral presentation (including questions))  Frick
Spirit in ‘Motion’: An Exploration of NBC’s Broadcast Coverage of the 2012 Paralympic Games
Joshua Pate, James Madison University
Timothy Mirabito, Marist College
Friday May 30, 2014, 10:45 AM (20-minute oral presentation (including questions))

**The Primary Motives for Giving to Intercollegiate Athletics: A Case of NCAA Division II University**
Yongjae Kim, Kutztown University of Pennsylvania
Soojin Kim, Kutztown University of Pennsylvania
Yong Jae Ko (Advisor), University of Florida

Friday May 30, 2014, 11:10 AM (20-minute oral presentation (including questions))

**Emerging Trends in Corruption in Sport: Implications for Sport Management**
Samantha Gorse, Centre for the International Business of Sport, Coventry University
Simon Chadwick (Advisor), Centre for the International Business of Sport, Coventry University
Terri Byers (Advisor), Centre for the International Business of Sport, Coventry University

Friday May 30, 2014, 11:10 AM (20-minute oral presentation (including questions))

**Understanding Organizational Capacity Through the Adoption And Use of Social Media In A Sport-For-Development Organization**
Per G. Svensson, University of Louisville
Marion E. Hambrick, University of Louisville

Friday May 30, 2014, 11:10 AM (20-minute oral presentation (including questions))

**Consumer Preferences for Sponsorship Activation: A Second Screen Analysis**
Mark Lyberger, Kent State University
Larry McCarthy, Seton Hall University

Friday May 30, 2014, 11:10 AM (20-minute oral presentation (including questions))

**An Insider’s Perspective on the Creation of a Sense of Community through a Charity Sporting Event**
Daniel Nabben, Western University
Laura Misener (Advisor), Western University

Friday May 30, 2014, 11:10 AM (20-minute oral presentation (including questions))

**Athletic Conference Switching and Universities’ Academic Reputations**
Brandon Brunner, Miami University
Rhett Brymer, Miami University
Curtis Wesley, Indiana University-Purdue University Indianapolis

Friday May 30, 2014, 11:10 AM (20-minute oral presentation (including questions))

**Liancourt Rocks: Media Dynamics of Nationalism at the 2012 Summer Olympic Games**
Grace Yan, University of Missouri

Friday May 30, 2014, 11:10 AM (20-minute oral presentation (including questions))

**A Qualitative Examination of Social Media Use by the Four Grand Slam Tennis Events**
Ashleigh-Jane Thompson, Massey University
Andrew J. Martin (Advisor), Massey University
Sarah Gee (Advisor), Massey University
Andrea N. Eagleton (Advisor), Massey University
Black Girls Run: Identity Creation Within A National Running Group for Black Women
Christine Wegner, Temple University
Jeremy Jordan (Advisor), Temple University

Sport and Recreation: Bridging the Gap for a more Inclusive Sport Development Model
Brianna Newland, University of Delaware
Pamm Phillips, Deakin University

The Influence of Signaling, Organizational Reputation, and Applicant Race on Attraction to Sport Organizations
Woojun Lee, Texas A&M University
George B. Cunningham (Advisor), Texas A&M University

Managing Brand Image via Twitter: A Study of Professional Athletes’ Impression Management (IM) Behavior
Kwame Agyemang, Louisiana State University
Antonio Williams, Indiana University

Baseball Participation: A Geographical Mapping of MLB Players
Timothy Ryan, The University of Memphis
Aaron Clopton, The University of Kansas

Examining the Influence of Ethical and Authentic Leadership Behaviors of NCAA Division-I Athletic Directors
Ray Cotrufo, University of Connecticut
Laura Burton (Advisor), University of Connecticut

From the Driver's Seat: Fan Expectations of IndyCar Driver Twitter Usage
Ryan Vooris, Indiana University
Ju Young Lee, Indiana University
Galen Clavio (Advisor), Indiana University

Examining the Role of Team Identification to Predict Team Related Goal-Directed Behaviors
Mi Ae Lee, Temple University
James Du, Temple University
Jason Doyle, Griffith University
Daniel Funk (Advisor), Temple University
Friday May 30, 2014, 1:40 PM (20-minute oral presentation (including questions))  
**Self-Representation of Female Athletes: A Content Analysis of Athlete Avatars**  
Megan Shreffler, University of Louisville  
Meg Hancock, University of Louisville

Friday May 30, 2014, 1:40 PM (20-minute oral presentation (including questions))  
**Positive Psychology of Spectator Sport: Implications to Strategic Management of Fan Equity**  
Hyun-Woo Lee, Florida State University  
Young Do Kim, Florida State University  
Min Jung Kim, Florida State University  
YuKyoum Kim (Advisor), Florida State University

Friday May 30, 2014, 1:40 PM (20-minute oral presentation (including questions))  
**An Examination of College Athletes' Publicity Rights in the 21st Century**  
John Grady, University of South Carolina  
Anita M. Moorman, University of Louisville

Friday May 30, 2014, 1:40 PM (20-minute oral presentation (including questions))  
**Impact of a Service Learning Sport for Development Program**  
Kimberly Bush, North Carolina State University  
Michael B. Edwards, North Carolina State University  
Gareth J. Jones, North Carolina State University  
Jessica L. Hook, Bugg Elementary School  
Michael L. Armstrong, Bugg Elementary School

Friday May 30, 2014, 1:40 PM (20-minute oral presentation (including questions))  
**Structuring and Delivering Strategic Philanthropy: The Case of a National Hockey League Franchise**  
Michael Mondello, University of South Florida  
Kathy Babiak, University of Michigan  
Jeff Turner, University of Michigan  
Jennifer Zdroik, University of Michigan

Friday May 30, 2014, 1:40 PM (20-minute oral presentation (including questions))  
**Examining the Effectiveness of Ally Training Among Sport Employees**  
Nicole Melton, Texas Tech University  
Mike Bryant, University of Washington

Friday May 30, 2014, 1:40 PM (20-minute oral presentation (including questions))  
**Team-Consumer Responses to League Development Actions**  
Thilo Kunkel, Temple University  
Daniel Lock, Griffith University

Friday May 30, 2014, 2:05 PM (20-minute oral presentation (including questions))  
**Athlete Scandals as Consumers’ Identity Threats: The Moderating Roles of Self-Brand Connection and Self-Construal**  
Akiko Arai, University of Florida  
Yong Jae Ko (Advisor), University of Florida  
Akira Asada, University of Florida
‘Self-Interested’ vs. ‘Other-Interested’: Investigating the Orientations and Outcomes Associated with Environmental Responsibility
Matthew Walker, Texas A&M University
Haylee Mercado, University of South Carolina

Visualizing Rivalry Intensity: A Social Network Analysis of Fan Perceptions
B. David Tyler, Western Carolina University
Joe B. Cobbs, Northern Kentucky University

Examining the Dimensions of Well-Being Associated with Sport Fandom
Jason Doyle, Griffith University
Kevin Filo, Griffith University
Daniel Funk (Advisor), Temple University
Heath McDonald (Advisor), Swinburne University

A Contingent Resource-Based Theory of Professional Sport Club Strategy
Andy Stevens, University of East London

Girls and Sport Participation: Dealing with Matters of Sexism by Adopting Athletic Gender Equity Policies
Emeka Anaza, James Madison University
Jacqueline McDowell (Advisor), University of Illinois

The Effect of Sport Team Performance and Social Responsibility Perception on Fans' Pride and Loyalty
Jaewon Chang, University of Florida
Joonbo Kang (Advisor), Seoul National University
Yongjae Ko (Advisor), University of Florida
Kitak Kim, Paichai University

Compounding Crisis Events and the Organizational Response
Justin Lovich, Florida State University
Kyle Bunds, Florida State University

Why CrossFit?: Participants' Basic Psychological Needs and Motives
Melissa Davies, University of Northern Colorado
Lyndsie Coleman, University of Northern Colorado
Megan Babkes Stellino (Advisor), University of Northern Colorado
Friday May 30, 2014, 2:30 PM (20-minute oral presentation (including questions))  Conference Center A
**Exploring Year-to-Year Attendance Behavior and Sport Brand Double Jeopardy**
Bradley Baker, Temple University
Heath McDonald, Swinburne University of Technology
Daniel Funk (Advisor), Temple University

Friday May 30, 2014, 2:30 PM (20-minute oral presentation (including questions))  Conference Center B
**“A Fork in the Road”: Decisional Factors Leading Elite Ice Hockey Players to Choose an NCAA Career**
Rachel Madsen, Niagara University
James Smith, Niagara University
Michael Gentile, Niagara University
Alexis Wayne, Bowling Green State University

Friday May 30, 2014, 2:30 PM (20-minute oral presentation (including questions))  Conference Center C
**Moving Beyond Passion: Investigating the Motivations of Professional Female Athletes as League Employees**
Jami Lobpries, Texas A&M University
Courtney Hodge, Texas A&M University
Adam Cohen (Advisor), Texas Tech University
Gregg Bennett (Advisor), Texas A&M University

Friday May 30, 2014, 2:30 PM (20-minute oral presentation (including questions))  Frick
**Understanding NCAA Division I Football Coaches’ Use of Twitter: A Content Analysis of Coach Tweets**
Lawrence Hanks, Indiana University
Galen Clavio (Advisor), Indiana University
Gary Sailes (Advisor), Indiana University

Friday May 30, 2014, 2:30 PM (20-minute oral presentation (including questions))  Phipps
**BIRGing 40 Years Later: A Replication of Cialdini’s Seminal Study**
Jonathan A. Jensen, The Ohio State University
Brian A. Turner, The Ohio State University
T. Christopher Greenwell, University of Louisville
Chad D. McEvoy, Syracuse University
Patrick Walsh, Indiana University

Friday May 30, 2014, 3:10 PM (20-minute oral presentation (including questions))  Allegheny
**Constraints and Motivators As a Predictor of Sport Media Consumption Intention**
Benjamin Larkin, University of Massachusetts, Amherst
Janet Fink (Advisor), University of Massachusetts, Amherst
Galen Trail (Advisor), Seattle University

Friday May 30, 2014, 3:10 PM (20-minute oral presentation (including questions))  Carnegie III
**The Ties that Bind: A Case Study of Community Sport Partnerships**
Ryan Clutterbuck, Western University
Alison Doherty (Advisor), Western University
Sport Event Website Quality: The Case of the Rotorua Marathon
Billy Crayford, Athletics New Zealand
Carl Jackson, Athletics New Zealand
Michael Naylor, Auckland University of Technology
David Hedlund, St. John's University

Hosting “Big” Events in “Small” Cities: An Examination of Socio-Political Discourse and Residents’ Perceptions
Marijke Taks, University of Windsor
Laura Wood, University of Windsor
Ryan Snelgrove, University of Windsor
James Anderson, University of Windsor

Development of Community Network through Community Sport Events: Social Network Analysis of Parents in Youth Sport Leagues
Amy Kim, Florida State University
Simon Brandon-Lai, Florida State University
Joshua Newman, Florida State University
Jason Pappas, Florida State University
Woong Kwon, Hanyang University

Collegiate Sport Fans Allegiance: The Mediating Effects of Twitter Usage
Sukjoon Yoon, Texas A&M University
Sheila Backman (Advisor), Clemson University
James Petrick (Advisor), Texas A&M University
Bryan Denham, Clemson University
Jimmy Sanderson, Clemson University
Gregory Ramshaw, Clemson University

More is Better? The Moderating Role of Behavioral Involvement in Promoting Well-being
Mikihiro Sato, Temple University
Jeremy Jordan (Advisor), Temple University
Daniel Funk (Advisor), Temple University

The Evolution of Cycling Active Sport Event Travel Careers
Richard Buning, University of Florida
Heather Gibson (Advisor), University of Florida

Outcomes of Student-Athlete Engagement in Athletics Departments Sponsored Community Service
W. Andrew Czekanski, Coastal Carolina University
Lauren E. Brown, DeSales University
Friday May 30, 2014, 3:35 PM (20-minute oral presentation (including questions)) Conference Center A

Celebrity Athletes: Transgressions, Philanthropy, and the Moderating Role of Activity Type and Athlete-Cause Fit
Joon Sung Lee, University of Michigan
Kathy Babiak, University of Michigan

Friday May 30, 2014, 3:35 PM (20-minute oral presentation (including questions)) Conference Center B

Relationships between General Public's Perceptions on Social Impacts and Behavioral Intentions toward Publicly Funded Multipurpose Sport Facility
Wonyoung Kim, Wichita State University
Jeffrey Noble, Wichita State University
Mike Ross, Wichita State University
Clayton Stoldt, Wichita State University

Friday May 30, 2014, 3:35 PM (20-minute oral presentation (including questions)) Conference Center C

Relationship of Travel Distance on Commitment and Motivations in Sport Tourism
Brian Krohn, Indiana University-Purdue University Indianapolis
James Gladden, Indiana University-Purdue University Indianapolis

Friday May 30, 2014, 3:35 PM (20-minute oral presentation (including questions)) Frick

Fitness Communication: An Examination of Fitness Messages on Twitter
Benjamin Wright, Indiana University
Galen Clavio (Advisor), Indiana University
Antonio Williams (Advisor), Indiana University

Friday May 30, 2014, 3:35 PM (20-minute oral presentation (including questions)) Phipps

Branding on Tour: Examining the Evolution, Maintenance, and Life-Cycle of Personal Branding and Endorsements
Courtney Hodge, Texas A&M University
Brandon Brown, University of Tampa
Matthew Walker (Advisor), Texas A&M University
Gregg Bennett (Advisor), Texas A&M University

Saturday May 31, 2014, 8:30 AM (20-minute oral presentation (including questions)) Allegheny

Bringing the Body into Sport Management Research
Annelies Knoppers, University of Utrecht, Utrecht School of Governance
Noortje Van Amsterdam, University of Utrecht, Utrecht School of Governance

Saturday May 31, 2014, 8:30 AM (20-minute oral presentation (including questions)) Conference Center A

Sport League Website: An Effective Marketing Communication Tool for Corporate Sponsors
Doyop Kim, The University of Southern Mississippi
Matthew Walker (Advisor), Texas A&M University
Jun Heo (Advisor), The University of Southern Mississippi
Jaeman Son, The University of Southern Mississippi
Creating Shared Value in Professional Sport: An International Investigation of Corporate Social Responsibility
Sarah Cobourn, University of Technology Sydney
Stephen Frawley (Advisor), University of Technology Sydney

Interorganizational Citizenship Behavior in Sport Clusters
Anna Gerke, University of Paris South
Michel Desbordes (Advisor), University of Paris South
Geoff Dickson (Advisor), Auckland University of Technology

The Role of Sport Management in Public Health: A Critical Review
Yuhei Inoue, The University of Memphis
Brennan Berg, The University of Memphis

Examining the Mentoring Relationships of Women Working in Intercollegiate Athletic Administration
Glenna Bower, University of Southern Indiana
Heidi Grappendorf, University of Cincinnati

“Olympic Sponsor-Event Fit” Perceptions Among Onsite Olympic Games Spectators: The Case of the 2012 London Olympic Games
Ari Kim, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida

The Relationship Between Attendance at Major League Baseball Games and Social Media Use
Nicholas Watanabe, University of Missouri
Grace Yan, University of Missouri

Sport Brand Equity and its Consequences: The Moderating Role of Fan Club Membership
Rui Bicaia, Universidade de Lisboa; Universidade Europeia
Stephen Ross, University of Minnesota
Masayuki Yoshida, Biwako Seiki Sport College
Abel Correia, Universidade de Lisboa
António Rosado, Universidade de Lisboa
Strange Bedfellows: An Examination of Sustainability Department and Athletics Department Collaboration Regarding Environmental Issues
Michael Pfahl, Ohio University
Jonathan Casper, North Carolina State University
Sylvia Trendafilova, University of Tennessee
Brian McCullough, Bowling Green State University
Sheila Nguyen, Deakin University

Innovation Diffusion Seen through College Football Stadium Construction: An Ideal-Type Covering Late 19th Century to Present
Patrick Tutka, Louisiana State University
Chad Seifried, Louisiana State University

Ontario Golf Courses Engaged in Environmental Sustainability: A Comparative Study
Courtney Keogh, Brock University
Cheryl Mallen (Advisor), Brock University
Chris Chard, Brock University
Craig Hyatt, Brock University
Cheri Bradish, Ryerson University

Career Trajectory of Ethnic Minority Males to the Division I Director of Athletics Position
Dallas D. Branch, Jr. (Advisor), West Virginia University
Patrick O. Hairston, University at Albany, State University of New York

Are There Barriers Keeping African Americans from Running Marathons? Investigating why some African Americans Choose to Run Marathons and the Barriers that would keep them from Running Along with Selection of Sport Based on Race
Thomas Aicher (Advisor), University of Cincinnati
Marion Hambrick (Advisor), University of Louisville
Melissa Rosely, University of Cincinnati

Motivations to Participate in Mid-Scale Running Event: A Self-Determination Theory Perspective.
Thomas Aicher, University of Cincinnati
Kosta Karadakis, Southern New Hampshire University

Managing Sport to Reduce Acculturation Stress Among International Students and Promote Intercultural Education
James Anderson, University of Windsor
Brett Balmer, University of Windsor
Spencer Lightfoot, University of Windsor
Dillon Richardson, University of Windsor
Jules Woolf (Advisor), University of Windsor
Saturday May 31, 2014, 9:20 AM (Poster) Urban Room
If You Build It, They Will Come: Motivating Factors Impacting Prospective Students’ College Selection
Justin Barnes, University of Idaho
Yong-Chae Rhee, Washington State University
Tammy Crawford, Washington State University

Saturday May 31, 2014, 9:20 AM (Poster) Urban Room
Examining Identification to Play Flag Football and Consumption of American Football Among Participants in Mexico
Gonzalo Bravo, West Virginia University
Cindy Lee, West Virginia University
Vanessa García-González, Universidade de Évora, Portugal

Saturday May 31, 2014, 9:20 AM (Poster) Urban Room
Facebook Likes as Endorsements: The Impact of Likes on Sport Brand Image and Purchase Intention
Natasha T. Brison, The University of Georgia
Kevin K. Byon (Advisor), The University of Georgia
Thomas A. Baker (Advisor), The University of Georgia

Saturday May 31, 2014, 9:20 AM (Poster) Urban Room
Advertising Baseball to African Americans: Examining Perceived Match-Up Effects with the Theory of Reasoned Action
Brandon Brown, University of Tampa
Gregg Bennett, Texas A&M University
Joseph Pederson, Texas A&M University

Saturday May 31, 2014, 9:20 AM (Poster) Urban Room
Eric Brownlee, Gannon University
Bruce Kibler, Gannon University
Michael Martin, Gannon University
Seungbum Lee, University of Akron

Saturday May 31, 2014, 9:20 AM (Poster) Urban Room
An Inside Look At Academic Clustering in College Athletics: A Survey of Athletic Advisors for Athletes
Robert Case, Old Dominion University
Tanujit Dey, College of William and Mary
Audrey Barry, College of William and Mary
Adam Macudzinski, College of William and Mary
Johnathan Savino, College of William and Mary
Antecedents and Consequences of Third Party Gratitude: A Case of Sport Sponsorship
Nayoung Choo, Pusan National University
Songhyun Cho (Advisor), Pusan National University
Hyeongil Jang, Pusan National University

To the Left or to the Right: An Examination of the NFL Team Logo Orientation and Brand Personality Perceptions from Non-identified International Sport Consumers
Wen-hao Chou, University of Houston
Michael Cottingham (Advisor), University of Houston
Chih-Yung Wang, Ming Chuan University

Examining the Antecedents of Writing Electronic Word-of-Mouth (EWOM) Among Golf Product Consumer
Jinwook Chung, Grand View University
Nam-bun Lim, Indiana University
Choongboon Lim, Indiana University
Woo-Young Lee, University of Central Missouri

Understanding Participants of Ethnic Sport Events: The Role of Ethnic Identity and Organizational Commitment in Ethnic Group's Sport Participation
Kyu-soo Chung, Winston-Salem State University
Clay Harshaw, Winston-Salem State University
So Youn Lim, The University of Texas
Matt Bowers (Advisor), The University of Texas

A Lasting Impact? The MLB All-Star Game and its Impact on Psychic Income
Aaron Clopton, The University of Kansas
Henry Wear, The University of Kansas
Jesse Meyer, The University of Kansas
Bernie Kish, The University of Kansas
Bryan Finch, Oklahoma State University

A Happy Marriage? The Honeymoon Effect and the New Wave of Sport Facility Construction
Colin Cork, Mississippi State University
Adam Pfleegor (Advisor), Mississippi State University
Alan Morse (Advisor), Mississippi State University

Tennis Brands (Mostly) Getting It Right: Advertising To Females And Males In A Crowded Marketplace
Jacquelyn Cuneen, Bowling Green State University
Terrance Thomas, Akron RubberDucks
Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
A Conceptual Model Integrating IIMO, Servant Leadership, and Team Charter of Ethics for Sport Organizations
Zack Damon, Texas A&M University
Jon Welty Peachey (Advisor), University of Illinois

Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
Antecedent Configurations of the Sport Fashion Consumption Involvement
Yun Dung, Asia University, Taiwan
Nguyen Phan Thao Nguyen, Asia University, Taiwan
Li-Shiue Gau (Advisor), Asia University, Taiwan

Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
Kaleidoscope Career: A New Way to Think About the Coaching Profession
Shaina Ervin, The Ohio State University
Donna Pastore (Advisor), The Ohio State University

Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
Just Punishment? An Examination of NCAA Violations Across All Divisions
Corinne Farneti, Mount St. Mary's University

Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
Factors Influencing Adoption Decisions by High School Sports Programs of a Simple Method to Screen for Sport-Related Concussion: A Pilot Study
Michael Geirland, Notre Dame High School
Spencer Cavanaugh, Loyola High School
John Geirland (Advisor), University of California, Los Angeles

Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
The Status of International Student-Athletes in Canadian Intercollegiate Sport
Daniel Grbac, Western University
Karen Danylebuk (Advisor), Western University

Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
Service Quality for a Mobile Sport Website: Development and Psychometric Evaluation of a Scale
Jae-Pil Ha, University of Arkansas, Little Rock
Jinwook Jason Chung, Grand View University
Wooyoung Lee, University of Central Missouri

Saturday May 31, 2014, 9:20 AM  (Poster)  Urban Room
Exploring Collegiate Football Players' Knowledge of, and Attitudes Towards Concussions: Implication for the Design of Educational Interventions
Michael Hatten, University of Windsor
John Murray, University of Windsor
Suzanne Ali, University of Windsor
Jules Woof (Advisor), University of Windsor
Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

Identity, Power, and Dysfunction: A Conceptual Framework for Intercollegiate Athletics
Matthew Horner, Florida State University
Janelle Wells (Advisor), Florida State University

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

Sport Management Graduate Students’ School Choice Decision-Making: A Means-End Investigation
Steven Howell, Northern Illinois University
Amanda Salacinski, Northern Illinois University
Anthony Carter, Northern Illinois University
David Klenosky, Purdue University

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

Going Green in Sport Management: Adding Environmental Sustainability Content into the Sport Management Curriculum
Lana Huberty, Concordia University, St. Paul

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

America’s New Pastime: How Baseball Teams are Integrating Instagram into their Social Media Efforts
Kevin Hull, University of Florida
Annelie Schmittel, University of Florida

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

Social Media Slam! An Examination of World Wrestling Entertainment’s Social Media Strategies
Kevin Hull, University of Florida

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

An Expanded Look at the Relationship between Personality and Sport Participation and Commitment
Eric Hungenberg, University of Northern Colorado
James Gould (Advisor), University of Northern Colorado

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

Escalation of Commitment in United States Collegiate Athletic Departments: An Investigation of Social and Structural Determinants of Commitment
Michael Hutchinson, The University of Memphis
Calvin Nite, Texas Tech University
Adrien Bouchet, University of Tulsa

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room

How Sport Organizations Should Handle Crises: An Image Repair Strategy on the Situation of an Athletic Celebrity Scandal
Geumchan Hwang, University of Minnesota
Kyu-soo Chung, Winston-Salem State University
Lisa Kihl (Advisor), University of Minnesota
Explicit and Implicit Solutions for Measuring Racial Variables: Consumer Attitudes Toward Athlete-Spokespersons in South Korea
Howon Jeong, Kyungpook National University
Sungbo Cho, Bowling Green State University
Minyong Lee, North Carolina A&T State University
Endarman Saputra, Jambi University

A Comparison of Service Quality Expectations: Free vs. Cost Event
Charles Jones, The University of Georgia
Todd Hall, Jacksonville University

Authenticity and Corporate Social Responsibility Programs: Development of a Valid and Reliable Measurement Instrument
Soyoung Joo, University of Massachusetts, Amherst
Janet Fink (Advisor), University of Massachusetts Amherst
Galen Trail (Advisor), Seattle University

The Influence of Attitudes Toward the International Olympic Committee and Olympic Games’ Brand Personality on Word of Mouth Behavior
Kyriaki Kaplanidou, University of Florida
Luke Potwarka, University of Waterloo

Recognizing Rivals: Developing Oppositional Brand Loyalty in Division III Sport Fans
Matthew Katz, The University of Texas
Adam Pfleegor, Mississippi State University
Bob Heere (Advisor), University of South Carolina

Sport Event Volunteers and Impact on Sense of Community
Shannon Kerwin, Brock University
Stacy Warner, East Carolina University
Matthew Walker, Texas A&M University
Julie Stevens, Brock University

Examining Collegiate Football Fans’ Response to On-Site Sponsorship Activation
Ari Kim, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida
Gerald Fritz, University of Florida
Service Quality, Perceived Value, Satisfaction, and Intention for Word-of-Mouth (WOM) Among Spectators in Motor Boat Racing
MinKil Kim, Troy University
Don Lee, Ball State University
Suk-Kyu Kim, Hanyang University
Linda Schoenstedt, Xavier University

Finding Flow in Sport
Jeeyoon Kim, Florida State University
Yukyoun Kim (Advisor), Florida State University
Daehwan Kim, Florida State University

Consumer Attitude Toward Corporate Sponsors: A Comparison Between Professional vs. Amateur Sport Event Sponsorship
Yong Jae Ko, University of Florida
Yonghwan Chang, University of Florida
Channmin Park, University of Florida
Songhyun Cho, Pusan University

Integrating Event Image, Satisfaction, and Behavioral Intention: Small-Scale Marathon Event
Sung Keun Koo, University of Georgia
Kevin Byon (Advisor), The University of Georgia
Thomas A. Baker (Advisor), The University of Georgia

Construct Validity of the Purchasers Style Inventory for Sports Products (PSISP) in the Chinese Context
Eddie Lam, Cleveland State University
Tianman Li, Cleveland State University
Judith Ausherman, Cleveland State University
Grace Huang, Cleveland State University
John Bae, William Paterson University

Consumer Decision-Making Styles in Sport Products: Gender and Age Group Differences
Eddie Lam, Cleveland State University
Tianman Li, Cleveland State University
Grace Huang, Cleveland State University
Judith Ausherman, Cleveland State University
Demetrius Pearson, University of Houston
Saturday May 31, 2014, 9:20 AM (Poster) 
Urban Room

The Effect of Twitter on Sports Fans’ Information Processing: The controversial Referee’s Call at the 2012 London Olympic Games
Minkyo Lee, Indiana University
Julius Hanks, Indiana University
Jin Park, University of Louisville
Juyoung Lee, Indiana University
Galen Clavio (Advisor), Indiana University
Gary Sailes (Advisor), Indiana University

Saturday May 31, 2014, 9:20 AM (Poster) 
Urban Room

The Financial Value of Winning in PGA Tours: An Examination of Stock Market Response to Sponsored Golfer’s Performance
Minyong Lee, North Carolina A&T State University
Seok Pyo Hong, Kangwon National University
Howon Jeong, Kyungpook National University
Joon Young Han, Yeungnam University
Jongho Kim, Dong-Eui University

Saturday May 31, 2014, 9:20 AM (Poster) 
Urban Room

Qualitative Analysis of Consumer Brand Associations for Sports Brands: Cross-Cultural Comparison
Donghan Lee, Ball State University
Minkil Kim, Troy University
Chelsie Krill, Ball State University

Saturday May 31, 2014, 9:20 AM (Poster) 
Urban Room

The Influence of Product Categories On Sponsorship Effect: Sponsors' Product By FCB
Cindy Lee, West Virginia University

Saturday May 31, 2014, 9:20 AM (Poster) 
Urban Room

A Content Analysis of Television News Transcripts of the Paralympics from 1988 to 2012
Soonhwan Lee, Indiana University Purdue University Indianapolis
Kyoung Tae Kim, Southeast Missouri State University
John Bae, William Paterson University
Brian D. Krohn, Indiana University Purdue University Indianapolis

Saturday May 31, 2014, 9:20 AM (Poster) 
Urban Room

Recruitment and Retention: Social Media as a Marketing Communication Tool for University Sport Management Programs
Erin McNary, Maryville University

Saturday May 31, 2014, 9:20 AM (Poster) 
Urban Room

Age of Entry into the Labor Market and Career Success: The Case of National Football League
Logan Moore, The College at Brockport State University of New York
James Rezucha, The College at Brockport State University of New York
Jun Woo Kim (Advisor), The College at Brockport State University of New York
Robert Schneider (Advisor), The College at Brockport State University of New York
Winless for Wiggins: An Empirical Test of Delayed Vicarious Achievement
Michael Mudrick, University of Connecticut
Janet Fink (Advisor), University of Massachusetts
Laura Burton (Advisor), University of Connecticut

Sports-Talk Radio in the Digital Age: A Case Study of Tim & Sid on Sportsnet 590 The Fan
Michael Naraine, University of Ottawa
Milena Parent (Advisor), University of Ottawa

Understanding the Impact of Youth Participation in Organized Sport on Family Functioning
Michael Newhouse-Bailey, The University of Evansville

Profiling Ethical Leaders in Intercollegiate Athletics: Perspectives of Athletic Administrators
Calvin Nite, Texas Tech University
Trevor Bopp, University of Florida
Christopher Powell, Texas Tech University

Fan Motivation in Losing Teams: Who Keeps Coming Back?
Margaret Onstad, Washington State University
Yong-chae Rhee (Advisor), Washington State University

Pricing Tactics Used by Professional & Intercollegiate Sport Organizations
Jason Reese, Stephen F. Austin University
Lacole McPherson, University of Minnesota Crookston

An Interdisciplinary Conceptualization of Hierarchical Leisure Constraint Theory, Constraint Negotiation, and Endorsement
Gregg Rich, The University of Georgia
Kevin K. Byon, The University of Georgia
Billy J. Hawkins, The University of Georgia

Examining the Factors Impacting Attendance in Minor League Baseball: An Analysis of the Midwest League
Adam Riplinger, Northern Illinois University
Anthony Sirianni, Northern Illinois University
Steven Howell (Advisor), Northern Illinois University
Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Evaluation of an NCAA Sponsored Online Support Group for Career-Ending Injured Collegiate Athletes Transitioning Out of Sports**
Kaitlin Rohrs, Bowling Green State University
C. J. O’Leary, Bowling Green State University
Casey Dauknongh, Bowling Green State University
Amanda Paule-Koba (Advisor), Bowling Green State University
Brian McCullaugh (Advisor), Bowling Green State University

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Negative Publicity of Athlete Endorsers and Spillover Effects: The Moderating Role of Consumer Expertise**
Shintaro Sato, University of Florida
Yong Jae Ko (Advisor), University of Florida
Chanmin Park, University of Florida

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Knowledge Management Processes in National and Provincial Multi-Sport Events in Canada**
Jessie Schenk, University of Ottawa
Milena Parent (Advisor), University of Ottawa

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Empirical Examination of the Sport Brand Love Model in Professional Sports**
Alyssa L. Tavormina, Kennesaw State University
Kevin K. Byon, The University of Georgia
Thomas A. Baker, The University of Georgia

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Effects of Construal Level Theory on Price Sensitivity and Perceived Value of Branded Products**
Lane Wakefield, Texas A&M University
Gregg Bennett (Advisor), Texas A&M University
Jason Reese (Advisor), Stephen F. Austin University

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Grant Writing and Sport Management Programs: What the Syllabi Say**
Khirey Walker, Louisiana State University
Chad Seifried (Advisor), Louisiana State University

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Defining the Season Ticket Holder: A Value-Based Ticket Sales Framework**
Clinton Warren, University of Iowa

Saturday May 31, 2014, 9:20 AM (Poster)  Urban Room
**Influence of Sport Fan Emotions on Sport Consumption Behavior**
Brian Yim, The University of Georgia
Kevin Byon (Advisor), The University of Georgia
Thomas A. Baker (Advisor), The University of Georgia
The Effects of an Intercollegiate Football on the Psychological Health, Adaptation, and Life Satisfaction of First Year International Students
Youngmin Yoon, University of Florida
Michael Sagas (Advisor), University of Florida

Saturday May 31, 2014, 9:20 AM (Poster) Urban Room

Sports Consumer Response to Negative Publicity: The Moderating Effect of Publicity Type and Commitment Level
Xiaochen Zhou, University of Michigan
Dae Hee Kwak (Advisor), University of Michigan

Saturday May 31, 2014, 9:20 AM (Poster) Urban Room

Over 100 Years of Intercollegiate Athletics Reform: Has Anything Changed?
Erica Zonder, Adrian College
Keith Christy, Adrian College

Saturday May 31, 2014, 10:50 AM (20-minute oral presentation (including questions)) Allegheny
Moral Reasoning of Collegiate Athletes and Intramural Sport Athletes: An Investigation of the Influence of Religiosity, Gender, and Type of Sport Played
Vincent Lyons, The Ohio State University
Brian Turner (Advisor), The Ohio State University

Saturday May 31, 2014, 10:50 AM (20-minute oral presentation (including questions)) Conference Center A

Cause-Related Sport Sponsorship as an Internal Marketing Strategy: Roles of Involvement and Motives
Yuhei Inoue, The University of Memphis
Cody Havard, The University of Memphis
Richard Irwin, The University of Memphis

Saturday May 31, 2014, 10:50 AM (20-minute oral presentation (including questions)) Conference Center B

Hiring Student-Athletes as a Solution to the Leadership-Succession Crisis in Corporate America
Bruce Lund, Texas A&M University-Kingsville

Saturday May 31, 2014, 10:50 AM (20-minute oral presentation (including questions)) Conference Center C

Olympic Circuits of Power: The Influence of Key Stakeholders on the Planning and Organization of the Games
Becca Leopkey, The University of Georgia
Stephen Frawley, University of Technology Sydney

Saturday May 31, 2014, 10:50 AM (20-minute oral presentation (including questions)) Frick

The Influence of a Sport-For-Development Event on Prejudice and Change Agent Efficacy
Jon Welty Peachey, University of Illinois
George Cunningham, Texas A&M University
Alex Lytras, Georgetown University
Jennifer Bruening, University of Connecticut
Adam Cohen, Texas Tech University
"That Whole Baby Thing": Constraints to Millennial Generation Female Assistant Coaches

Erin Morris, University of Illinois
Skye Arthur-Banning (Advisor), Clemson University
Jacqueline McDowell (Advisor), University of Illinois

Creating Service Learning Experiences in Sport Management

Andrea Pent, Neumann University
Charles Crowley, California University of Pennsylvania
Brenda Pitts, Georgia State University
Wardell Johnson, Eastern Kentucky University
Doris Lu Anderson, California State University, Long Beach
Nalani Butler, University of Tennessee

Pathways and Pitfalls in the Journey to Full Professorship

Lynn L. Ridinger, Old Dominion University
Donna L. Pastore, The Ohio State University
Brian A. Turner, The Ohio State University
Marlene A. Dixon, Troy University
Damon P.S. Andrew, Louisiana State University
Robert Baker, George Mason University

“Nobody Beats Our Price”: Examining Current Pricing Theory and Strategy within the Sport Industry

Jason Reese, Stephen F. Austin State University
Stephen Shapiro, Old Dominion University
Joris Drayer, Temple University
Dan Rascher, University of San Francisco
Jim Alexander, Pittsburgh Pirates
Timothy DeSchriver, University of Delaware

Inclusion of Athletes with Disabilities in Sport: New Guidance and New Opportunities

Mary Hums, University of Louisville
Anita Moorman, University of Louisville
Eli Wolff, University of Illinois
2014 North American Society for Sport Management Conference (NASSM 2014)

Saturday May 31, 2014, 11:15 AM (60-minute symposium, roundtable, or workshop)  

**Stepping Up to the Plate: Consideration of Sustainability in Sport**  
Dorene Ciletti, Duquesne University  
Ronald Dick, Duquesne University  
Steven Greenberg, Duquesne University  
Christopher Haupt, DLA+  
Ryan Lachs, Duquesne University  
Diane Ramos, Duquesne University

Saturday May 31, 2014, 1:35 PM (20-minute oral presentation (including questions))  

**Publish, Perish, or Salami Slice? Responsible and Ethical Authorship for Sport Management Scholars**  
*Adam Pfleegor, Mississippi State University*

Saturday May 31, 2014, 1:35 PM (20-minute oral presentation (including questions))  

**Local and National Media Framing of a Canadian Cycling Icon**  
*Cory Kalecyzki, University of Regina*  
*Andrew Spiers, Brock University*

Saturday May 31, 2014, 1:35 PM (20-minute oral presentation (including questions))  

**Does the Living Room Become the Fantasy Front Office? A Cognitive Evaluation of the Consumption Habits of Fantasy Sport Users**  
*Benjamin Larkin, University of Massachusetts, Amherst*  
*Janet Fink (Advisor), University of Massachusetts, Amherst*  
*Galen Trail (Advisor), Seattle University*

Saturday May 31, 2014, 1:35 PM (20-minute oral presentation (including questions))  

**Determinants of Sustained Volunteerism in Sport Organizations in Hong Kong**  
*Chris Auld, Griffith University*  
*Joanna Chen, Vocational Training Council, Hong Kong*  
*Duncan Macfarlane, University of Hong Kong*

Saturday May 31, 2014, 1:35 PM (20-minute oral presentation (including questions))  

**The Battle Scars of Searching for Organizational Legitimacy: A Historical Review of the National Association for Intercollegiate Athletics**  
*Dylan Williams, Louisiana State University*  
*Patrick Tutka, Louisiana State University*  
*Chad Seifried (Advisor), Louisiana State University*

Saturday May 31, 2014, 1:35 PM (20-minute oral presentation (including questions))  

**Working Together; Native American Tribal Relationships in Logos: A Case Study**  
*Chadron Hazelbaker, Eastern Washington University*

Saturday May 31, 2014, 1:35 PM (20-minute oral presentation (including questions))  

**The Importance of Social Support in Encouraging Physical Activity Among International Student Populations**  
*Bo Soo Kim, Texas A&M University*  
*Andrew Pickett, Texas A&M University*  
*George Cunningham (Advisor), Texas A&M University*
Kyriaki Kaplanidou, University of Florida
Michael Sagas, University of Florida
Ahmed Al Emadi, Qatar University
Aabdoulaye Diop, Qatar University

Gender Differences in the Motivations and Constraints of Sport Twitter Participants
Juha Yoon, Indiana University
Chase M. L. Smith, Indiana University
Galen Clavio (Advisor), Indiana University
Paul M. Pedersen (Advisor), Indiana University

The Classification of Service Attributes in Terms of Asymmetric Influences on Overall Spectator Satisfaction of Sporting Event
Huizhen You, Shanghai University of Sport
Shurui Chen, Shanghai University of Sport

Sport Management Interns' Competencies and Learning
Stephen Baines, London Metropolitan University

Examining the Effects of a Leadership Change on the Culture of an Intercollegiate Athletic Department
Ray Cotrufo, University of Connecticut
Michael Mudrick, University of Connecticut
Cassandra Coble, University of Connecticut
Jennifer Bruening (Advisor), University of Connecticut

Destination Canada: An Examination of the Origin of International Student-Athletes in Canadian Interuniversity Sport
Jessica Clemencon, University of Windsor
Jess Dixon (Advisor), University of Windsor

The Impact of Disability and the Supercrip Image on Perceptions of Inspiration in Sport: A qualitative Focus Group Study
Michael Cottingham, University of Houston
Sheryl Chatfield, University of Mississippi
Fernanda Velasco, University of Houston
Brianna Florida, University of Houston
Saturday May 31, 2014, 2:35 PM  (60-minute symposium, roundtable, or workshop)  Conference Center A  

I’m not that kind of Doctor: What to Expect when Expecting a Ph.D. A Roundtable Discussion on Academic and Non-Academic pathways  
David W. Walsh, The University of Texas  
Joshua M. Lupinek, University of Minnesota  
Patti Millar, Western University  

Saturday May 31, 2014, 2:35 PM  (60-minute symposium, roundtable, or workshop)  Conference Center B  

Leaders’ Ledgers: Advice to Sport Management Faculty Interested in Administration  
Timothy Ryan, The University of Memphis  
Carol Barr, The University of Massachusetts, Amherst  
Damon Andrew, Louisiana State University  
John Miller, Troy University  
Jim Weese, The University of Western Ontario  
David Stotlar, University of Northern Colorado  

Saturday May 31, 2014, 2:35 PM  (60-minute symposium, roundtable, or workshop)  Conference Center C  

Construct Measurement and Model Specification in Sport Management Research: A Philosophical and Methodological Discussion on Reflective and Formative Structures  
James Du, Temple University  
Mikihiro Sato, Temple University  
Daniel Funk, Temple University  
Jeremy Jordan, Temple University  
Jeffrey James, Florida State University  
James J. Zhang, The University of Georgia  

Saturday May 31, 2014, 3:40 PM  (20-minute oral presentation (including questions))  Carnegie III  

Social Media and the Pressures of Elite High School Basketball Recruiting: A Case Study  
Joshua Bowles, University of Tennessee  
Cheryl Roede, University of Tennessee  
Robin Hardin (Advisor), University of Tennessee  

Saturday May 31, 2014, 3:40 PM  (20-minute oral presentation (including questions))  Conference Center A  

Students’ Reasons for Supporting a Move from FCS to FBS  
Christopher Barnhill, Georgia Southern University  
Mauro Palmero, East Tennessee State University  

Saturday May 31, 2014, 3:40 PM  (20-minute oral presentation (including questions))  Conference Center B  

A Framework for Understanding which Factors Predict Positive APR Scores at NCAA Division I Institutions  
Sarah Stokowski, Eastern Illinois University  
Stephen Dittmore, University of Arkansas  
Gregory Stine, University of Arkansas  

Saturday May 31, 2014, 3:40 PM  (20-minute oral presentation (including questions))  Conference Center C  

Towards Strategic and Authentic Community Engagement in Professional Sport: A Case Study of the Detroit Lions  
Kathryn Heintz, University of Michigan  
Sara Soderstrom, University of Michigan  
Jen Zdroik, University of Michigan
Saturday May 31, 2014, 3:40 PM (20-minute oral presentation (including questions)) Frick

**Three Strikes Against You?: An Examination of Highly Identified, Displaced, Female Sport Fans**
Katherine Sveinson, University of Regina
Larena Hoeber (Advisor), University of Regina

Saturday May 31, 2014, 4:05 PM (20-minute oral presentation (including questions)) Carnegie III

**The Roles of Athlete Endorsers in Match-Up Hypothesis Based on Physical Attractiveness and Expertise Factors: The Moderating Role of Involvement**
Jakenn Koo, University of Massachusetts, Amherst
Younghan Lee, University of Massachusetts, Amherst

Saturday May 31, 2014, 4:05 PM (20-minute oral presentation (including questions)) Conference Center A

**Analyzing Sponsorship Effectiveness in Sport: A Cross-National Study**
Noni Zaharia, University of Northern Colorado
Kurt C. Mayer Jr., University of Northern Colorado
Eric Hungenberg, University of Northern Colorado
Dianna P. Gray (Advisor), University of Northern Colorado
David K. Stotlar (Advisor), University of Northern Colorado

Saturday May 31, 2014, 4:05 PM (20-minute oral presentation (including questions)) Conference Center B

**Called to Serve: Exploring Servant Leadership in the Context of Sport-For-Development**
Janelle Wells, Florida State University
Jon Welty Peachey, University of Illinois

Saturday May 31, 2014, 4:05 PM (20-minute oral presentation (including questions)) Frick

**Sexualization of Athletes’ Body Images in Lifestyle, Health, and Sport Magazines: A Phenomenographic Study with Female Athletes**
Kayoung Kim, University of Florida
Michael Sagas (Advisor), University of Florida

Saturday May 31, 2014, 4:05 PM (20-minute oral presentation (including questions)) Phipps

**Are Sport Management Faculty Biased? An Examination of Faculty Perceptions of Male and Female Students’ Applications for a Job in Sport**
Heidi Grappendorf, University of Cincinnati
Laura Burton, University of Connecticut

Saturday May 31, 2014, 4:30 PM (20-minute oral presentation (including questions)) Carnegie III

**The Effects of Gender and Race on Perceptions of Quality, Trustworthiness, and Expertise of Sport Journalists**
A"naja Bass, California State University, East Bay
Beth Cianfrone, Georgia State University

Saturday May 31, 2014, 4:30 PM (20-minute oral presentation (including questions)) Conference Center A

**#Sponsoring the #FrenchOpen: An Examination of Social Media and Sport Sponsorship**
Elizabeth Delia, Florida State University
Cole Armstrong, Florida State University
Jeffrey James (Advisor), Florida State University
The Perceived Organizational Support of Minor Hockey Officials
Shawn Eckford, Brock University & The Centre for Sport Capacity
Julie Stevens (Advisor), Brock University & The Centre for Sport Capacity

The Impact of Volunteer Youth Coaches' Psychological Contract Fulfillment
Alanna Harman, Lock Haven University
Alison Doherty, Western University

Female Athletes' Brand Personalities and Determinants of Endorser Appeal
Janet Fink, University of Massachusetts, Amherst
Heidi Parker, University of Southern Maine
Soyoung Joo, University of Massachusetts, Amherst