Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Forum West 1
I am Not a Tyrant: Sport Management Faculty Members’ Attitudes toward Students
Sarah Stokowski, University of Arkansas
Bo Li, University of Arkansas
C.H. Wilson, Jr., Georgia Southern University
Megan Turk, University of Arkansas
Cheryl Rode, Ohio Dominican University
Benjamin D. Goss, Stetson University

Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Forum West 2
Job Satisfaction and Turnover in College Athletics Sales Departments: Does Sales Training Make a Difference?
Jason Simmons, University of Cincinnati
Nels Popp, The University of North Carolina at Chapel Hill

Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Forum West 3
Looking at the Work-Life Interface of College Head Coaches through the Kaleidoscope: A Gender and Career Stage Study
Shaina M. Dabbs, Elon University
Jeffrey Graham, University of Tennessee
Marlene Dixon, Troy University

Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Forum East 2
Who’s Coaching our Kids? From Athlete to Head Coach
Carol Fletcher, St. John’s University
Simon Pack, St. John’s University

Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Forum East 4
The Influence of Athletic Identity on Career Exploration in Intercollegiate Athletics: Examining a Mid-Sized University Considering a Move from FCS to FBS in Football
David Shonk, James Madison University
Mikihira Sato, James Madison University
Emeka Anaza, James Madison University

Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Legacy South 1
Testing the Limits of Trust: Athlete Foundations and Team Outcomes
Lauren E. Brown, DeSales University
William Czekanski, Coastal Carolina University

Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Legacy South 2
Understanding the Role of Fan Club Membership on Service Quality Assessments in Professional Soccer
Rui Biscaia, Universidade Espanha & Universidade de Lisboa
Abel Correia, Universidade de Lisboa
Stephen Ross, Concordia University, St. Paul
Tiago Ribeiro, Universidade de Lisboa
Thursday June 2, 2016, 8:30 AM  (20-minute oral presentation (including questions))  Legacy South 3
Realizing Entrepreneurial Opportunities & Alternative Revenue in the Global Sport and Entertainment Marketplace
Damian Gallagher, Ulster University
Andy Gillentine, University of South Carolina
John Miller, Troy University

Thursday June 2, 2016, 8:55 AM  (20-minute oral presentation (including questions))  Forum West 1
Contrapower Harassment: A Quantitative Analysis of the Experiences of Sport Management Female Faculty
Elizabeth Taylor, University of Tennessee
Allison Smith, University of Tennessee
Cheryl Rode, Ohio Dominican University
Robin Hardin (Advisor), University of Tennessee

Thursday June 2, 2016, 8:55 AM  (20-minute oral presentation (including questions))  Forum West 2
Cole Armstrong, San Jose State University

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

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

Thursday June 2, 2016, 8:55 AM  (20-minute oral presentation (including questions))  Forum East 4
Through the Kaleidoscope Lens: Exploring Gender Differences in the Career Needs of NCAA D-I Head Coaches
Shaina M. Dabbs, Elon University
Donna Pastore, The Ohio State University

Thursday June 2, 2016, 8:55 AM  (20-minute oral presentation (including questions))  Legacy South 1
Corporate Social Responsibility Practices and Professional Sport Organizations in Emerging Markets: A Stakeholder Perspective in the National Basketball Association’s Social Involvement in China
Hanhan Xue, Florida State University
Joanna Tweedie, Florida State University
Christopher McLeod, Florida State University
Joshua Newman (Advisor), Florida State University
Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 2

Understanding Quality Attributes that Predict Service Value and Word-of-Mouth for Two Minor-League Sports
Megan Shreffler, University of Louisville
Christopher Greenwell, University of Louisville

Thursday June 2, 2016, 8:55 AM (20-minute oral presentation (including questions)) Legacy South 3

Athletic Ticket Pricing in the Collegiate Environment: An Agenda for Research
Craig Morehead, Old Dominion University
Stephen Shapiro (Advisor), Old Dominion University
Lamar Reams (Advisor), Old Dominion University
Timothy Madden (Advisor), Old Dominion University

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum West 1

A Case Study Analysis of Competitive Advantage amongst Provincial Rugby Organizations in Canada
Scott Asselstine, University of New Brunswick
Jonathon Edwards (Advisor), University of New Brunswick

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum West 2

Contextualizing Erotic Capital for Sexualized and Commercialized Women’s Sports
Kayoung Kim, Dongduck Women's University
Yukyoum Kim, Seoul National University
Jinwoo Ahn, Seoul National University
YuSeung Doh, Seoul National University

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum West 3

Examining Diversity and Inclusion as an Indicator of Success in College Athletics: The Case for Building an Inclusive Workplace
E. Nicole Melton, University of Massachusetts Amherst
Nefertiti A. Walker, University of Massachusetts Amherst

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

Redesigning Sport Through Fink
Robyn Lubisco, Fairleigh Dickinson University

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Forum East 4

Exploring Sense of Community among Older Adult Volunteers in Community Sport
Luc Cousineau, University of Waterloo
Katie Misener (Advisor), University of Waterloo
Lisbet Berbary (Advisor), University of Waterloo

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions)) Legacy South 1

An Analysis of Scholarly Literature on CSR in Sport: Looking Back to Move Forward
Christos Anagnostopoulos, Molde University College
Yueei Iwone, University of Minnesota
Lisa Kibl, University of Minnesota
Kathy Babiak, University of Michigan
Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions))  Legacy South 2

Assessing the Role of Fan Community Attachment in Building Brand Equity
Brent Oja, University of Kansas
Brian Gordon (Advisor), University of Kansas

Thursday June 2, 2016, 10:50 AM (20-minute oral presentation (including questions))  Legacy South 3

The Value of Social Media for Sport Fans: A Sequential Focus Group Design Exploration
Gashaw Abeza, Southern Methodist University
Norm O’Reilly, Ohio University
Benoit Seguin, University of Ottawa

Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions))  Forum West 1

Is Talent Transfer an Effective Option for Rugby Sevens Athlete Development?
Lisa Gowthorp, Bond University
Ben Corbett, Loughborough University
Danny O’Brien, Bond University

Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions))  Forum West 2

DIY Sport or DIY Eroticism? Tensions in the Spectacle of Roller Derby
Diana Parry, University of Waterloo
Troy Glover, University of Waterloo

Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions))  Forum West 3

Reaching Out to Diverse Ethnic Communities: Perceived Organizational Culture of the LA Dodgers and its Impact on Korean Fans
Na Ri Shin, University of Illinois at Urbana-Champaign
Doo Jae Park, Eastern Illinois University
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign

Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions))  Forum East 2

Examining the Application of Experiential Learning Techniques across Sport Management Programs
Liz Sattler, St. Ambrose University

Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions))  Forum East 4

Getting by with a Little Help from my Friends: Volunteer Social Capital in Community Sport
Alison Doherty, Western University
Russell Hoye, LaTrobe University
Katie Misener, University of Waterloo

Thursday June 2, 2016, 11:15 AM (20-minute oral presentation (including questions))  Legacy South 1

Corporate Social Responsibility as a Human Resource Advantage for Sport Organizations
Theodore Hayduk III, Texas A&M University
Zack Damon, Texas A&M University
Matthew Walker (Advisor), Texas A&M University
Thursday June 2, 2016, 11:15 AM  (20-minute oral presentation (including questions))  Legacy South 2

**An Empirical Examination of an Online Team Community and its Consequences**  
Thiago Santos, Universidade de Lisboa  
Rui Biscaia (Advisor), Universidade Europeia & Universidade de Lisboa  
Abel Correia (Advisor), Universidade de Lisboa

Thursday June 2, 2016, 11:15 AM  (20-minute oral presentation (including questions))  Legacy South 3

**Exploring the Move Away from Cable TV: Are Sport Fans a Threat to Cut the Cord?**  
Ben Larkin, University of Massachusetts Amherst  
Janet Fink (Advisor), University of Massachusetts Amherst

Thursday June 2, 2016, 11:40 AM  (20-minute oral presentation (including questions))  Forum West 1

**Measuring Referee Retention and Attrition**  
Lynn Ridinger, Old Dominion University  
Jacob Tingle, Trinity University  
Stacy Warner, East Carolina University  
Kyungun Ryan Kim, University of Texas at Austin

Thursday June 2, 2016, 11:40 AM  (20-minute oral presentation (including questions))  Forum West 2

**Managing a Big Problem: Attitudes towards Sexual Diversity in Spanish Soccer**  
Luisa Velez-Colon, West Virginia University  
Joaquín Piedra, University of Seville

Thursday June 2, 2016, 11:40 AM  (20-minute oral presentation (including questions))  Forum West 3

**Integrating Athletics within the Academy: Educational Experiences of Athletes, Musicians, and Traditional Students**  
Erianne Weight, The University of North Carolina at Chapel Hill  
Megan Lewis, Boston University

Thursday June 2, 2016, 11:40 AM  (20-minute oral presentation (including questions))  Forum East 2

**The Need for Experiential Learning in Career Preparation: An Examination of Sales Training in Sport Administration Education**  
Megan Shreffler, University of Louisville  
Samuel Schmidt, University of Louisville  
Matthew Paras, University of Louisville

Thursday June 2, 2016, 11:40 AM  (20-minute oral presentation (including questions))  Forum East 4

"They Made Me Do It": An Exploration of Student-Athlete Volunteer Motivations and Satisfaction  
Tiesha Martin, Virginia Commonwealth University  
Lisa Rufer, Virginia Commonwealth University  
Mark Slavich, Virginia Commonwealth University

Thursday June 2, 2016, 11:40 AM  (20-minute oral presentation (including questions))  Legacy South 1

**CSR Initiatives in College Athletic Programs: A Website Content Analysis of Community Service Endeavors**  
Rammi Hazzaa, Southern Illinois University Carbondale  
Katja Sonkeng, Southern Illinois University Carbondale  
Taeho Yob (Advisor), Southern Illinois University Carbondale
Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Legacy South 2
Building on Community through the Use of a Sporting event: The Case of the CrossFit Open.
Jules Woolf, Adelphi University
Heather Lawrence, Ohio University

Thursday June 2, 2016, 11:40 AM (20-minute oral presentation (including questions)) Legacy South 3
Competition of Mediated Professional Sport in Broadcasting: Applying Latent Dirichlet Allocation with Big Data
Tae Yeon Oh, Seoul National University
Namkyeong Jang, Seoul National University
Hyung Keun Koo, University of Pennsylvania
Yukyoum Kim (Advisor), Seoul National University

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum West 1
Sport Management Faculty Perspectives on Mid-Career Mentoring and Professional Development
Donna Pastore, The Ohio State University
Sean Dahlin, The Ohio State University
James Morton, The Ohio State University

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

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

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum East 2
Athlete Celebrity’s Image Management in Non-Sport Product Endorsements
Jakeun Koo, University of Massachusetts, Amherst

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Forum East 4
A Qualitative Study of Sport Event Volunteer Management
Janet Howes, University of Northern Colorado
David Stotlar (Advisor), University of Northern Colorado

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

Thursday June 2, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 2
Branding Opportunities in Twitter: Evidence from the Professional Soccer Industry
Petros Parganas, Heriot-Watt University
Christos Anagnostopoulos, Molde University College
Simon Chadwick, University of Salford
Thursday June 2, 2016, 1:15 PM  (20-minute oral presentation (including questions))  Legacy South 3

How Consumer Engagement Influences Consumer Extra-Role Behaviors
Tae Ho Kim, Washington State University
Yong Jae Ko (Advisor), University of Florida
Michael Sagas (Advisor), University of Florida
Yong Chae Rhee, Washington State University
Justin Barnes, University of Idaho

Thursday June 2, 2016, 1:40 PM  (20-minute oral presentation (including questions))  Forum West 1

Mentoring in Professional Sport: An Investigation of the Most Prolific General Managers in the History of the National Hockey League
Stephen Kirzinger, University of Windsor
Jess Dixon (Advisor), University of Windsor

Thursday June 2, 2016, 1:40 PM  (20-minute oral presentation (including questions))  Forum West 2

Inter-Organizational Relationships and the Development of Elite Flemish Tennis Players
Popi Sotiriadou, Griffith University
Jessie Brouwers, Griffith University
Veerle De Bosscher, Vrije Universiteit Brussel

Thursday June 2, 2016, 1:40 PM  (20-minute oral presentation (including questions))  Forum West 3

Role Conflict, Psychological Distress, and College Athletes: An Application of Conservation of Resources Theory.
Elodie Wendling, University of Florida
Timothy Kellison (Advisor), Georgia State University

Thursday June 2, 2016, 1:40 PM  (20-minute oral presentation (including questions))  Forum East 2

Double Standard? An Evaluation of Responses to a Televised Sport Debate
Michael Mudrick, York College of Pennsylvania
Laura Burton (Advisor), University of Connecticut

Thursday June 2, 2016, 1:40 PM  (20-minute oral presentation (including questions))  Forum East 4

The Paralympic Volunteer: Exploring Motivations and Experiences of Unpaid Staff at the 2014 Sochi Paralympic Winter Games
Joshua Pate, James Madison University
Robin Hardin, University of Tennessee

Thursday June 2, 2016, 1:40 PM  (20-minute oral presentation (including questions))  Legacy South 1

Teaching Environmental Sustainability Across The Sport Management Curriculum
Haylee Mercado, University of South Carolina
John Grady, University of South Carolina

Thursday June 2, 2016, 1:40 PM  (20-minute oral presentation (including questions))  Legacy South 3

Examining Fan Engagement through Social Network Sites and its Consequences
Thiago Santos, Universidade de Lisboa
Abel Correia (Advisor), Universidade de Lisboa
Rui Biscaia (Advisor), Universidade Europeia & Universidade de Lisboa
Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop)  Forum East 4

**Ethical Considerations in Sport Management Research Methodologies**
Brenda Riemer, Eastern Michigan University
Annelies Knoppers, Utrecht University
Ellen Staurowsky, Drexel University

Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop)  Legacy South 1

**Advancing Social Media Research**
Nicholas Watanabe, University of Missouri
Ann Pegoraro, Laurentian University
Grace Yan, University of Missouri
Michael Naraine, University of Ottawa
Rebecca Achen, Illinois State University

Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop)  Legacy South 2

**Managing a Sport by Managing Its Culture: Lessons from USA Rugby**
B. Christine Green, University of Illinois at Urbana-Champaign
Laurence Chalip, University of Illinois at Urbana-Champaign
Jon Welty Peachey, University of Illinois at Urbana-Champaign
Wonjun Choi, University of Illinois at Urbana-Champaign
Matthew Greenberg, University of Illinois at Urbana-Champaign
Allison Masser, University of Illinois at Urbana-Champaign
Erin Morris, University of Illinois at Urbana-Champaign

Thursday June 2, 2016, 2:05 PM (60-minute symposium, roundtable, or workshop)  Legacy South 3

**Working with Industry: How to Cultivate Practitioner Partnerships within a Sport Management Program**
Nels Popp, University of North Carolina
Chad McEvoy, Northern Illinois University
Michelle Gacio Harrolle, University of South Florida
Gina Pauline, Syracuse University
Matt Garrett, Loras College

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Forum West 1

**Aspirations through Associations: Using Division III Athletics to Enhance Institutional Status and Reputation**
Rhema Fuller, The University of Memphis
Michael Hutchinson, The University of Memphis
Brennan Berg, The University of Memphis

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Forum West 2

**The Salience of Sport in Cross-Race Friendship Selection**
Gareth Jones, North Carolina State University
Kyle Bunds, North Carolina State University
Troy Carlton, North Carolina State University
Mike Edwards, North Carolina State University
Jason Bocarro, North Carolina State University
Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Forum West 3

Investigating the Effects of Fan Association with Sport Team Performance and Corporate Social Responsibility on Pride, and Understanding the Intention to Donate

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

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Forum East 2

Effect of Consumer Education on NHL Fan Renewals: An Experimental Study

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

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Forum East 4

Modelling the Impact of Organisational Capital on Performance

Bill Gerrard, Leeds University

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Legacy South 1

Using Film to Teach Leadership in Sport Management: Challenging the Millennial Students

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

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Legacy South 2

Preparedness & Profession: Analysis of Sport Management Alumni Career Trajectories

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

Thursday June 2, 2016, 3:35 PM (20-minute oral presentation (including questions))  Legacy South 3

Generating Social Capital through Major Sporting Events: a Social Network Analysis of UEFA Euro 2016’s Local Hosting Dynamics

Mathieu Djaballah, University of Paris-Saclay

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))  Forum West 1

Positive Organizational Behavior in Sport: The Left and Right of Psychological Capital (PsyCap) in Sport Organizations

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

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))  Forum West 2

An Analysis of Motivation of Sport Participation among College Students: A Cross-National Comparison

Sunyooong Kim, University of Arkansas
Jongyeol Yoo, University of Arkansas
Jaeman Son, University of Arkansas
Stephen Dittmore (Advisor), University of Arkansas
Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))

**CSR and Community Sport Events: Balancing Sponsorship and a Public Health Agenda**

Rachel Batty, Massey University - Palmerston North
Graham Cuskelly, Griffith University
Kristine Toohey, Griffith University

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))

**Flow as Sports Consumer Experiences in the Sports Media: A Conceptual Model**

Daehwan Kim, University of Florida
Yong Jae Ko (Advisor), University of Florida

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))

**Factors Impacting Management Tenure in Professional Sport**

Matthew Juravich, University of Akron
Steven Salaga, Texas A&M University

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))

**Sport Management “Student as Producer”: A Radical Teaching and Research Framework for Sport Management Studies**

Kostas Zervas, Leeds Trinity University

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))

**The Role of Mentoring in Career Satisfaction and Career Breakthroughs for Women in Intercollegiate Athletic Administration**

Meg G. Hancock, University of Louisville
Heidi Grappendorf, University of Cincinnati
Janelle E. Wells, University of South Florida
Laura Burton, University of Connecticut

Thursday June 2, 2016, 4:00 PM (20-minute oral presentation (including questions))

**The Traveling Fan – Factors that Influence the Attendance at Mega-Events in Global Soccer**

Gerald Fritz, Johannes Gutenberg University

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions))

**Evaluating Student-Athlete Emotional Intelligence Development Due to Participation in College Sport**

Gregory Lott, The Ohio State University
Brian Turner (Advisor), The Ohio State University

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions))

**Moving Toward Social Justice In Sport: A Comprehensive Study of Social Justice Advocacy in Sport**

Woogun Lee, William Woods University
Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum West 3
The Effects of Emotional Appeals in Charity Sporting Event Advertisements on Intention to Participate: Examining the Roles of Sympathy, Empathy, and Personal Involvement
Meungguk Park, Southern Illinois University Carbondale
Taeho Yob, Southern Illinois University Carbondale
Paul M. Pedersen, Indiana University

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum East 2
Ary J. Rocco Jr, University of São Paulo
Leandro C. Mazzei, University Nove de Julho

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Forum East 4
Public Goods Generated by Intercollegiate Athletics: Student's Willingness to Pay Increased Athletic Fees
Mark Howard, Florida State University
Jeffrey James (Advisor), Florida State University

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 1
What's Diversity Got to Do With Me?
Jörg Vianden, University of Wisconsin-LaCrosse
Elizabeth A. Gregg, University of North Florida

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 2
Are Educated Sport Managers Better?
Shannon Kerwin, Brock University
Kevin Mongeon, Brock University

Thursday June 2, 2016, 4:25 PM (20-minute oral presentation (including questions)) Legacy South 3
I'm Racing Abroad! Examining Sport Event and Destination Choices
Brianna Newland, University of Delaware
Thomas Aicher, University of Cincinnati

Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Forum West 1
Sport Employee Identification: Developing and Validating an Instrument
Brent Oja, University of Kansas
Jordan Bass (Advisor), University of Kansas
Brian Gordon (Advisor), University of Kansas

Thursday June 2, 2016, 4:50 PM (20-minute oral presentation (including questions)) Forum West 2
The Fat Leading the Thin? Perceptions of Physical Activity Instructor Ability Relative to Body Size
Andrew Pickett, Texas A&M University
George Cunningham (Advisor), Texas A&M University
Thursday June 2, 2016, 4:50 PM  (20-minute oral presentation (including questions))  Forum West 3

**What Gives You a Sense of Pride? Effect of Fans’ Associations with Team Performance and Corporate Social Responsibility on Self-Continuity, Pride, and Word-of-Mouth Intention**

Jaewon Chang, University of Florida
Hyung Ju, University of Florida
Daniel Connaughton, University of Florida
Joon-Ho Kang, Seoul National University

Thursday June 2, 2016, 4:50 PM  (20-minute oral presentation (including questions))  Forum East 2

**The Agony of Defeat: Disappointment Impacts on Baseball Fans**

Sukjoon Yoon, Texas A&M University
James Petrick (Advisor), Texas A&M University
Hyunmin Yang, Texas A&M University

Thursday June 2, 2016, 4:50 PM  (20-minute oral presentation (including questions))  Forum East 4

**Coaching Women - Is it only a Job for Men? An Economic Analysis of Coaching Productivity in NCAA Division I Women’s Basketball**

David Berri, Southern Utah University
Ann Pegoraro, Laurentian University

Thursday June 2, 2016, 4:50 PM  (20-minute oral presentation (including questions))  Legacy South 1

**Diverse Sport Management Environments? Are We Talking the Talk but Not Walking the Walk: An Examination of Disability Sport in the Sport Management Classroom**

Brenda Pitts, Georgia State University
Deborah Shapiro, Georgia State University

Thursday June 2, 2016, 4:50 PM  (20-minute oral presentation (including questions))  Legacy South 2

**Human Capital Legacy and Event Career Path: Lessons from the Athens 2004 Olympic Games**

Chrysoptomis Giannoulakis, Ball State University
Kyriaki Kaplanidou, University of Florida
Michael Odio, University of Cincinnati
Laurence Chalip, University of Illinois at Urbana-Champaign

Thursday June 2, 2016, 4:50 PM  (20-minute oral presentation (including questions))  Legacy South 3

**Attitudes toward Attending the 2016 Olympic Games and Visiting Brazil after the Games**

Claudio Rocha, University of São Paulo
Janet Fink, University of Massachusetts Amherst

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

**Momentum Effects and the “Hot Hand” in College Football**

Katie Brown, Texas A&M University
Steven Salaga, Texas A&M University

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

**Exogenous Policy Shocks and Institutional Change: NBA Policy and NCAA Externalities**

Matthew Juravich, University of Akron
Brian Mills, University of Florida
Friday June 3, 2016, 8:50 AM (20-minute oral presentation (including questions))
Forum West 3

**Head Coach Gender and Team Performance in the WNBA**

*Lindsey Darvin, University of Florida*
*David Berri, Southern Utah University*

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

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

*Michael Friedman, University of Maryland, College Park*
*Adam Beissel, University of Maryland, College Park*

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

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

*George Cunningham, Texas A&M University*

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

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

*Lamar Reams, Old Dominion University*
*Stephen Shapiro, Old Dominion University*

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

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

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

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

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

*Yonghwan Chang, University of Florida*
*Yong Jae Ko (Advisor), University of Florida*
Friday June 3, 2016, 8:50 AM  **Poster Session #1**  Legacy North

**A Critical Review of Determinant Factors of Attendance Demand**  
Sung Il Hong, Hong Kong Baptist University  
Brooke Forrester, University of South Alabama

**A Retrospective Analysis of Motivations to Participate in Youth Sport: Why Youth Sustained Participation**  
Meredith Flaherty, University of Florida  
Michael Sagas (Advisor), University of Florida  
Timothy Kellison (Advisor), Georgia State University

**An Analysis of Media Sponsors Exposure Effects**  
Jiyoung Park, University of Northern Colorado  
Dianna Gray (Advisor), University of Northern Colorado

**Brand Management in a Niche Sport: An LPGA Golfer's Use of Instagram**  
Melissa Davies, University of the Pacific  
Michael Mudrick, York College of Pennsylvania

**Collaborative advantages: The role of inter-organizational partnerships in enhancing organizational capacity**  
Gareth Jones, North Carolina State University

**Community Value Innovation: The Role of Minor-League Sport Teams in Rural Communities**  
Young Do Kim, University of Nebraska Kearney  
Hyun-Woo Lee, Georgia Southern University  
Nita Unruh, University of Nebraska Kearney

**Division III Athletic Facilities and College Choice Factors**  
Erica Zonder, Adrian College  
Keith Christy, Adrian College

**Effects of Team Identification on College Adjustment: A Cross-National Study between American and Korean students**  
Jaeman Son, University of Arkansas  
Gi-Yong Koo, Troy University  
Junmo Sung, Troy University  
Stephen Dittmore (Advisor), University of Arkansas

**Five Dimensions of Sport Brand Personality**  
Chanho Kang, University of North Alabama  
Ye Hoon Lee, University of North Alabama  
Gregg Bennett (Advisor), Texas A&M University  
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign
How You Like Me Now? The Influence of Performance Expectations and Team Identification on the Black Sheep Effect and Sports Consumption Behavior
Sean Pradhan, University of Michigan
Dae Hee Kwak (Advisor), University of Michigan

Licensed Sport Product Purchase Behavior: Analysis of the 2014 Asian Games Sales Revenue
Hyun-Woo Lee, Georgia Southern University
Shawn Saeyeul Park, Middle Georgia State University
Sunnyun Shin, Yonsei University
Young Do Kim, University of Nebraska Kearney
Woong Kwon, Hoseo University
Tae Jun Chon, Soongsil University

Personal Values, Goals, and Involvements in Sport: A Cross-Cultural Study
Dong Hun Lee, University of Houston
Yinghui Zhang, Huaqiao University
Michael Cottingham, University of Houston
Hoyeol Yu, University of Houston

Redefining the Stacking Phenomenon Four Years Later: Eight Seasons of Racial Tasking among College Quarterbacks
Trevor Bopp, University of Florida
Robert Turick, University of Florida

Sensory Experience in Sport Virtual Simulation: The Dynamics of Participants’ Sensory Stimuli, Sport Identity, Flow Experience, and Revisit Intentions
Kyu-soo Chung, Winston-Salem State University
Hyun Min Kang, Korea University

Structural Relationship among Socio-Motivation, Market Demand, Overall Satisfaction, and Consumption of WNBA Game Events
Sophia D. Min, University of Northern Iowa
Kevin Byon (Advisor), Indiana University
Minkil Kim (Advisor), Troy University
Thomas A. Baker III (Advisor), University of Georgia
James Zhang (Advisor), University of Georgia

The Power of the Retweet: Athlete Twitter Endorsement Activity
B. Colin Cork, University of Arkansas
Terry Eddy (Advisor), University of Arkansas

When Rule Changes Don't Follow the Rules: An Ethical Policy Case Study Analysis of the Jack Jablonski MSHSL Ice Hockey Rule
Joshua Lapineok, University of Alaska Fairbanks
Friday June 3, 2016, 8:50 AM  **Teaching and Learning Fair  #1**  

**Adding to the Body of Knowledge Environmental Sustainability in Sport Management Integrative Experience**  
Brian P. McCullough (Seattle University)  

**An Unacceptable Status Quo: A Sport Development Case Study of Swimming and Drownings**  
Brennan K. Berg & Michael Hutchinson (The University of Memphis)  

**Applying Sport for Development and Peace in Your Own Backyard: Experiential Learning at Portland Elementary School**  
Jeffrey Levine (University of Louisville)  

**Binary Sampling Method of Teaching Economics of Sport**  
Peter Omondi-Ochieng (University of Louisiana at Lafayette)  

**Debating Classroom Debates: Structures, Rubrics and Integrating the Entire Class in Partner Debates**  
Annemarie Farrell (Ithaca College)  

**Experiential Learning in PR: Classroom to field experience**  
Chad Witkemper (Indiana State University)  

**Incorporating Cross-Culture Elements into Sport Ethics Course Instruction**  
Tyreal Yizhou Qian & James J. Zhang (Adviser) (University of Georgia)  

**Integration of an Advisory Board in an Introductory Course**  
Corinne Faruuti (Mount St. Mary's University)  

**Long Distance Sport Management Internship Site Visits Through the Use Computer and Internet Technologies**  
Robert Case (Old Dominion University)  

**Sport Management Students Utilizing IPADs to Conduct Marketing Research**  
Amanda Greene (East Tennessee State University)  

**Strategies to Maximize Internship Experiences**  
Yongjae Kim (Kutztown University)  

**Teaching Diversity (in a Not So Diverse Class)**  
Joyce O. Olushola (Arkansas State University)  

**Teaching History and Politics using Selected Olympic Games**  
Rachel Madsen (Ithaca College)  

**Teaching Sport Ethics Online**  
Nicholas Schlereth (University of New Mexico)
Tips and Rubrics to Hold Students Accountable in Event/Facility Management Course Group Projects
Donna Pastore, Sean Dablin, James Morton, Mickey Fraina, Chad Gerber, & Rick Bailey (The Ohio State University)

Using a Step-Wise Career Development Guide to Effectively Mentor Sport Management Undergraduate Students
Sun Kang & Ryan Hedstrom (Manchester University, IN USA)
Friday June 3, 2016, 9:15 AM  (20-minute oral presentation (including questions))  

**The Determinants of Television Audience Demand for Professional Baseball: An Analysis of Post-Season Games**  
Kihan Kim, Seoul National University  
Jongwon Paik, Seoul National University  
Yunjae Cheong, Hankuk University of Foreign Studies  
Yoonji Ryu, Seoul National University

Friday June 3, 2016, 9:15 AM  (20-minute oral presentation (including questions))  

**The Strategic Use of Sport to Grow Enrollment: A Case Study Analysis**  
Gregory Lott, The Ohio State University  
Sean Dabin, The Ohio State University  
Emily Newell, The Ohio State University  
Brian Turner (Advisor), The Ohio State University

Friday June 3, 2016, 9:15 AM  (20-minute oral presentation (including questions))  

**An Examination of Gender Differences in Student-athletes’ Perceived Career Barriers and Coping Efficacy: A Perspective from Social Cognitive Career Theory**  
Jin Park, University of Louisville  
Sin-Wook Yoo, University of Louisville  
Seonghun Lee, University of Louisville  
Mary Hums (Advisor), University of Louisville

Friday June 3, 2016, 9:15 AM  (20-minute oral presentation (including questions))  

**Health and Physical Literacy in Sport: An Examination of the Associated Benefits and Risks of Football Participation across the Life Course**  
Sherrina S. Lofton, Florida State University  
Joabna Newman (Advisor), Florida State University  
Noah S. Webb, Florida State University  
Amy M. Burdette (Advisor), Florida State University  
Michael C. Turner, Florida State University

Friday June 3, 2016, 9:15 AM  (20-minute oral presentation (including questions))  

**The Strategic Communication Management in Sports Teams: Comparing between European and Brazilian Football Clubs**  
Ary J. Rocco Jr, University of São Paulo

Friday June 3, 2016, 9:15 AM  (20-minute oral presentation (including questions))  

**Daily Fantasy Sports: Motives for Consumption**  
Ryan Kota, Florida State University  
Charles Reid, Florida State University  
Jeffrey James (Advisor), Florida State University  
Amy Kim (Advisor), Florida State University
Friday June 3, 2016, 9:15 AM (20-minute oral presentation (including questions)) Legacy South 3

**Does Doing Good Shield against Athlete Scandals? The Effect of Positive Associations on Consumer Judgement and Behavior Toward Scandalized Athletes**

Shintaro Sato, Georgia Southern University  
Yong Jae Ko (Advisor), University of Florida  
Kyriaki Kaplanidou (Advisor), University of Florida  
Daniel Connaughton (Advisor), University of Florida

Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum West 1

**International Comparisons and Fan Demand for Professional Soccer**

Hojun Sung, University of Florida  
Brian Mills (Advisor), University of Florida

Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum West 2

**Institutional Entrepreneurship to Avoid Change: The NCAA’s Institutional Maintenance Strategies**

Calvin Nite, Texas Tech University  
Marvin Washington, University of Alberta

Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum West 3

**Basketball Officiating as a Gendered Arena: An Autoethnography**

Claire Schaepkerkoetter, University of Kansas  
Jordan Bass (Advisor), University of Kansas

Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum East 2

**Perception Formation Process for Subsidized Stadiums: A Grounded Theory Analysis of Miami-Dade Residents**

Emily Must, University of Northern Colorado  
Daniel Rosenberg (Advisor), Barry University

Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Forum East 4

**Physically Active Leisure and Community Health: Evidence from US Counties**

Mikihiro Sato, James Madison University  
James Du, Temple University

Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Legacy South 1

**YouTube FC: A Case Study of Online Video Sharing in Sports Marketing**

Neal Ternes, Florida State University

Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Legacy South 2

**Exploring Motivations of Daily Fantasy Sports Participants**

Joris Drayer, Temple University  
Stephen Shapiro, Old Dominion University  
Brendan Dwyer, Virginia Commonwealth University
Friday June 3, 2016, 9:40 AM (20-minute oral presentation (including questions)) Legacy South 3

Is Negative Publicity of Athletes Always Harmful? A Memory–Based Illusory Perspective
Yonghwan Chang, University of Florida
Semih Yilmaz, University of Florida
Yong Jae Ko (Advisor), University of Florida

Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum West 1

From Rivalry to Reciprocity: Ultimatum Game Outcomes Between College Football Rivals
Brian Mills, University of Florida
Scott Tainsky, University of Illinois at Urbana-Champaign
B. Christine Green, University of Illinois at Urbana-Champaign
Becca Leopkey, University of Georgia

Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum West 2

A Longitudinal Analysis of the National Football League’s Responses to Institutional Change around Concussions
Kathryn Heinze, University of Michigan
Di Lu, University of Michigan

Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum West 3

Evaluating League Competitiveness in Europe: Public Involvement vs. Privatization in European Soccer
Gidon Jakar, University of Michigan
Stephanie Gerretsen, University of Michigan
Mark Rosentraub (Advisor), University of Michigan

Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum East 2

Athletics or Academics: The Effects of University Conference Switches
Philip Bergman, University of Missouri
Nicholas Watanabe (Advisor), University of Missouri

Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Forum East 4

Education and Management of Concussions in Iowa High School Football
Robin Ammon, University of South Dakota
Colby Felts, University of South Dakota

Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Legacy South 1

Examining the Size and Scope of Youth Disability Sport
Michael Cottingham, University of Houston
Don Lee, University of Houston
Mitzi Laughlin, University of Houston
Fernanda Velasco, Texas Women’s University

Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Legacy South 2

The Expected Social Impact of Hosting Winter Olympic Games from a Non-Host Perspective During the Bidding Stage
Liu Dongfeng, Shanghai University of Sport
Christopher Hautbois, Université Paris-Saclay
Michel Desbordes, Université Paris-Saclay
Friday June 3, 2016, 10:30 AM (20-minute oral presentation (including questions)) Legacy South 3

**Expansion of Brand Value: A Case Study of an AFL Franchise**
*Kathy Barlow, Whittier College*
*Vishal Kolar, Whittier College*

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum West 1

**Moneyball and the Role of Sports Analytics: A Decision-Theoretic Perspective**
*Bill Gerrard, Leeds University*

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum West 2

**Understanding the Evolution of Environmental Practices in Mega-Sporting Events: A Case Study of the Olympic Games**
*Walker Ross, University of Georgia*
*Becca Leopkey (Advisor), University of Georgia*

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum West 3

**Competitive Balance within Interscholastic Athletics: A Qualitative Analysis of State Athletic Association Commissioners**
*James Johnson, Ball State University*
*Beau Scott, Ball State University*

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum East 2

**Athlete’s Perspective on Own the Podium**
*Hillary Pattenden, Brock University*
*Lucie Thibault (Advisor), Brock University*

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Forum East 4

**An Examination of Concussion Safety Policies in U.S. Municipal Park and Recreation Departments**
*Sungwon Kim, University of Florida*
*Daniel Connaughton (Advisor), University of Florida*
*John O. Spengler (Advisor), Texas A&M University*

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Legacy South 1

**Uncertain Mobility: Adaptive Sport Programming for Participants Living with Homelessness**
*Matthew Horner, Florida State University*
*Christopher McLeod, Florida State University*
*Matthew Hawzen, Florida State University*
*Mark DiDonato, Florida State University*
*Joshua Newman (Advisor), Florida State University*

Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Legacy South 2

**From Event Quality To Quality of Life: The Role of Satisfaction and Purchase Happiness**
*Kyriaki Kaplanidou, University of Florida*
*Nicholas Theodorakis, Qatar University*
*Kostas Alexandris, Aristotle University*
Friday June 3, 2016, 10:55 AM (20-minute oral presentation (including questions)) Legacy South 3

Branding Horsepower – An Exploration of Brand Equity within Show Jumping Markets
Karen Hennessey, Institute of Technology Carlow

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum West 1

Salary Structures and Team Performance: The Case of Wage Inequality in Major League Soccer
Nicholas Watanabe, University of Missouri
Brian Soebbing, Temple University
Anders Aarhus, University of Missouri

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum West 2

Hanhan Xue, Florida State University
Haozhou Pu, Florida State University
Matthew Hawzen, Florida State University
Joshua Newman (Advisor), Florida State University

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum West 3

Shortening the NBA Game: A Look at the Effects on Competitive Balance
Ryan Spalding, Merrimack College
Caleb Engelbourg, University of Massachusetts Amherst
Mike McGrath, University of Massachusetts Amherst

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum East 2

Examining the Amalgamation of New Zealand Golf: Financial, Strategic, and Integration Perspectives
Sally Shaw, University of Otago
Geoff Dickson, Auckland University of Technology

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Forum East 4

An Analysis of Doping-Related Dispute Resolution in United States Olympic Sport
Emily Sparvero, University of Texas at Austin
Sylvia Trendafilova, University of Tennessee
James Bemiller, University of Tennessee
Manuela Picariello, University of Tennessee

Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions)) Legacy South 1

The Institutionalization of Paralympic Sport Governance: The Case of the United States Olympic Committee
Kelsey LeFeuvre, University of Illinois at Urbana-Champaign
Scott Tainsky, University of Illinois at Urbana-Champaign
Becca Leopkey, University of Georgia
Friday June 3, 2016, 11:20 AM (20-minute oral presentation (including questions))  
Legacy South 2
Modeling a Demonstration Effect: The Case of Track Cycling Competitions at the 2015 Pan Am Games
Luke Potwarka, University of Waterloo  
David Drewery, University of Waterloo  
Mark Havitz, University of Waterloo  
Heather Mair, University of Waterloo

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

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

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

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions))  
Forum West 2
Understanding the Triggers of Inspiration in Sport Event Participation Among Runners
Ran Zhou, University of Florida  
Kyriaki Kaplanidou (Advisor), University of Florida  
Nicholas Theodorakis, Qatar University  
Kostas Alexandris, Aristotle University

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions))  
Forum West 3
Mapping the Sport Consumer: Concept Mapping in Qualitative Research
Elizabeth Delia, University of Massachusetts Amherst  
Matthew Katz, University of Massachusetts Amherst

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

Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions))  
Forum East 4
Sunday Afternoon Social Capital: An Ethnographic Study of the Southern City Jets Club
Dorothy Collins, University of South Carolina  
Bob Heere (Advisor), University of South Carolina
**Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 1**

**Pursuing Parasport Alignment: Forming a Strategic Cross-Sector Partnership to Leverage the Toronto 2015 Parapan American Games**

Robert Carlisi, Western University  
Laura Misener (Advisor), Western University

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**Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 2**

**One Nation One Team: An Examination of the 2015 U.S. Women’s Soccer National Team Players’ Self-Presentation on Twitter**

Matthew Blaszka, Indiana State University  
Molly Hayes Sauder, York College of Pennsylvania

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**Friday June 3, 2016, 1:15 PM (20-minute oral presentation (including questions)) Legacy South 3**

**Exciting vs. Winning Game? Relative Effects of the Game Outcome and Process on Fans’ Happiness and Overall Game Evaluations**

Wonseok (Eric) Jang, University of Florida  
Yong Jae Ko (Advisor), University of Florida  
Daniel Wann (Advisor), Murray State University  
Jeoung-Hak Lee, Kyung Hee University

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**Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum West 1**

**Under Pressure? An Exploration in Managing Stakeholder Interests and Priorities in High School Athletics**

Jen Zdroik, University of Michigan  
Kathy Babiak (Advisor), University of Michigan

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**Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum West 3**

**Mediating or Confounding: A Caveat on Theory Development in Sport Management**

Luke Lunhua Mao, University of New Mexico

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**Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum East 2**

**Welcome to the Club! An Examination of the Initiation Phase of the Active Sport Event Travel Career**

Amy Rundio, East Carolina University  
Richard Buning, Indiana University-Purdue University Indianapolis

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**Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions)) Forum East 4**

**Managing Sport and Physical Activity Spaces to Create Body Weight Inclusivity: Dimensionality and Health Related Outcomes**

Andrew Pickett, Texas A&M University  
George Cunningham (Advisor), Texas A&M University
Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions))  
Legacy South 1
Catalysing Parasport Development through Events: Challenges and Lessons from the Local initiatives
Kylie Wasser, Western University  
Robert Carlisi, Western University  
Marika Kay, Western University  
Ross Bailey, Western University  
Madison Hubley, Western University  
Laura Misener, Western University

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions))  
Legacy South 2
Why We Follow: Exploring How Culture Shapes Users’ Motivations for Following Sport Organizations on Twitter and Weibo
Bo Li, University of Arkansas  
Stephen Dittmore, University of Arkansas  
Sarah Stokowski, University of Arkansas  
Megan Turk, University of Arkansas  
Jongyeol Yoo, University of Arkansas

Friday June 3, 2016, 1:40 PM (20-minute oral presentation (including questions))  
Legacy South 3
Exploring the Impact of Multiple External Identities on the Development of Team Identification
Soyoung Joo, University of Massachusetts Amherst  
Ben Larkin, University of Massachusetts Amherst  
Janet Fink (Advisor), University of Massachusetts Amherst
Addressing Issues in the Measurement of Sport Attendance Motives
Ryan Kota, Florida State University
James Harwood, Florida State University
Jeffrey James (Advisor), Florida State University

An Examination of Sport Management Master’s Programs and Curriculum
Jennifer Willett, Kennesaw State University
Chris Brown, Kennesaw State University

An Exploration of Factors that Encourage and Discourage Sport Fans from Using Their Smartphones
Sun Kang, Manchester University
Marion Hambrick, University of Louisville
Christopher Greenwell, University of Louisville

Consumer Motives for Daily Fantasy Sports: A Content Analysis of Television Advertising
Simon Brandon-Lai, Florida State University
John Holden, Florida State University
Jeffrey James (Advisor), Florida State University

Cross-Cultural Examination of Soccer Brand Perceptions
Jennifer Mak, Marshall University
Siu Yin Cheung, Hong Kong Baptist University
N. David Pifer, University of Georgia
Carina King, Indiana University Purdue University Indianapolis

Determinants of Trust, Commitment, and Satisfaction among Participants in Charity Affiliated Sporting Events
Meungguk Park, Southern Illinois University Carbondale
Sung Jin Nam, Daegu University of Foreign Studies

Effectiveness of In-Game Advertisement: Repetition Effect of Sport Video Gaming
Yongjae Kim, Kutztown University

Gender Analysis of Italian Women’s Basketball Coaches and Staff in Serie A1
Manuela Picariello, University of Tennessee
Lars Dzikus, University of Tennessee

Evan Richtsfeld, University of New Brunswick
Jonathon Edwards (Advisor), University of New Brunswick

Motivation in Youth Sport: Examination of the Antecedents and Importance
Michael Fraima, The Ohio State University
Donna Pastore (Advisor), The Ohio State University
Opportunities for New Organizational Forms Emerging from Sport Mega-Events
David Shonk, James Madison University

Organized Fan Groups and Their Effect on Sport Spectator Enjoyment
Charles Reid, Florida State University
Amy Kim (Advisor), Florida State University

Permeability of Sport Job Sectors: An Analysis of Careers across Boundaries
Michael Odio, University of Cincinnati
Shannon Kerwin, Brock University
Ethan Swingle, University of Cincinnati

Reconceptualizing the Sport Management Ph.D. – For Sport Management Doctoral Students
James Harwood, Florida State University
Mark DiDonato, Florida State University
Jeffrey James (Advisor), Florida State University

Servant Leadership in Intercollegiate Athletics: Follower Perceptions of NCAA Division II Athletic Directors
Harlan Johnson, Southern Nazarene University
Richard Remedios (Advisor), Northcentral University

The Financial Value of Athlete Endorsements: Is It Worthwhile to Invest?
J. Lucy Lee, Bowling Green State University
June Won, Bowling Green State University

The Influence of Personal Performance Expectation on Event Satisfaction
Moon Sup Hyun, Temple University
Jeremy Jordan (Advisor), Temple University

The Outcomes of an In-School SBYD Intervention Focused on Developing Grit and Leadership Characteristics
Michael Corral, University of Connecticut
Jesse Mala, University of Connecticut
Jennifer McGarry (Advisor), University of Connecticut

The Role of Alma Mater Sport in International Students' School Adaptation and Life Satisfaction
Wonyun Choi, University of Illinois at Urbana-Champaign
Chunghun Lee, University of Illinois at Urbana-Champaign
Jie Xu, University of Illinois at Urbana-Champaign
B. Christine Green (Advisor), University of Illinois at Urbana-Champaign

Toward a More Well-Balanced Approach: A Content Analysis of NASSM Conference Abstracts from 2002 to 2015
Joon Young Han, Yeungnam University
Gregory Kane, Eastern Connecticut State University
Sarah Walton, Central Connecticut State University
Minyong Lee, North Carolina A&T University
Friday June 3, 2016, 1:40 PM  Teaching and Learning Fair #2  Legacy North

A Quasi-Experimental Examination of Methods to Improve Graduate Students’ Writing  
Rebecca M. Achen (Illinois State University)

Assessment Questionnaire for Sport Facility Classes  
Tom Bell (Campbellsville University)

Assignment Description for Oral History Interviews  
Sam Winemiller (University of Florida)

Charity 5K Run/Walk  
Justin Wartella (Lock Haven University of Pennsylvania)

Diversity Project in Sport  
Kunsoo Shim (Campbellsville University)

Integrating the Undergraduate Sport Management Curriculum: Methodological Considerations  
Adam Goodwin, Jess C. Dixon, & David M. Andrews (University of Windsor)

Job Preparedness, Networking, and Mock Interview Assignment: A One Year Follow-Up  
Katie M. Brown, Zachary J. Damon, & Andrew C. Pickett (Texas A&M University)

Intramural Learning: Sport Management Beyond the Course Section  
Brittany Jacobs (The University of Northern Colorado)

MiLB Case Study: The Biloxi Shuckers and Southern Miss Sport Management  
R. Douglas Manning, Ph.D. (University of Southern Mississippi)

NCAA Division I Ticketing Policies Group Activity  
Peyton Stensland (University of Kansas)

Peer Evaluation in Team-Based Learning  
Cassandra Coble & Erin McNary (Indiana University)

Sport Facility & Event Management Class and Division III Athletics: A Mutually Beneficial Relationship  
Cindy Veraldo (Mount St. Joseph University)

Teaching Event Management through the Planning and Operation of a Sporting Event  
Zach Scola (University of Kansas)

The Comprehensive Format and Method for Sport Marketing Case Studies  
Young Do Kim (University of Nebraska Kearney) & Yoon Tae Sung (The Florida State University)

Ticket Sales Boot Camp  
Ted B. Peetz (Belmont University)

Utilizing a Sport Based Youth Development Student Organization to Facilitate Community Engagement and a Capstone Student Experience  
Shelley Lyle (University of Florida)
Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum West 1

**Stakeholder Salience in Professional Sport Clubs: A Perspective Based on Fans’ Self-Perceptions**
Rui Biscaia, Universidade Europeia & Universidade de Lisboa
David Hedlund, St. John’s University
Geoff Dickson, Auckland University of Technology
Michael Naylor, Auckland University of Technology

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum West 2

**Examining the Influence of Perceived Risk and Consumer Personality on Sport Apparel Purchase within the Context of Gift Giving**
Choongboon Lim, Seoul National University
Hyunwoo Kim, Seoul National University
Hongbum Eun, Seoul National University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum West 3

**Biased Decision-Making in Sport**
Weller Ross, Brock University
Kevin Mongeon (Advisor), Brock University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum East 2

**Active Sport Heritage and Tourism Development: The Case of the Tour of Flanders Cyclo Event**
Inge Derom, Vrije Universiteit Brussel
Gregory Ramshaw, Clemson University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Forum East 4

**A Qualitative Exploration of the Ticket-Pricing Process Used in Intercollegiate Athletics**
Craig Morehead, Old Dominion University
Stephen Shapiro (Advisor), Old Dominion University

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Legacy South 1

(Para)Panamania: The Influence of the Toronto 2015 ParaPan Am Games on Spectator and Volunteer Attitudes Towards Disability
Kyle Paradis, Western University
Laura Misener, Western University
David Legg, Mount Royal University
David McGillivray, University of the West of Scotland
Gayle McPherson, University of the West of Scotland

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Legacy South 2

**Team Identification and Instagram**
Nicole Furuiye, University of Northern Colorado
Kerry Fischer, University of Northern Colorado

Friday June 3, 2016, 2:05 PM (20-minute oral presentation (including questions)) Legacy South 3

**Explaining Attendance through Social Network Analysis: The Effect of Centrality and Team Identification on Continued Game Attendance**
Matthew Katz, University of Massachusetts Amherst
Bob Heere, University of South Carolina
Rose Marie Ward, Miami University
Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions))
Forum West 1
Social Partnerships and College Athletics: A Means to Increase Social Impact on Community Stakeholders
Nicholas Schlereth, University of New Mexico
David Scott (Advisor), University of New Mexico
Shawn Berman (Advisor), University of New Mexico
Evan Frederick (Advisor), University of New Mexico
Todd Seidler (Advisor), University of New Mexico

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions))
Forum West 2
Examining the Impact of Promotional Rivalry Titles on Fan Perceptions and Behavior in Intercollegiate Athletics
Cody T. Havard, The University of Memphis
Daniel Wann, Murray State University
Frederick Grieve, Western Kentucky University
Timothy D. Ryan, The University of Memphis

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

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions))
Forum East 2
Tourist Expenditure at a Sport Event Portfolio: Determinants, Outcomes, and Variances
Richard Buning, Indiana University-Purdue University Indianapolis
Zachary Cole, The University of North Carolina Greensboro
Jeff McNamee, Linfield College

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

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions))
Legacy South 1
People-First Language in Newspaper Coverage of Paralympic Games Held in North America
Joshua Pate, James Madison University
Robin Hardin, University of Tennessee
Timothy Mirabito, Marist College

Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions))
Legacy South 2
Tweeting to Bridge the Gap: A Collaborative Netnography of the NASSM 2015 Social Media Correspondents
Ashley Thompson, University of Ottawa
Melissa Ogilvie, University of Ottawa
Michael Naraine (Advisor), University of Ottawa
Milena Parent (Advisor), University of Ottawa
Friday June 3, 2016, 2:30 PM (20-minute oral presentation (including questions))  Legacy South 3

Effects of Situational and Enduring Involvement on Team Identification
Junmo Sung, Troy University
Gi-Yong Koo, Troy University
Stephen Dittmore, University of Arkansas
Terry Eddy, University of Arkansas

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop)  Forum East 4

National Identity and Sport Consumerism: Consumer Behaviour and the Toronto 2015 Pan Am & Parapan American Games
Cheri Bradish, Ryerson University
Nick Burton, Brock University
Melanie Dempsey, Ryerson University

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop)  Legacy South 1

Creating Beneficial Relationships: A Diversity and Inclusion Workshop for Researchers
Sponsored by the NASSM Diversity Committee
Kristy McCray, Otterbein University
E. Nicole Melton, University of Massachusetts Amherst

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop)  Legacy South 2

Sport Management Faculty Perceptions of Professional Service
Andy Gillentine, University of South Carolina
James Strode, Ohio Dominican University
Lynn Ridinger, Old Dominion University
Bob Baker, George Mason University
Pam Baker, George Mason University
Dianna Gray, University of Northern Colorado
Armen Shaomian, University of South Carolina

Friday June 3, 2016, 3:20 PM (60-minute symposium, roundtable, or workshop)  Legacy South 3

Moving from Research Idea to Research Agenda: How to Develop Your Research Road Map as a Graduate Student
Allison Musser, University of Illinois at Urbana-Champaign
Natalie Smith, University of Illinois at Urbana-Champaign
Kyle Rich, Western University
Kylie Wasser, Western University

Saturday June 4, 2016, 8:30 AM (20-minute oral presentation (including questions))  Forum West 1

Playing Hardball: An Analysis of Court Decisions Involving the Limited Duty (Baseball) Rule
R. Douglas Manning, University of Southern Mississippi

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

Sporting Space and Governmentality: The Modernization of Wrigley Field
Grace Yan, University of Missouri
Chad Seifried, Louisiana State University
Jacob Toppel, University of Missouri
¿Por Qué Jugar? A Study on Sport Socialization among Hispanic and Latina Female Student-Athletes.
Lindsey Darvin, University of Florida
Alicia Cintron, University of Louisville
Meg G. Hancock (Advisor), University of Louisville

Boundary Spanning and Expansion in a Collegiate Athletics Sustainability Committee
Elodie Wendling, University of Florida
Timothy Kellison (Advisor), Georgia State University

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

Sport for Social Change in the City: Case Southeastern United States
Velina Brackebusch, University of Georgia
Billy Hawkins (Advisor), University of Georgia

Effects of Ticket Donation on the Consumer Behavior and Attitude of Sport Fans
Sarah Frazier, Cleveland State University
Eddie Lam, Cleveland State University

The Halo Effect of CSR oriented Sport Sponsorship in Customers’ Attribution toward Service Failure
Daehwan Kim, University of Florida
Yongcheol Kim, Catholic University in Korea
Yong Jae Ko (Advisor), University of Florida
A Content Analysis of Vulnerable Road Users Laws in the US
Yoojung Rhee, University of Florida
John Egberts, University of Florida
Daniel Connaughton (Advisor), University of Florida

Advertising Clutter in NASCAR: The Impact on Ratings, Share, and Number of Viewers
Stephen Ross, Concordia University
Elizabeth Delta, University of Massachusetts Amherst

Canadian Cyclocross Championships: Racing in the Temporary Cycling Place
Cory Kalezyci, University of Regina

College Football Consumers’ Reaction towards Supporting an Environmentally Friendly Stadium
Liyan Jin, University of Georgia
Minhong Kim, University of Georgia
Minkil Kim, Troy University
Kevin Byon, Indiana University
Daniel Connaughton (Advisor), University of Florida
James Zhang (Advisor), University of Georgia

Dressed to the Nines: Using Fashion Theory to Explain Athlete Apparel Choice
Jonathan Mays, University of Kansas
Jordan Bass, University of Kansas

Event Factors and Experience Affecting (Repeat) Participation in an International Youth Hockey Tournament
Alexander DiBiase, University of Windsor
Marijke Taks (Advisor), University of Windsor

Identifying Critical Factors Associated with Millennial Sport Consumption Behavior
Brian Yim, Kent State University
Kevin Byon (Advisor), Indiana University
Thomas Baker (Advisor), University of Georgia
James Zhang (Advisor), University of Georgia

Measuring Ethical Work Climate in Intercollegiate Athletic Administrations: A Structural Analysis
Eddie Walker II, University of Minnesota Crookston

Payment of Student-Athletes: Is Allowing Athletes to Sell their Autographs the Answer?
Ray Schneider, Bowling Green State University

Professional Sport Security and Marketing Interface: A Delphi Study
Kiernan Gordon, University of New Hampshire
William Czykanski, Coastal Carolina University
James DeMeo, Unified Sports & Entertainment Security Consulting, LLC
Resource Leveraging in Organizational Recruitment: Development and Testing of a Recruitment Model in NCAA Men's Basketball
Marshall Magnusen, Baylor University
Charn McAllister, Florida State University
Hunter Taylor, Baylor University
Pamela Perrewé, Florida State University
Gerald Ferris, Florida State University

Sponsorship Opportunities for Professional Women Soccer Players: Their Perspectives
Alyssa Mautz, Texas A&M University
George Cunningham (Advisor), Texas A&M University

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

The Relationship between Academic Progress Rates (APR) of Student-Athletes and Athletic Expenses: The Effect of Team and Division I Football Status
Jay Santos, University of Florida
Michael Sagas (Advisor), University of Florida

Understanding the Motivations and Constraints of Women in Triathlon
Amy Randlo, East Carolina University
Melanie Sartore-Baldwin, East Carolina University
Saturday June 4, 2016, 8:30 AM  Teaching and Learning Fair #3  Legacy North

**Active Learning Strategies in Online Learning Programs in Sport Management**  
J. Michael Martinez (Louisiana State University)

**Assessing Experiential Leadership Activities According to Wilber’s Integral Theory**  
Gregory M. Kane (Eastern Connecticut State University) & Sarah Walton (Central Connecticut State University)

**Assessment Rubric for Online Discussion**  
Janet M. Howes (University of Northern Colorado & Marshall University) & Jennifer Y. Mak (Marshall University)

**Case Debate Assignment for Sport Law**  
Emily Dane-Staples (St. John Fisher College)

**Closing the Loop on Online Discussions on Foundational Issues in Sport**  
Jennifer Kane & Elizabeth A. Gregg (University of North Florida)

**Creating a Traditional Format in an Online Environment**  
Gi-Yong Koo, Packianathan Chelladurai, & John Miller (Troy University)

**Fantasy Football and Sport Finance: Applying Analytics to Academia**  
N. David Pifer (University of Georgia)

**Financial Valuation of a Sporting Goods Retail Store**  
Daniel A. Rascher (University of San Francisco), Matthew Brown (University of South Carolina) & Mark S. Nagel (University of South Carolina)

**Global sport marketing: A cross-cultural strategy**  
Jiyoung Park (University of Northern Colorado)

**Increasing Awareness and Interest in Research among Sport Management Majors**  
Robert Turick & Dr. Trevor Bopp (Advisor) (University of Florida)

**Live Tweeting Reactions to a Film**  
Melissa Davies (University of the Pacific)

**Social Media in the Classroom: Enhance Learning, Create Connection, Improve Retention**  
Rebecca Mercado (University of Florida)

**Sport Marketing Promotional Plan Rubric**  
Jillian McNiff Villemaire (Flagler College)

**Student Perceptions of the Twitter as an Educational Tool in the Sport Management Classroom**  
Andy Gillentine (University of South Carolina)
Brian Menaker, Texas A&M University-Kingville
Dale Sheptak, Lake Erie College

The Engagement of Women in Sport: The Strategies Adopted by the International Olympic Committee
Alcides Vieira Costa, Lusíada University of Lisbon
Maria José Carvalho, University of Porto

Sport Transitions as Epiphanies
Randall J. Griffiths, University of the Incarnate Word
David W. Walsh, University of Houston
Heather M. Barton-Weston, University of the Incarnate Word

Wearable Fitness Technology and Exercise Change Behavior
Anthony Pizzo, Temple University
Daniel Funk (Advisor), Temple University

Expanding Horizons: Study Abroad's Impact on Sport Management Students
Carrie LeCrom, Virginia Commonwealth University
Greg Greenhalgh, Virginia Commonwealth University

Music, Sport and Physical Activity: Intersecting to Yield Positive Impact
Adam Cohen, Texas Tech University
Khalid Ballouli, University of South Carolina

The Effectiveness of Word of Mouth in Spectator Sport: A Gender Difference Perspective
Akira Asada, University of Florida
Yong Jae Ko (Advisor), University of Florida

Mega versus Local Sport Sponsorships
Jakeun Koo, University of Massachusetts Amherst
Janet Fink (Advisor), University of Massachusetts Amherst
Younghan Lee (Advisor), Mississippi State University

Sexual Violence and College Athletics: An Examination of How Higher Education Institutions are Managing Sexual Violence and Sexual Misconduct Investigations
Anita Moorman, University of Louisville
Barbara Osborne, The University of North Carolina at Chapel Hill
Saturday June 4, 2016, 9:20 AM  (20-minute oral presentation (including questions))  Forum West 2
Atlanta’s Urban Renewal Reprise: Coupling the 1996 Olympic Stadium and 2017 SunTrust Park Developments
Timothy Kellison, Georgia State University
Joshua Newman, Florida State University

Saturday June 4, 2016, 9:20 AM  (20-minute oral presentation (including questions))  Forum West 3
Understanding the Strategic Nature of Social Responsibility in Major Junior Hockey
Lynne Gulliver, University of Waterloo
Kristen Rogalsky, University of Waterloo
Katie Misener (Advisor), University of Waterloo

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

Saturday June 4, 2016, 9:20 AM  (20-minute oral presentation (including questions))  Forum East 4
An Analytical Framework for Measuring Sport Literacy
Kyoung Rhim, University of Texas at Austin
Emily Sparvero, University of Texas at Austin
Fernando Diego Arguelles, University of Texas at Austin

Saturday June 4, 2016, 9:20 AM  (20-minute oral presentation (including questions))  Legacy South 1
Building and Sustaining Partnerships in Sport for Development and Peace: Challenges, Tensions, and Strategies
Jon Welty Peachey, University of Illinois at Urbana-Champaign
Adam Cohen, Texas Tech University
Na Ri Shin, University of Illinois at Urbana-Champaign
Bruno Fusaro, University of Illinois at Urbana-Champaign

Saturday June 4, 2016, 9:20 AM  (20-minute oral presentation (including questions))  Legacy South 2
Joon Sung Lee, University of Michigan
Dae Hee Kwak, University of Michigan

Saturday June 4, 2016, 9:20 AM  (20-minute oral presentation (including questions))  Legacy South 3
Show Me the Money: Purchase Behaviors in Sponsorship
Noni Zawaria, Florida State University
Dianna Gray, University of Northern Colorado

Saturday June 4, 2016, 10:10 AM  (20-minute oral presentation (including questions))  Forum West 1
A Cohort Effect on Sport Participation: A Case of the Tokyo 1964 Olympic Games
Kurumi Aizawa, Waseda University
Ji Wu, University of Minnesota
Yuhei Inoue (Advisor), University of Minnesota
Saturday June 4, 2016, 10:10 AM  (20-minute oral presentation (including questions))  Forum West 2

**Forever Our City: Examination of an MLS Supporter Group**  
Justin Lovich, State University of New York at Cortland

Saturday June 4, 2016, 10:10 AM  (20-minute oral presentation (including questions))  Forum East 2

**Gender Bias in Evaluation of Leaders: Examining the Decline in Female Head Coaches**  
Laura Burton, University of Connecticut  
Janelle E. Wells, University of South Florida  
Nefertiti A. Walker, University of Massachusetts Amherst  
Nicole LaVoi, University of Minnesota

Saturday June 4, 2016, 10:10 AM  (20-minute oral presentation (including questions))  Forum East 4

**Going Pro in Something Other Than Sport: Does Being a Student-Athlete Impact Hiring Decisions in Intercollegiate Athletics?**  
Steven M. Howell, Northern Illinois University  
Chad McEvoy, Northern Illinois University  
Keegan Morgan, Northern Illinois University  
Delroy Folkes, Northern Illinois University

Saturday June 4, 2016, 10:10 AM  (20-minute oral presentation (including questions))  Legacy South 1

**International Student-Athletes’ Transition to College: Unveiling the Unique Struggle of a Special Population and Providing Solutions for Better Support**  
Emily Newell, The Ohio State University  
Brian Turner (Advisor), The Ohio State University

Saturday June 4, 2016, 10:10 AM  (20-minute oral presentation (including questions))  Legacy South 2

**Niche versus Mainstream Sport Fandom: Exploring Desire for Uniqueness**  
Brendan Dwyer, Virginia Commonwealth University  
Greg Greenhalgh, Virginia Commonwealth University  
Carrie LeCrom, Virginia Commonwealth University

Saturday June 4, 2016, 10:10 AM  (20-minute oral presentation (including questions))  Legacy South 3

**Conceptualizing Cause Related Marketing in Professional Sport Organizations**  
Cleo Schuyvinck, Ghent University  
Kathy Babiak, University of Michigan  
Annick Willem, Ghent University

Saturday June 4, 2016, 10:35 AM  (20-minute oral presentation (including questions))  Forum West 1

**Sense of Community And Social Capital: Examining The Moderating Effects Of Social Identity, Psychological Involvement, And Behavioral Involvement In Adult Recreational League Tennis**  
Eric Legg, Arizona State University  
Mary Wells, University of Utah  
Aubrey Newland, California State University, Chico
Examining the Effect of Status and Organizational Context on the Salience of College Student-Athletes' Identities
Kathryn Heinze, University of Michigan
Sara Soderstrom, University of Michigan
Di Lu, University of Michigan

Portuguese Soccer Fans and Their Love for ‘The Big Three’
Boris Osorio, Brock University
Craig Hyatt, Brock University

An Evaluation of Leadership Change and Hiring Profiles in NCAA Division I Men's Basketball
James Johnson, Ball State University
David Pierce, Indiana University-Purdue University Indianapolis
Brian Krohn, Indiana University-Purdue University Indianapolis
Lawrence Judge, Ball State University

An Advertisement Audit of the Stated Requirements of Applicants for Recently Advertised Sports Management and Sports Development-Related Roles in Irish Sport
Karen Hennessy, Institute of Technology Carlow

The Multicultural Goal: The Acculturation of Foreign Professional Athletes in MLS
Claudia Stura, University of Applied Sciences Kufstein

Feminist Themes within the Marketing of The National Women’s Soccer League (NWSL)
Chris Henderson, Miami University
James Zbang (Advisor), University of Georgia
Becca Leopkey (Advisor), University of Georgia
Kevin Byon (Advisor), Indiana University
Paul Schempp (Advisor), University of Georgia

Major League Baseball Teams’ Promotional Tactics to Get Fan Engagement on Instagram
Joon Kyong Kim, University of South Carolina
Kevin Hull (Advisor), University of South Carolina
Annelie Schmittel, University of Florida

Issues in Sport Management Doctoral Programs: Perspectives from the Directors
John Miller, Troy University
Mary Hums, University of Louisville
Brian Turner, The Ohio State University
Bob Heere, University of South Carolina
Saturday June 4, 2016, 11:00 AM (60-minute symposium, roundtable, or workshop) Legacy South 1
A Need for Data-Driven Decision Making: Perspectives on Advancing Theory and Practice in Intercollegiate Athletics
Erianne Weight, The University of North Carolina at Chapel Hill
Robert Malekoff, The University of North Carolina at Chapel Hill
Ellen Staurowsky, Drexel University
Richard Southall, University of South Carolina

Saturday June 4, 2016, 11:00 AM (60-minute symposium, roundtable, or workshop) Legacy South 2
The Value and Challenges of Interdisciplinary Research in Sport Management
Larena Hoeber, University of Regina
Orland Hoeber, University of Regina
Bob Baker, George Mason University
Pam Baker, George Mason University
George Cunningham, Texas A & M University

Saturday June 4, 2016, 11:00 AM (60-minute symposium, roundtable, or workshop) Legacy South 3
Sustaining the Development of Sport Management: Perspectives of University Senior Administrators
Damon Andrew, Louisiana State University
Ming Li, Western Michigan University
Dan Mahony, Winthrop University
Jim Weese, Western University

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum West 1
The Gendering of Sport Fan Clothing on Team Online Stores
Larena Hoeber, University of Regina
Katie Sveinson, University of Regina
Raúl García, University of Regina
Nathan Legg, University of Regina

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum West 2
Authentic Leadership Theory in Sport Management and its Influence on Sense of Community: An Exploratory Qualitative Study
Zack Damon, Texas A&M University
Matthew Walker (Advisor), Texas A&M University

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

Saturday June 4, 2016, 1:30 PM (20-minute oral presentation (including questions)) Forum East 2
A Comparative Study of Girls Flag American Football in England and the USA
Peter Evans, Coventry University
Marlene Dixon, Troy University
Building Capacity for Local Sport for Social Change: An Action Research Project
Ryan Clutterbuck, Western University
Alison Doherty (Advisor), Western University

The Effect of Anthropomorphism on Sport Consumers’ Responses toward Team’s Performance
Yong Jae Ko, University of Florida
Wonseok (Eric) Jang, University of Florida
Shintaro Sato, Georgia Southern University

Driving Sponsee Equity in a Sports Context: Concurrent Sponsors’ Collective Responsibility
Peter Dickenson, Loughborough University
Anne Souchon, Loughborough University

Exploring the Role of Digital Marketing in Facilitating Value Co-Creation in Small Sports Clubs
Ryan Bell, Ulster University
Damian Gallagher (Advisor), Ulster University
Audrey Gilmore (Advisor), Ulster University
An Examination of Student-Athletes’ Academic Advising Contentment
Katja Sonkeng, Southern Illinois University Carbondale
Rammi Hazzaa, Southern Illinois University Carbondale
Taeho Yob (Advisor), Southern Illinois University Carbondale

Are You Angry? Are You Disgusted? Yet You are Still a Fan? The Effect of Athletes’ Off-Field Immoral Behaviors on Fans’ Emotion and Team Identification
YoungJik Lee, Washington State University
Yong Chae Rhee (Advisor), Washington State University
Tae Ho Kim (Advisor), Washington State University

Assessing Donor Motivation in Professional Sports from the Stakeholder Perspective
Minhong Kim, University of Georgia
James J. Zhang (Advisor), University of Georgia

Examining Consumer-Based League Brand Associations for Women's Sport Leagues
Brittani Sahm, University of Florida
Michael Sagas (Advisor), University of Florida
Yong Jae Ko (Advisor), University of Florida
Ted Spiker (Advisor), University of Florida

Exploring Spectator Motivations for Attending E-Sports Events
Haozhou Pu, Florida State University
Hwayong Son, Independent Scholar
Zhongtian Lin, Florida State University

Fulfilling Psychological Needs and Improving Life Satisfaction through Sport Consumption Activities: A Comparison with Non-Sport Activities
Jeeyoon Kim, Florida State University
Jeffrey James (Advisor), Florida State University
Adrianna Alonso, Florida State University
Casey Cobolan, Florida State University
Daniel Prewett, Florida State University

Impact of International Sport Events on Host Countries’ Destination Images: A Comparison of the 2014 Winter Olympics and the 2015 IAAF Championships
Yongjae Kim, Kutztown University
Sungho Cho, Bowling Green State University
Jeeyoon Kim, Florida State University

Influence of Brand Experience, Satisfaction, and Uncertainty on Brand Loyalty: A Focus on the Golf Club Industry as an Experience Good
Mi Ryoung Chung, University of Illinois at Urbana-Champaign
Kisung Dennis Kwon (Advisor), Seoul National University
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign
Investigating Sport Management Literature: A Summative Content Analysis of the International Journal of Sport Management
Brenda Pitts, Georgia State University
Doris Lu-Anderson, Mira Costa College

Perceptions of Equity: The Perspective of the Intercollegiate Student-Athlete
Ray Schneider, Bowling Green State University

Predicting Consumption of Rival Sport Team Games: The Importance of Team Identification of Perceptions of the Rival
Daniel Wann, Murray State University
Ted Peetz, Belmont University
Frederick Grieve, Western Kentucky University
Jason Lanter, Kutztown University
Julie Partridge, Southern Illinois
Cody T. Havard, University of Memphis

Recruitment and Retention of Adult Sport Participants: The Challenge of Player Ratings
Edward Horne, University of Illinois at Urbana-Champaign
Matthew Brown (Advisor), University of South Carolina

Rethinking Athlete Gambling: Comparison to CEO Stock Purchase Behavior
Nicholas Schlereth, University of New Mexico
Evan Frederick (Advisor), University of New Mexico

Sense of Place and Environmental Sustainability in Sport
Brian P. McCullough, Seattle University
Timothy Kellison, Georgia State University

The National Football League Schedule and Efficient Market Hypothesis: Trends Caused by Rest Days
Yoon Tae Sung, Florida State University

U.S. Collegiate Athletics: International Student Athletes' Recruiting Process
Evelyn Jara-Pazmino, University of South Carolina

Walking a Mile in their Shoes: Examining Social Class and Accessibility in Sport
Christa Spedding, University of Massachusetts Amherst
E. Nicole Melton (Advisor), University of Massachusetts Amherst

Why Isn’t Marijuana Used as a Medical Treatment for Concussions? Perceptions of Former NFL Players
Patti Donahue, Troy University
John Miller (Advisor), Troy University
Answer in the Form of a Question: Using Jeopardy in the Ethics Classroom
Jordan R. Bass (University of Kansas)

Assessment Rubric for Personal Reflection Journal Entries Included in an Event Management & Marketing Course
Kostas Karadakis (Southern New Hampshire University), Michael Stellefson (University of Florida), & Trevor Bopp (University of Florida)

Incorporating Theory and Practice into a Sport Communications Course
James Strode (Ohio Dominican University)

Experiential learning in event management: Partnering with community organizations and teams for an interactive classroom
Nicole Imbrogno (The University of Memphis)

Walking with Wheels: Experiencing Wheelchair Mobility
Jacqueline McDowell (George Mason University)

Decision tree for solving time value of money (TVM) problems
B. David Tyler (Western Carolina University)

Utilizing Community Partners for Term-Long Marketing Projects
Jason A. Rice (North Central College)

Project Based Learning for Athletic Administration & Coaching
Sean Daly (Johnson & Wales University)

Sport Marketing Campaign “Face-Off”
Alex Rondon (University of Northern Colorado)

Sport Venue and Facility Trends Project
Stephen Shin (Belmont University)

Using Video Animations for Student Engagement
Helmien Rambaldo (Amsterdam University of Applied Sciences)

How a Graduate Teaching Assistant Could Be an Effective Guest Instructor in Sport Management Classes
Wen-hao Winston Chou, Brandon Mastromartino, & James J. Zhang (adviser) (University of Georgia)

Personal Branding Project
Joe Mullins (Reinhardt University)

Facility Crisis and Avoiding Future Issues
B. Colin Cork (University of Arkansas)

Sport Stock Market Project
Chanbo Kang (University of North Alabama)
Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum West 1

**Title IX then and now at Old Dominion University: Listening for the Echoes**

Brendan O’Hallarn, Old Dominion University
Angela Eckhoff, Old Dominion University
D’Andra Seymore, Old Dominion University

Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum West 2

**Examining the Practice of Servant Leadership and its Impacts on Job Satisfaction and Ethical Decision-Making in NCAA Division III Athletics**

Regan Dodd, Missouri Western State University
Angela Lumpkin, Texas Tech University

Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum West 3

**Mapping the Landscape of Sports Facilities Management in Trinidad & Tobago: A Critical Approach**

Sherlan Cabralis, University of the West Indies
Cornell Foo, Auburn University at Montgomery
George Schaefer, Auburn University at Montgomery

Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum East 2

"We Wanna Do Different Stuff": Lessons Learned from a Pilot Program

Christina Gipson, Georgia Southern University
Pamela Wells, Georgia Southern University
Trey Burdette, Georgia Southern University

Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Forum East 4

**Readiness for Capacity Building in Community Sport Organizations**

Patti Millar, Niagara University

Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Legacy South 1

**Examining Effects of the LPGA’s Promotional Strategies Via a Longitudinal Study of Media Coverage of Men’s and Women’s Golf**

Edward Kian, Oklahoma State University

Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Legacy South 2

**Do We Know What They Want and How to Provide it to Them? An Analysis of Professional Niche Sport Sponsorship Objectives and Perceived Performance in Achieving Sponsor Objectives.**

Melissa Ferry, Virginia Commonwealth University
Greg Greenhalgh (Advisor), Virginia Commonwealth University

Saturday June 4, 2016, 1:55 PM (20-minute oral presentation (including questions)) Legacy South 3

**Exploring the Connections between Grassroots Football and the Canadian Football League: A Customer Equity Perspective**

Jonathon Edwards, University of New Brunswick
Bob Copeland, McLaren Global Sport Solutions
Wade Wilson, University of Waterloo
Cheers and Queers: Leveraging Sport Events for LGBTQ Communities  
Kyle Rich, Western University  
Laura Misener (Advisor), Western University

Assessing the Occupational Leadership Efficacy of Sport Management Students  
Michelle Dykstra, Brock University  
Shannon Kerwin (Advisor), Brock University

An Inferiority Complex: Managing Semi-Professional Clubs  
Elsa Kristiansen, Norwegian School of Sport Sciences / University College of Southeast Norway  
Simon T. Day, Norwegian School of Sport Sciences  
Milena Parent, University of Ottawa/Norwegian School of Sport Sciences

Constraints to Participation in Sport in Developing Countries: A Comparison  
Gail Halforty, Nelson Mandela Metropolitan University  
Laetitia Radder, Nelson Mandela Metropolitan University

Legitimacy for Capacity? An Investigation of the Role of Certification in Community Sport Organizations  
Katie Misener, University of Waterloo  
Torsten Schlesinger, Cheminetz University of Technology  
Alison Doherty, Western University  
Kyle Johnston, Club Excellence/Canadian Centre for Ethics in Sport  
Kristen Rogalsky, University of Waterloo

Online Sport Consumers Segmentation: Examining the Differing Psychological Connections of a Team's Online Following  
Olau Scott, University of Canberra  
Jason Doyle, Griffith University  
Anthony Beaton, University of Canberra  
Jerry Watkins, University of Canberra

Complementary Competition & Cooperation: Developing Coopetition as the Antidote to Sports Marketing Myopia in Small Sports Clubs  
Damian Gallagher, Ulster University  
Ricky Mitchell, Ulster University

Whistleblowing Intention in Sport: An Investigation into Perceptions, Antecedent Conditions, and Cost-Benefit Analysis  
Andrew Goldsmith, Coastal Carolina University  
Matthew Walker, Texas A&M University
Saturday June 4, 2016, 3:10 PM  (20-minute oral presentation (including questions))  Forum West 3

**Does the Sport Fan Role Cause Conflict with Family? Exploring the Dynamics**

*Jason Simmons, University of Cincinnati*
*Meg G. Hancock, University of Louisville*
*Heidi Grappendorf, University of Cincinnati*

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Saturday June 4, 2016, 3:10 PM  (20-minute oral presentation (including questions))  Forum East 2

**Group-Work in Sport Management: Does it Do What We Say it Does?**

*Sally Shaw, University of Otago*

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Saturday June 4, 2016, 3:10 PM  (20-minute oral presentation (including questions))  Forum East 4

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

*Chryostomas Giannoulakis, Ball State University*
*Nico Schulenkerf, University of Technology Sydney*
*Lindsey Blom, Ball State University*

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Saturday June 4, 2016, 3:10 PM  (20-minute oral presentation (including questions))  Legacy South 1

**The Building Blocks for Online Communities**

*Beth Cianfrone, Georgia State University*
*Stacy Warner, East Carolina University*

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Saturday June 4, 2016, 3:10 PM  (20-minute oral presentation (including questions))  Legacy South 2

**There's No Place Like Home: Understanding Team Identification as a Memory of Home**

*Dorothy Collins, University of South Carolina*
*Bob Heere (Advisor), University of South Carolina*

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Saturday June 4, 2016, 3:10 PM  (20-minute oral presentation (including questions))  Legacy South 3

**Decomposing Multidimensional Consumption Values in the Sport Merchandise Industry: Does Value Vary by Day-of-Week? Evidence from Korea**

*Youngbum Kwon, University of Michigan*
*T. Bettina Cornwell, University of Oregon*

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Saturday June 4, 2016, 3:35 PM  (20-minute oral presentation (including questions))  Forum West 1

**The Demonstration Effect of Hosting a Major Games: A Case Study of Figure Skating and the Vancouver 2010 Olympic Winter Games**

*Ryan Starr, Brock University*
*Lucie Thibault (Advisor), Brock University*

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Saturday June 4, 2016, 3:35 PM  (20-minute oral presentation (including questions))  Forum West 2

**Causes of Corruption in Intercollegiate Athletics: A Multi-Level Analysis**

*Lisa Kihl, University of Minnesota*
*Caroline Heffernan, University of Minnesota*

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Saturday June 4, 2016, 3:35 PM  (20-minute oral presentation (including questions))  Forum West 3

**All Families Can Play: Building Inclusive Experiences for LGBTQ Parents and Their Children in Youth Sport**

*Dawn Trussell, Brock University*
*Heather Isnor, Brock University*
*Jennifer Apgar, Independent Scholar*
Impact of Team-Based Learning and Immediate Feedback Assessment Technique on Student Learning and Retention
Alanna Harman, Lock Haven University
Justin Wartella, Lock Haven University
Patricia Lally, Lock Haven University

Organizational Capacity in Sport-Based Youth Development: A Qualitative Inquiry
Per Svensson, Louisiana State University

The Ethics of Message Board Engagement: The Deflategate Case
Brendan O’Hallarn, Old Dominion University
Michelle Redmond, Old Dominion University

Personality, Fan Identification, and Mediated Sports Consumption: A Phenomenological Approach
Min Jung Kim, University of New Mexico
Luke Lanhua Mao, University of New Mexico

The Role of Emotion in Impulse Buying of Sport Team-Licensed Merchandise
Xiaochen Zhou, Temple University
Daniel Funk (Advisor), Temple University

Recalibrating the Global Sport Impact (GSI) Index: A Scalable Framework for Measuring the Impact of Sporting Events on Their Host
Michael Linley, Victoria University
Eric Schwarz (Advisor), Victoria University
Hans Westerbeek (Advisor), Victoria University

Perceptions of Hazing among Intercollegiate Athletes
Kayla Smith, Central Washington University
Kirk Mathias (Advisor), Central Washington University

Branding Techniques Used by Local Television Sports Broadcasters in Their Twitter Profiles
Kevin Hull, University of South Carolina
Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions))
Forum East 2

From Classroom to Community: Sport-based Service Learning in a Sport Management Curriculum
M. Katie Flanagan, Florida State University
Wilma Proctor, Florida State University
Neal Ternes, Florida State University
Ibrahim Toure, Florida State University

Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions))
Forum East 4

An Exploration of Community-Orientated Practice by Professional Sport Teams
Adam Karg, Deakin University
Katie Rowe, Deakin University

Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions))
Legacy South 1

Using Narrative Techniques to Increase Engagement in Sport Management Online Courses
Windy Dees, University of Miami
Alicia Jessop, University of Miami
Tywan Martin, University of Miami
Warren Whisenant, University of Miami

Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions))
Legacy South 2

The Link between Team Associations and Team Product Consumptive Behaviors
Hoyeol Yu, University of Houston
Dong Hun Lee (Advisor), University of Houston
Michael Cottingham (Advisor), University of Houston

Saturday June 4, 2016, 4:00 PM (20-minute oral presentation (including questions))
Legacy South 3

Owning the Campus: Examining the Impact of Sportswear Sponsorship on Student Consumers
Henry Wear, University of South Carolina
Bob Heere (Advisor), University of South Carolina
Simon Brandon-Lai, Florida State University

Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions))
Forum West 1

A Qualitative Assessment of Social Impact of a Charity Sport Event in Cambodia
Yuhei Inoue, University of Minnesota
Caroline Heffernan, University of Minnesota

Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions))
Forum West 2

Are they Recruitable? Perceptions of Deviant Student-Athletes
Robert Turick, University of Florida
Trevor Bopp (Advisor), University of Florida

Saturday June 4, 2016, 4:25 PM (20-minute oral presentation (including questions))
Forum West 3

Brand Associations of Minor Hockey Tournaments: Understanding the Rep Hockey Parents' Perspective
Daniel Wigfield, Brock University
Chris Chard (Advisor), Brock University
The Sexual Assault Prevention Paradigm for Athletic Departments: Creating Change in Athletic Department Culture
Kristy McCray, Otterbein University
Susan Sutherland, The Ohio State University

League Bilong Laif: Sport for Development in Papua New Guinea
Emma Sherry, La Trobe University
Nico Schulenkorf, University of Technology Sydney
Emma Seal, La Trobe University

An Exploration of a Community of Inquiry in Graduate Online Sports Administration Education
Heather Lawrence, Ohio University
Kelley Walton, Ohio University
Michael Pfahl, Ohio University
Aaron Wright, Ohio University
Scott Smith, Ohio University

Brian Gordon, University of Kansas
Masa Yoshida, Biwako Seikei Sport College
Jordan Bass, University of Kansas
Makoto Nakazawa, University of Tsukuba

Show and Tell? How Sport Manufacturers Are Re-Defining their Self-Presentation on Digital Platforms
Katie Lebel, St. John's University
Terry Eddy, University of Arkansas
B. Colin Cork, University of Arkansas