Thursday June 7, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Acadia A

An Examination of the Present and Predictions for the Future of Intercollegiate Athletics
James Morton, Ithaca College

Thursday June 7, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Acadia B

Leveraging Sport Event Legacies from Sport Events: An Analysis of Key Event Stakeholders
Leveraging Activities
Becca Leopkey, University of Georgia
Eric MacIntosh, University of Ottawa

Thursday June 7, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Acadia C

Optimal Pacing and Novelty in the Opportunity Development Process Model: An Empirical Test
Ted Hayduk, Texas A&M University

Thursday June 7, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Annapolis C

Modified Rules in Junior Sport Development: The Impact of a Modified Rules Program on Sport Involvement and Psychosocial Outcomes
Pamm Phillips, Deakin University
Kim Encel, Deakin University
Helen Brown, Deakin University

Thursday June 7, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Sable B

The Importance of CSR in Professional Sports: Key Take-Aways from a Multi-Season Research Partnership with an NBA Team
Pamela Kennett-Hensel, University of New Orleans
Russell Lacey, Xavier University

Thursday June 7, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Sable C

Impact of Core and Peripheral Service Satisfaction and Team Identification on Spectator Sport Service Repurchase: A Comparison of Minor and Major League Sport Games
Yongjae Kim, Kutztown University
Elizabeth Rogol, Kutztown University

Thursday June 7, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Sable D

Myth or Reality? Athletic Administrators’ Perceptions of the Sport Industry Leadership Labyrinth
Lindsey Darvin, University of Florida
Sarah Williams, University of Louisville
Meg Hancock (Advisor), University of Louisville

Thursday June 7, 2018, 8:05 AM (45-minute symposium, roundtable, or workshop) Room: Sable A

NASSM 101
Laurence Chalip, University of Illinois at Urbana-Champaign
George B. Cunningham, Texas A&M University
Lisa Kihl, University of Minnesota

Thursday June 7, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia A

Networks of Volunteer Social Capital: A Comparative Case Study of Sport and Non-Sport Member-Based Community Organizations
Alison Doherty, Western University
Katie Misener, University of Waterloo
Swarali Patil, Western University

Thursday June 7, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia B

The Influence of Temporal Distance on the Spectator Motivation
Dongryul Lee, Seoul National University
Deukmook Bae, Seoul National University
Jihyeon Oh, Seoul National University
Yukyoun Kim (Advisor), Seoul national university

Thursday June 7, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia C

Is the EPL Soccer Players’ Labour Market Efficient? Some Further Evidence
Bill Gerrard, Leeds University Business School

Thursday June 7, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Annapolis C

Securing a League’s Future: Examining the Challenges Facing National Wheelchair Basketball Association Teams Through a Sport Development Lens
Joshua Pate, James Madison University

Thursday June 7, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Sable B

Measuring Perceptions of Frequent Users toward Service Quality in the Fitness Industry
Olga Polyakova, Sheffield Hallam University

Thursday June 7, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Sable C

The Impact of Socially Responsible Acts on Fans’ Behavior Intentions in Professional Sports: The Mediating Effect of Authenticity
Suban Ku, Texas A&M University
Matthew Walker (Advisor), Texas A&M University

Thursday June 7, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Sable D

A Comparison of the Mentoring Characteristics and Functions Important to the Advancement of Men and Women within Intercollegiate Athletic Administration
Glenna Bower, University of Southern Indiana
Mary Hums, University of Louisville
Sarah Williams, University of Louisville

Thursday June 7, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Acadia A

Exploring the Effects of Ambush Marketing on Sport Employees during a National Championship Event
Stephanie Kast, Brock University
Nicholas Burton (Advisor), Brock University
Shannon Kerwin (Advisor), Brock University

Thursday June 7, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Acadia B

An Examination of Fundraising Challenges among Participants in Triathlon Pink
Kevin Filo, Griffith University
David Fechner, Griffith University
Thursday June 7, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Acadia C

Oakland, Analytics and Sporting Efficiency: Revisiting the Moneyball Story after 15 Years
Bill Gerrard, Leeds University Business School

Thursday June 7, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Annapolis C

I Always Feel Like…Somebody’s Watching Me: Digital Trackers and Physical Activity
Trevor Bopp, University of Florida

Thursday June 7, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable A

Sport Event Management: An Analysis of the Management of Multiple Delivery Partners
Trish Bradbury, Massey University

Thursday June 7, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable B

Team Identification in Women’s Sport: What Do We Know?
Elizabeth Delia, University of Massachusetts Amherst
Matthew Katz, University of Massachusetts Amherst

Thursday June 7, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable C

Understanding and Measuring esports Spectator Motivations: Preliminary Development of a Conceptual Framework
Tyreal Yizhou Qian, University of Georgia
James J. Zhang (Advisor), University of Georgia

Thursday June 7, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable D

Linking Team Identification and Social Well-Being for Older Adults: Roles of Perceived Social Support and On-Field Performance
Yuhei Inoue, University of Minnesota
Daniel Lock, Bournemouth University
Mikihiro Sato, James Madison University
Daniel Funk, Temple University

Thursday June 7, 2018, 9:20 AM  (Earle F. Zeigler Award Keynote Address)  Room: Nova Scotia

Spreading Research Uncomfortably Slow: Insight for Emerging Sport Management Scholars
Daniel Funk, Temple University

Thursday June 7, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Acadia A

Psychological Contract Fulfillment and Innovative Work Behaviors
Christopher Barnhill, Louisiana State University
Natalie Smith, East Tennessee State University

Thursday June 7, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Acadia B

The Social Impact of Sporting Events: A Scoping Review and Future Research Direction
Daichi Oshimi, University of Ottawa
Shiro Yamaguchi, University of Marketing and Distribution Sciences

Thursday June 7, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Acadia C

Blood and Bylaws: A Thematic Analysis of State Athletic Commissions’ Responses to Fighter Deaths in Mixed Martial Arts
Jared Walters, Western University
Thursday June 7, 2018, 11:15 AM (20-minute oral presentation (including questions)) Room: Annapolis C

Common Mistakes in Statistical Analysis of Sport Management Research
Yukyoum Kim, Seoul National University
J. Lucy Lee, Bowling Green State University

Thursday June 7, 2018, 11:15 AM (20-minute oral presentation (including questions)) Room: Sable A

Capturing Association Sets to Evaluate Consumer Differences in Perceptions of Sports
Laurence Chalip, University of Illinois at Urbana-Champaign
Marijke Taks, University of Ottawa
B. Christine Green, University of Illinois at Urbana-Champaign
Laura Misener, Western University

Thursday June 7, 2018, 11:15 AM (20-minute oral presentation (including questions)) Room: Sable B

More than a Name: A Longitudinal Approach to the Survival of North American Naming Rights Sponsorships
Jonathan A. Jensen, University of North Carolina at Chapel Hill
David Head, University of North Carolina at Chapel Hill

Thursday June 7, 2018, 11:15 AM (20-minute oral presentation (including questions)) Room: Sable C

Globalized Ladies Professional Golf Association (LPGA): Culture as an Antecedent Affecting the Consumer Behavior of the LPGA Events Filled with International Golfers in the Leaderboard
Euisoo Kim, University of Georgia
James J. Zhang (Advisor), University of Georgia

Thursday June 7, 2018, 11:15 AM (20-minute oral presentation (including questions)) Room: Sable D

College Sport Environment and Athletes’ Perceptions of Concussion Injuries: An Empirical Analysis
Grace Yan, University of South Carolina
Nicholas Watanabe, University of South Carolina
Melinda Valliant, University of Mississippi

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Acadia A

The Influence of Board and Coach on the Ethical Climate Perception of Soccer Players
Bram Constandt, Ghent University
Annick Willem, Ghent University

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Acadia B

Understanding Organizational Change and Effectiveness in Canadian Sport Organizations: An Internal and External Stakeholder Approach
Ashley Thompson, University of Ottawa
Milena M. Parent (Advisor), University of Ottawa

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Acadia C

Examining Nationalism During the Commonwealth Games: An Analysis of Australian Broadcast Commentary During the 2018 Commonwealth Games
Olan Scott, University of Canberra
Andrew Billings, University of Alabama
Bo Li, St Ambrose University
Stirling Sharpe, University of Canberra
Qingru Xu, University of Alabama

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Annapolis C
Exploring Sport for Development and Peace through a Participatory Evaluation Methodology
Michael Dao, University of Toronto

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Sable A
Rebranding in Sports: Examining Fan Response to Logo Redesign and the Role of Logo Evaluation and Fan Identification
Sungwook Son, Indiana University
Antonio Williams, Indiana University
Patrick Walsh, Syracuse University
Jin Park, Indiana University

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Sable B
Assessing Collegiate Sport Sponsorship: An International Perspective
Greg Greenhalgh, Virginia Commonwealth University
Cheri Bradish, Ryerson University
Nicholas Burton, Brock University

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Sable C
Examining the Impact of Fantasy Sport Participation on Player Performance Assessments
Ben Larkin, Merrimack College
Ryan Spalding, Merrimack College
Taesoo Ahn, Merrimack College

Thursday June 7, 2018, 11:40 AM (20-minute oral presentation (including questions)) Room: Sable D
Senior Citizens: The Motivations and Benefits of Tailgate Participation
Christopher Scroggins, University of South Carolina
Andy Gillentine (Advisor), University of South Carolina

Thursday June 7, 2018, 1:20 PM (20-minute oral presentation (including questions)) Room: Acadia A
Understanding Work-Life Synthesis for Women Working in Collegiate Athletics
Elizabeth A. Taylor, Temple University
Robin Hardin, University of Tennessee
Allison B. Smith, Virginia Commonwealth University

Thursday June 7, 2018, 1:20 PM (20-minute oral presentation (including questions)) Room: Acadia B
“I Love My Job, I Love My Job”: Exploring Workplace Spirituality and Employees’ Workplace Experience in the Major Games Context
Lindsay Smith, Brock University
Kirsty Spence (Advisor), Brock University

Thursday June 7, 2018, 1:20 PM (20-minute oral presentation (including questions)) Room: Acadia C
Moving Down the Field: The Spread of Youth Sports Concussion Legislation across States
Di (Landy) Lu, University of Michigan
Kathryn Heinze (Advisor), University of Michigan

Thursday June 7, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Annapolis C

Personal Development and Personal Growth: The Importance of Servant Leadership in SDP Organizations
Laura Burton, University of Connecticut
Jon Welty Peachey, University of Illinois at Urbana-Champaign
Janelle Wells, University of South Florida
Mi Ryoung Chung, University of Illinois at Urbana-Champaign at Urbana-Champaign

Thursday June 7, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Sable A

Spectatorship Socio-Affective Dynamics among US College Basketball Fans
Gabriela Baranowski Pinto, University of Connecticut
Vitor Leandro Profeta, University of Connecticut
Peter Mano, University of Connecticut
Dimitris Xygalatas (Advisor), University of Connecticut

Thursday June 7, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Sable B

Investigating the Perceptions of Retired Athlete Brand Image
Olzhas Taniyev, University of Kansas
Brian Gordon (Advisor), University of Kansas

Thursday June 7, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Sable C

Managing Personal Brands via Social Media: A Cross-National Study of Elite Athletes’ Impression Management Behavior
Bart van Bezooijen, Fontys University of Applied Sciences
Monique van Ranjen, Fontys University of Applied Sciences
Jos de Schepper, Griffith University
Popi Sotiriadou, Griffith University

Thursday June 7, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Sable D

Social Impacts of College Athletics beyond Institutions: A Systematic Review
Kurumi Aizawa, University of Minnesota
Daniel Funk, Temple University
Jeremy Jordan, Temple University
Yuhei Inoue, University of Minnesota
Tsuyoshi Matsumoto, University of Tsukuba

Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Acadia A

The Effect of Perceived Relationship Quality of University and University Athletic Program on Social Capital and Community Identification
Zach Scola, University of Kansas
Peyton Stensland, University of Kansas
Olzhas Taniyev, University of Kansas
Brian Gordon (Advisor), University of Kansas

Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Acadia B

Managing Interorganizational Relationships: A Systematic Analysis of the Challenges Associated with the Efficacy of Delivering a Standardized Nationalized Program in Canada
Jonathon Edwards, University of New Brunswick
Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Acadia C

**The New Canadian National Sport Organization Governance Landscape**

Milena M. Parent, University of Ottawa
Ashley Thompson, University of Ottawa
Russell Hoye, La Trobe University
Benoit Seguin, University of Ottawa

Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Annapolis C

**Exploring Student Volunteers’ Challenges and Learning in a Sport for Development Program**

Mi Ryoung Chung, University of Illinois at Urbana-Champaign
Hwayoung Son, University of Illinois at Urbana-Champaign
Wonjun Choi, University of Illinois at Urbana-Champaign
Jon Welty Peachey (Advisor), University of Illinois at Urbana-Champaign

Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Sable A

**What Makes Sport Management Students “Tick”?: Research Informed Curriculum Implications from a Longitudinal Study**

Kirsty Spence, Brock University
Shannon Kerwin, Brock University
Mark McDonald, University of Massachusetts Amherst

Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Sable B

**When Athletes don’t “Stick to Sports”?: The Relationship between Athlete Activism and Sport Consumer Behavior**

Michael Mudrick, York College of Pennsylvania
Molly Hayes Sauder, York College of Pennsylvania
Melissa Davies, University of the Pacific

Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Sable C

**To Purchase, Or Not To Purchase? That Is the (Sponsorship) Question**

Joshua Lupinek, University of Alaska Fairbanks
Noni Zaharia, Flagler College

Thursday June 7, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Sable D

**An Examination into the Tactics Employed by a Sport Advocacy Organization to Retain Athlete Constituents**

Samuel Schmidt, University of Louisville
Meg Hancock (Advisor), University of Louisville

Thursday June 7, 2018, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Room: Acadia B

**NASSM 2018 Student Symposium – Teaching: Identifying Common Mistakes and Success Strategies in the Transition from Graduate Student to New Faculty**

Farah Ishaq, University of Kansas
Kristen Morrison, University of Waterloo
Thursday June 7, 2018, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Room: Acadia C

Am I a Fraud?: Impostor Syndrome in Sport Management
Cynthia Veraldo, Mount St. Joseph University
Heidi Grappendorf, University of Cincinnati

Thursday June 7, 2018, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Room: Annapolis C

Advancing the Psychological Continuum Model: Dealing with Risk and Misclassification
Ryan Kota, Florida State University
James Du, Florida State University
Jeffrey James, Florida State University
Heather Kennedy, Temple University
Daniel Funk (Advisor), Temple University

Thursday June 7, 2018, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Room: Sable A

What's the Problem? Building an Interdisciplinary Research Program on Youth Sport Concussion Management
Alison Doherty, Western University
Annette Greenhow, Bond University
Lori Dithurbide, Dalhousie University
Kevin Gordon, Dalhousie University
Brendan Riggin, Western University
Kevin Wamsley, St. Francis Xavier

Thursday June 7, 2018, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Room: Sable B

Bullying in Academia: What Faculty Need to Know
Lynn Ridinger, Old Dominion University
Donna Pastore, The Ohio State University
Jim Strode, Ohio Dominican University
Robert Baker, George Mason University
Pam Baker, George Mason University
Heather Lawrence-Benedict, Ohio University
Andy Gillentine, University of South Carolina

Thursday June 7, 2018, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Room: Sable C

Publishing in Sport Management Journals: Perspectives of Editors
George B. Cunningham, Texas A&M University
Paul Downward, Loughborough University
Janet Fink, University of Massachusetts Amherst
Robin Hardin, University of Tennessee
Stephen Shapiro, University of South Carolina
David Shilbury, Deakin University
Tracy Taylor, University of Technology Sydney

Thursday June 7, 2018, 2:10 PM  (60-minute symposium, roundtable, or workshop)  Room: Sable D

Impact of Prior Practical Experience on Sport Management Professors' Research and Teaching
James Morton, Ithaca College
Chris Hanna, Georgia Southern University
Jonathan A. Jensen, University of North Carolina at Chapel Hill
Barbara Osborne, University of North Carolina at Chapel Hill
Thursday June 7, 2018, 2:10 PM (Poster)  
**A Critical Discourse Analysis of Media Coverage of the Vancouver 2010 Luge Olympics**  
Ovidiu C. Cocieru, University of Massachusetts Amherst  
Nefertiti Walker (Advisor), University of Massachusetts Amherst  
Matthew C.B. Lyle, University of Massachusetts Amherst  
Mark McDonald, University of Massachusetts Amherst  

Room: Halifax  

Thursday June 7, 2018, 2:10 PM (Poster)  
**How to Create a Congruence Image for a Sponsorship Lacking Natural Fit with a Sport Property? An Empirical Inquiry of Kumho as an NBA Sponsor**  
Wen-hao (Winston) Chou, University of Georgia  
James J. Zhang (Advisor), University of Georgia  

Room: Halifax  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Attracting International Spectators to a Sport Event Held in Asia: The Case of Formula One Petronas Malaysia Grand Prix**  
Yasuhiro Watanabe, Hiroshima University of Economics  
James J. Zhang (Advisor), University of Georgia  

Room: Halifax  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Managing Volunteers at Mega Sport Events: Case Studies in Spain**  
Gerardo Bielons, Universidad Autónoma de Madrid  

Room: Halifax  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Olympus Mountain Marathon and Participants Willingness to Pay for CO2 Offsetting: The Mediation Effect of Pro-Environmental Consciousness**  
Stavros Triantafyllidis, University of Florida  
Kyriaki Kaplanidou (Advisor), University of Florida  

Room: Halifax  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Social Impact of the 2018 Winterlude Triathlon: An Experience Approach of Non-Attendee Residents**  
Alexander Oakes, University of Ottawa  
Marijke Taks (Advisor), University of Ottawa  

Room: Halifax  

Thursday June 7, 2018, 2:10 PM (Poster)  
**The State of Environmental Research in Sport Management: Where Are We and Where Are We Going?**  
Walker Ross, University of South Carolina  
Haylee Mercado (Advisor), University of South Carolina  

Room: Halifax  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Volunteer Motivations at Small-Scale Special Sporting Events**  
Jennifer Stoll, Troy University  
Mark Davis, Troy University  
John Miller (Advisor), Troy University  

Room: Halifax
Thursday June 7, 2018, 2:10 PM (Poster)  
**Room: Halifax**  
**An Investigation of Intercollegiate Organizational Diversity as a Variable of Significance in Combating Destructive Organizational Outcomes**  
Lindsey Darvin, University of Florida  
Ann Pegoraro, Laurentian University  
Lauren Smith, Indiana University  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Classification of Dimensions, Processes, and Outcomes of Organizational Capacity: A Systems Theory Perspective**  
Mary Beth Chambers, Troy University  
Packianathan Chelladurai (Advisor), Troy University  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Legitimating Amateur Baseball: A Conceptual Framework of "Town Ball" in Rural Minnesota**  
Brent D. Oja, University of Northern Colorado  
Rammi N. Hazzaa, University of Northern Colorado  
Jordan Bass, University of Kansas  

Thursday June 7, 2018, 2:10 PM (Poster)  
**LGBT Inclusion and Institutional Characteristics Predict Organizational Performance**  
George B. Cunningham, Texas A&M University  
Calvin Nite, University of North Texas  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Training and Development of Coaches: Application of Reaction Surveys**  
Gonzalo Bravo, West Virginia University  
Doyeon Won, Liverpool John Moores University  
Ryan Flett, West Virginia University  
Fernando Mezzadri, Universidade Federal do Paraná  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Variation of Philanthropic Contributions in Professional Sport Teams: Institutional Equivalence as an Explanatory Factor**  
Daniel Yang, University of Michigan  
Kathy Babiak (Advisor), University of Michigan  

Thursday June 7, 2018, 2:10 PM (Poster)  
**A Conceptual Framework for Understanding Sport Spectators' Patience**  
Jihyeon Oh, Seoul National University  
Yukyoum Kim (Advisor), Seoul National University  

Thursday June 7, 2018, 2:10 PM (Poster)  
**Athlete Endorsement Effect in Twitter: Perspective from Big Data**  
Hyunseok Song, Indiana University  
Kevin K. Byon (Advisor), Indiana University
Thursday June 7, 2018, 2:10 PM (Poster)  
**Does it Look Good on Goods? The Role of Aesthetics in Purchase Intention of the NBA Jersey with Sponsor Logo**  
Wen-hao Winston Chou, University of Georgia  
James J. Zhang (Advisor), University of Georgia  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Poster)  
**Exploring the Patterns of Dual Attitude Changes in the Context of Athlete Endorsement**  
Yongwan Chang, University of Minnesota  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Poster)  
**External Congruence and Its Effect on Sport Sponsorship Recall**  
Kelly Evans, University of South Carolina  
Stephen Shapiro (Advisor), University of South Carolina  
Matt Brown (Advisor), University of South Carolina  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Poster)  
**Implicit and Explicit Affective Evaluations of Athlete Brands**  
Yongwan Chang, University of Minnesota  
Yong Jae Ko, University of Florida  
Brad Carlson, Saint Louis University  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Poster)  
**The Trickle-Down Effect of 2018 Winter Olympics: Does Hosting the Olympics Affect Young People’s Motive, Constraint and Intention to Participate in Sport?**  
Jeeyoun Kim, Syracuse University  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Poster)  
**Sport Participation and Underage Drinking in America: Mediation Effects of Self-Esteem across Gender**  
Hyunin Baek, University of Louisville  
Jason Nicholson, University of West Georgia  
Seonghun Lee, University of Louisville  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Poster)  
**The Glass Cliff as an Explanation for the Under-Representation of Women in Coaching**  
Drew Fields, Texas A&M University  
George B. Cunningham (Advisor), Texas A&M University  
Pamela Wicker (Advisor), German Sport University Cologne  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Poster)  
**Modifying Rules to Create a Product: Managing the AFLW**  
Kim Encel, Deakin University  
Pamm Phillips (Advisor), Deakin University  
Helen Brown (Advisor), Deakin University  
Josh Vanderloo (Advisor), Australian Football League  
Room: Halifax

Thursday June 7, 2018, 2:10 PM (Teaching & Learning Fair Presentation)  
**Best Practices in Virtual Classrooms: Online Learning Strategies for Teaching International Sport**  
Carol Fletcher, St. John’s University  
Room: Halifax
Thursday June 7, 2018, 2:10 PM  (Teaching & Learning Fair Presentation)  Room: Halifax

Check-in to Improve Class Communication
Nneka Arinze, University of Connecticut

Expanding Knowledge of International Sport Events
Jiyoung Park, University of Northern Colorado
Jin Park, Indiana University

Halftime Promotions: Theory to Practice
B. Colin Cork, Western Michigan University

High Impact Practices in Sport Management
George B. Cunningham, Texas A&M University
Shane Hudson, Texas A&M University
Paul Keiper, Texas A&M University

How Mocking Press Conference Could Be an Effective Teaching Activity in a Sport Media Class
Wen-hao Winston Chou, University of Georgia
James J. Zhang (Advisor), University of Georgia

Incorporating Current Issues into Intro to Sport Management
Rachel Madsen, Ithaca College

Infographics: A Tool for Student Engagement & Effective Communication
Carla Blakey, University of Alabama
Melvin Lewis, University of Alabama

Mentorship through Physical Activity for Resilient Students
Kylie Wasser, Western University
Francesca Gable, Western University
Laura Misener (Advisor), Western University

Planning for a Career in Sports: A Semester-Long Interactive Career Plan Project
Steven M. Howell, Northern Illinois University
Claire Schapetkoetter, Northern Illinois University
Chad D. McEvoy, Northern Illinois University
Addison M. Pond, Northern Illinois University

Relationship Marketing as a Model to Engage and Retain Online Sport Management Students
J. Michael Martinez, Louisiana State University
Thursday June 7, 2018, 2:10 PM (Poster) Room: Halifax

The Use of Gamification Mechanisms in Teaching Metacognition within Sport Management
Dustin Thorn, Xavier University

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Acadia A

Women's Experiences of Harassment in Sport Management Internships
Robin Hardin, University of Tennessee
Elizabeth A. Taylor, Temple University
Emily S. Corley, University of Tennessee

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Acadia B

Legitimating Intercollegiate Sport: A Case Study into the Type of Legitimacy of Men’s U Sports Ice Hockey in Canada
Jonathon Edwards, University of New Brunswick
Cameron Braes, University of New Brunswick

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Acadia C

Association Strength between Sport and Human Values as a Function of the Involvement with Rio 2016 Olympic Games
Claudio Rocha, University of Stirling
Otavio Gratao, University of Sao Paulo

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Annapolis C

A Picture is Worth A Thousand Words: Sport Program Needs Assessment Through Photovoice
Tiesha Martin, Virginia Commonwealth University
Carrie LeCrom, Virginia Commonwealth University

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Sable A

Service Learning and Sport in the Dominican Republic
Cynthia Veraldo, Mount St. Joseph University
Daniel Yost, Mount St. Joseph University

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Sable B

One Team, Multiple Identities, Many Relationships: A Network Analysis of Soccer Fan Club
Matthew Katz, University of Massachusetts Amherst
Thomas Baker, University of Georgia

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Sable C

Activewear Brand Associations Structure: A Comparison across Contexts
Xiaochen Zhou, Temple University
Clare Hanlon, Victoria University
Hans Westerbeek, Victoria University
Ramon Spaaij, Victoria University
Daniel Funk (Advisor), Temple University

Thursday June 7, 2018, 3:40 PM (20-minute oral presentation (including questions)) Room: Sable D

Putting the “Social” in Social Change: Moving forward in Research and Practice of Managing Sport for Social Change
Kyle Rich, Brock University
Laura Misener, Western University

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Acadia A

The Virtual Iron Cage: Institutional Theory and Collegiate eSport
Anthony Pizzo, Temple University
Daniel Funk (Advisor), Temple University

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Acadia B

Women in Football: Pursuing Radical Organizational Change at One Provincial Sport Organization
Ryan Clutterbuck, Western University
Patti Millar, University of Windsor

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Acadia C

Olympic Games Legacies in Non-Host Cities: A Case Study of Athens, Georgia
Kristina Hoff, University of Georgia
Becca Leopkey (Advisor), University of Georgia

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Annapolis C

Social Leveraging of a Mega Sport Event: Initial Intentions among Stakeholders of a Newly Formed IOR
Fei Gao, University of South Carolina
Bob Heere (Advisor), University of South Carolina
Samuel Todd (Advisor), University of South Carolina
Brian Mihalik (Advisor), University of South Carolina

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Sable A

Educating Doctoral Students to Teach More Effectively
Angela Lumpkin, Texas Tech University

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Sable B

Service Quality and Its Consequences: An Integrative Review and Analysis of the Literature in Spectator Sports
Rui Biscaia, Coventry University
Masayuki Yoshida, Hosei University
Yukyum Kim, Seoul National University

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Sable C

Beyond Hedonic Consumption: Exploring the Role of Meaningful Experiences in Online Sports Consumption
Wonseok (Eric) Jang, Texas Tech University
Joon Sung Lee, University of Florida
Dae Hee Kwak, University of Michigan
Yong Jae Ko, University of Florida

Thursday June 7, 2018, 4:05 PM (20-minute oral presentation (including questions)) Room: Sable D

Drafting Errors and Decision Making Theory in the NBA Draft
Daniel Sailofsky, Brock University
Kevin Mongeon (Advisor), Brock University
Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Acadia A

**Shared Value in Sport: From Theory to Practice**

Brendan Riggin, Western University  
Karen Danylchuk (Advisor), Western University  
Dawn Gill, Western University  
Robert Petrella, Western University

Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Acadia B

**An Examination of Lateral Move Opportunities Into Central Coaching Positions**

Jeremy Foreman, University of Louisiana

Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Acadia C

**Modernisation of Athletics in Oman; between Global Pressures and Local Dynamics**

Abdul Rahim Al Droushi, Sultan Qaboos University  
Ian Henry, Loughborough University

Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Annapolis C

**Managing Role Conflict and Organizational Hybridity in Sport for Development**

Emma Sherry, Swinburne University  
Katherine Raw, Swinburne University  
Emma Seal, La Trobe University  
Nico Schulenkorf, University of Technology, Sydney

Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Sable A

**Administrating Internships in Sport Management: Comparing Practices across the Discipline**

Michael Odio, University of Cincinnati  
Cassandra Coble, Indiana University  
Emily Plunkett, University of Florida

Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Sable B

**Examining Environmental Fan Engagement Initiatives through Values and Norms with Intercollegiate Sport Fans**

Jonathan Casper, North Carolina State University  
Brian McCullough, Seattle University  
Michael Pfahl, Bangkok University International

Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Sable C

**Fan Perceptions of CSR-Link Sponsorship: The Case of Mega Event Sponsor**

Yoseph Mamo, Louisiana State University  
Kwame Agyemang (Advisor), Louisiana State University  
Damon Andrew (Advisor), Louisiana State University

Friday June 8, 2018, 8:05 AM (20-minute oral presentation (including questions))  Room: Sable D

**My Significant Other Puts Their Team before Me: Spouse/Partner Perceptions of Fan-Family Conflict**

Jason Simmons, University of Cincinnati  
Heidi Grappendorf, University of Cincinnati  
Alicia Cintron, University of Cincinnati
Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia A

**Examining the Context and Content of Organizational Strategy in Community Sport Organizations**
Kristen Morrison, University of Waterloo
Katie Misener, University of Waterloo

Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia B

**Criteria in Sport Management Faculty Job Postings**
Robyn Lubisco, Fairleigh Dickinson University
Genevieve F.E. Birren, The State University of New York at Cortland
Ryan Vooris, The State University of New York at Cortland

Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia C

**Delivering Effective Sport for Health Programs among Refugee Populations: A Comparison of Germany and the Netherlands**
Arden J. Anderson, Texas A&M University
Kristi F. Oshiro, Texas A&M University
Marlene Dixon (Advisor), Texas A&M University
Pamela Wicker (Advisor), German Sport University Cologne
George B. Cunningham (Advisor), Texas A&M University
Bob Heere (Advisor), University of South Carolina

Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Annapolis C

**The Relationship of Sport and Physical Activity Participation on Cognitive Function Among Youth in Poverty**
Jesse Mala, University of Connecticut
Jennifer McGarry (Advisor), University of Connecticut

Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Sable A

**Promoting Participation in Sport and Physical Activity for Japanese High School Students**
Etsuko Ogasawara, Juntendo University
Naoka Yano, Juntendo University
Yuki Mera, Juntendo University
Junya Kitagawa, Juntendo University
Fumitake Sakaori, Chuo University
Toshikazu Kato, Chuo University
Akane Mikura, Juntendo University

Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Sable B

**Psychological Connection to Pickleball: Assessing Motives and Participation in Older Adults**
Jonathan Casper, North Carolina State University
Jung-Hwan Jeon, University of North Carolina at Greensboro

Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Sable C

**Conceptualizing Effects of Relative Size and Entitativity of Sports Fan Bases on New Residents’ Socialization: A Self-Categorization Perspective**
Akira Asada, University of Florida
Yong Jae Ko (Advisor), University of Florida
Friday June 8, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Sable D

Need v. Strategy: Women’s Perspectives on Gender Allyship in Sport Organizations
Caroline Heffernan, University of Minnesota
Lisa Kibl (Advisor), University of Minnesota

Friday June 8, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Acadia A

Are Augmented Reality Games a Solution to Tackle Low Physical Activity Rates? A Qualitative Analysis of Pokémon Go Players’ Motivation to Play and be Active
Mathieu Winand, Lunex University
Alicia Ng, University of Stirling
Terri Byers, University of New Brunswick

Friday June 8, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Acadia B

Understanding Perceptions of Social Responsibility in Professional Sport from Contemporary Sport Consumers
Rammni N. Hazzaa, University of Northern Colorado
Nicole Sellars, University of Northern Colorado
Brent D. Oja (Advisor), University of Northern Colorado

Friday June 8, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Acadia C

NCAA Student Athlete Perceptions of Early Recruiting Experiences
Meredith Flaherty, University of Florida
Lydia Bell, NCAA Research
Michael Sagas (Advisor), University of Florida

Friday June 8, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Sable A

Factors Influencing the Choice of Graduate Programs in Sport Management: A Consumer-Oriented Perspective in Brazil
Thiago Santos, Universidade Federal do Parana
Luiz Haas, Universidade de Lisboa
Virgílio Neto, Universidade de São Paulo
Abel Correia, Universidade de Lisboa

Friday June 8, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Sable B

Mommy Bloggers, Inc.: The Role of (Personal and Professional) Social Influencers and Influencer Marketing in Family Sport Consumption
Jessica Braunstein-Minkove, Towson University
Jennifer Metz, Towson University

Friday June 8, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Sable C

Man or Machine: Fantasy Football and Dehumanization of Professional Athletes
Ben Larkin, Merrimack College
Brendan Dwyer, Virginia Commonwealth University
Chad Goebert, Virginia Commonwealth University

Friday June 8, 2018, 8:55 AM (20-minute oral presentation (including questions)) Room: Sable D

Signaling Body Inclusion: An Experimental Study of Weight-Loss and Health Messaging in Physical Activity
Andrew C. Pickett, University of South Dakota
Friday June 8, 2018, 9:20 AM (Keynote) Room: Nova Scotia

**Keynote Address: The State of Corruption in Sport: Doping, Governance, and Politics**

*Richard McLaren, Innovative Dispute Resolution, Ltd.*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**Examining Virtual Reality (VR) Usage in Sport**

*Sun Kang, Manchester University*

*Jeffrey Levine, Texas A&M University - Corpus Christi*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**Sport Brand Positioning Strategies' Effectiveness and a Position-Congruity Efficiency**

*J. Lucy Lee, Bowling Green State University*

*June Won, Bowling Green State University*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**Ahn Hyun's Defection to Russia: The Influence of the Media and Impact on Sport Policy and Governance in South Korea**

*Sehwan Kim, University of Georgia*

*Jinsu Byun, University of Georgia*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**Strategies and Challenges in Governing an Integrated Sport Organization**

*Kerri Bodin, Western University*

*Marika Kay, Western University*

*Darda Sales, Western University*

*Laura Misener (Advisor), Western University*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**A Review of Athlete Leadership and Its Intentional Development Through Sport: Implications for Sport Managers**

*Ashley M. Duguay, University of Windsor*

*Todd M. Loughead (Advisor), University of Windsor*

*Jess Dixon (Advisor), University of Windsor*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**Career Stages and the Psychological Contract in Professional Sport: A Case Study of English Rugby Union**

*Mike Rayner, University of Portsmouth*

*Tom Webb, University of Portsmouth*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**Grit on Student-Athletes’ Psychological Factors and Perceived Academic Success**

*Woojun Lee, Wilkes University*

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax

**Leading Soccer Referees: Elite Match Officials and the Influence of Culture Across Transnational Boundaries**

*Tom Webb, University of Portsmouth*

*Mike Rayner, University of Portsmouth*
Friday June 8, 2018, 10:25 AM (Poster)  
**Sport Mega-Event Complexity and Legitimacy: Development of A Model**  
*David Shonk, James Madison University*  
*Gonzalo Bravo, West Virginia University*

Friday June 8, 2018, 10:25 AM (Poster)  
**Stakeholders in Sports: Examining Fitness Club Members**  
*David Hedlund, St. John’s University*  
*Vera Pedragosa, Universidade Autónoma de Lisboa*  
*Rui Biscaia, Coventry University*  
*Geoff Dickson, Auckland University of Technology*  
*Michael Naylor, Auckland University of Technology*

Friday June 8, 2018, 10:25 AM (Poster)  
**Student-Athletes, Community, and Outcomes**  
*Stacy Warner, East Carolina University*  
*Brennan Berg, University of Memphis*  
*Kyungun (Ryan) Kim, University of Central Missouri*

Friday June 8, 2018, 10:25 AM (Poster)  
**The Role of Interorganizational Relationships in Grassroots Parasport Organizations**  
*Mamie Sealey-Baker, University of Waterloo*  
*Katie Misener (Advisor), University of Waterloo*

Friday June 8, 2018, 10:25 AM (Poster)  
**Who's the Glue? A Social Network Analysis**  
*Jennifer Gellock, Virginia Commonwealth University*  
*Carrie LeCrom, Virginia Commonwealth University*  
*Greg Greenhalgh, Virginia Commonwealth University*

Friday June 8, 2018, 10:25 AM (Poster)  
**A Conceptual Analysis of the Theory of Consumer Choice on NBA Attendance**  
*Mark Davis, Troy University*  
*John Miller (Advisor), Troy University*

Friday June 8, 2018, 10:25 AM (Poster)  
**Building the Host Country’s Brand Personality and Brand Equity through the Olympic games: The Case of 2018 PyeongChang Winter Olympics**  
*Jeeyoon Kim, Syracuse University*  
*Jiyoon Oh, Yonsei University*  
*Haozhou Pu, University of Dayton*

Friday June 8, 2018, 10:25 AM (Poster)  
**Choice Overload in the Market for Major League Soccer Partial Season Ticket Plans**  
*Clinton Warren, Illinois State University*  
*Joshua Lupinek, University of Alaska-Fairbanks*

Friday June 8, 2018, 10:25 AM (Poster)  
**Comparing the Identity Centrality of Sport Team Identification and Sport Fandom**  
*Daniel Wann, Murray State University*
Frederick Grieve, Western Kentucky University
Ted Peetz, Belmont University
Ryan Zapalac, Sam Houston State University

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
Does the Social Media have An (Negative) Effect on Student-Athletes’ Performance?
Rylee Gardinier, Wilkes University
Woogun Lee (Advisor), Wilkes University

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
Is Winter Coming? A Longitudinal Study of Group Identity via #WeAreWinter
Cole Armstrong, San Jose State University
Elizabeth Delia, University of Massachusetts Amherst

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
More than Just Donations: University Alumni Association Clubs and Gamewatch Parties
Peyton Stensland, University of Kansas
Farah Ishaq, University of Kansas
Brian Gordon (Advisor), University of Kansas

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
Perception of Consumer Surplus in Sport: The Influence of Bundled Sport Items for Season Ticket Holders
Kostas Karadakis, Southern New Hampshire University
Eklou Amendah, Southern New Hampshire University

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
The Sixth Sense? Motorsport Spectators’ Sensory Imagery and Its Mediating Role in Sensory Stimuli and Arousal’s Relationship with Revisit Intentions
Kyu-soo Chung, Kennesaw State University
Christopher Brown, Kennesaw State University

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
Brenda Pitts, Georgia State University
Amy Kim, Florida State University
Minjung Kim, East Stroudsburg University

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
How Much has Changed? Decision-Making Processes Surrounding Sponsorship in Women’s Sport
Janet Fink, University of Massachusetts Amherst
E. Nicole Melton, University of Massachusetts Amherst
Se Jin Kim, University of Massachusetts Amherst

Friday June 8, 2018, 10:25 AM (Poster) Room: Halifax
Perceived Financial, Recreational and Political Benefits of the 2017 Summer Universiade Games
Steve Chen, Morehead State University
Yun-kuang Lee, National Taipei City University
Chie-Der Dongfang, Soochow University
Chao-yen Chen, Kaohsiung Medical University

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
A Strengths-Based Approach to Team Building and Leadership Development
Angela Robles, Azusa Pacific University

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Attend an Event and Sport Event Manager Interview
Janet Howes, University of Saint Joseph

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Creating A Practical, Hands-on Project for A Class through A Partnership with A Local Sport Team
Zach Scola, University of Kansas
Brian Gordon (Advisor), University of Kansas

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Developing an Electronic Portfolio for a Sport Management Practicum Course
Liz Sattler, St. Ambrose University

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Effective Approaches for Integrating Interactive Technologies into Sport Management Classrooms
Tyreal Yizhou Qian, University of Georgia
James J. Zhang (Advisor), University of Georgia

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Explaining Social and Cultural Capital with a Card Game Analogy
Dominique Kropp, University of Kansas

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Exploring Relationships Within Professional Sport Agencies
Lisa Rufer, Rider University

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Implementing Active Learning in Online Graduate Education
Kylee Studer O’Daniel, Houston Baptist University
Heather Morrison, Houston Baptist University

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
Introduction to Photoshop Activity
Melissa Davies, University of the Pacific

Friday June 8, 2018, 10:25 AM (Teaching & Learning Fair Presentation) Room: Halifax
The Leaderboard: Using a Fantasy Sports Model to Study Leadership Assessment
Amanda Menier, University of Massachusetts Amherst
Friday June 8, 2018, 10:25 AM  (Teaching & Learning Fair Presentation)  
**The Use of Ted/TedX Talks in the Classroom**  
Brenda Riemer, Eastern Michigan University  
Erica Zonder, Eastern Michigan University  
Room: Halifax

Friday June 8, 2018, 10:25 AM  (Teaching & Learning Fair Presentation)  
**Using A Structured Debate Assignment to Explore Social and Ethical Issues in Sport Management**  
Ryan Hedstrom, Manchester University  
Room: Halifax

Friday June 8, 2018, 10:25 AM  (Poster)  
**Enhancing Students Public Speaking and Critical Thinking about Current Issues in Sport Management through Class Debates and Research Project**  
Mei-Lin Yeh-Lane, American International College  
Room: Halifax

Friday June 8, 2018, 10:25 AM  (Poster)  
**Knowledge Creation in Traditional or Integrated Doctoral Programs**  
J. Michael Martinez, Louisiana State University  
Christopher Barnhill, Louisiana State University  
Chad Seifried, Louisiana State University  
Room: Halifax

Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  
**Tell Me Why, They Don’t Like Mondays?**  
Chris Chard, Brock University  
Daniel Wigfield, University of Waterloo  
Room: Acadia A

Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  
**Taking Stock of CSR Research in Professional Team Sport Organizations: Current Knowledge and Future Research Directions**  
Jonathan Robertson, Deakin University  
Stefan Walzel, German Sport University Cologne  
Christos Anagnostopoulos, Molde University College & UCLan Cyprus  
Room: Acadia B

Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  
**State of the Field: What are the Zeigler Winners Saying?**  
Robert Turick, University of Florida  
Trevor Bopp (Advisor), University of Florida  
Room: Acadia C

Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  
**Future Directions in Sport for Development: Perceptions and Reflections of SFD Practitioners**  
Na Ri Shin, University of Illinois at Urbana-Champaign  
Adam Cohen, University of Technology Sydney  
Jon Welty Peachey, University of Illinois at Urbana-Champaign  
Room: Annapolis C

Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  
**An Examination of Instruction Type and Learning Outcomes in Sport Administration Courses**  
Megan Shreffler, University of Louisville  
Jacob Shreffler, University of Louisville  
James Weiner, Old Dominion University  
Room: Sable A
Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  Room: Sable B
The Confluence of Historic Preservation and Innovation Aversion in an Urban Sports Stadium
Timothy Kellison, Georgia State University
Johnny Coetzee, University of Pretoria

Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  Room: Sable C
The Salience of Network for Coping Fans of Historically Disappointing Teams
Aaron Mansfield, University of Massachusetts Amherst
Matthew Katz (Advisor), University of Massachusetts Amherst
Elizabeth Delia (Advisor), University of Massachusetts Amherst

Friday June 8, 2018, 10:50 AM  (20-minute oral presentation (including questions))  Room: Sable D
Religiosity, Democracy, and Gender Equity on National Olympic Committees
Na Young Ahn, Texas A&M University
George B. Cunningham (Advisor), Texas A&M University

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Acadia A
Gender Equality in Soccer: Negative Attitudes Facing Female Head Coaches
Beth Clarkson, University of Portsmouth

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Acadia B
Williness-to-Volunteer versus Williness-to-Pay in Sport Clubs: How Organizational Capacity Affects Individual Decisions
Pamela Wicker, German Sport University Cologne
Philipp Swierzy, German Sport University Cologne
Christoph Breuer, German Sport University Cologne

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Acadia C
Learning to Dope: Accounts from Professional Baseball Players
Jules Woolf, Adelphi University
Khalid Ballouli, University of South Carolina
Bob Heere, University of South Carolina

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Annapolis C
Goal Congruency within the Sport Development System for Youth Tennis: “The Nature of the Beast” or a Problem of Structure?
Edward Horne, University of Illinois at Urbana-Champaign
B. Christine Green (Advisor), University of Illinois at Urbana-Champaign

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Sable A
Toward a Greater Understanding of How to Serve Military and Veteran Students: A Case Study in Sport Management
Simon Pack, St. John's University

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Sable B
Messaging Effects on Donation Intention: The Case of a Non-Profit Sponsorship
Natasha Brison, Texas A&M University
Matthew Walker, Texas A&M University
The Influence of Title Sponsor's Philanthropy on Sport Team Authenticity, Team Identification, and Citizenship Behavior
Inje Cho, University of Florida
Minseong Kim, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida

Duck or Bleed: An Introspective Look at the “Baseball Rule” and Its Present Day Relevance to MLB
Robin Ammon, University of South Dakota
John Miller, Troy University
Ravan Kott, University of South Dakota

The Importance of Time in Sport Organizational and Human Resource Research
Michael Odio, University of Cincinnati

The Impact of Trust on Sport Organizational Change in China—A Case Study of the Chinese Football Association Reform
Qi Peng, Loughborough University
James Skinner (Advisor), Loughborough University
Barrie Houlihan (Advisor), Loughborough University

Stakeholders’ Twitter Reactions to An Athlete’s Transgression: A Case Study of Kevin Pillar’s Homophobic Slur
Katie Sveinson, University of Regina
Larena Hoeber (Advisor), University of Regina

Child Game-Day Socialization: The Importance of Community to Emotional Involvement on Game Day
Katherine R. N. Reifurth, University of South Carolina
Matthew J. Bernthal, Florida Southern College
Bob Heere (Advisor), University of South Carolina

The Influence of an Individual’s Social World Status on Event Participation and Travel Behaviors
Thomas Aicher, University of Cincinnati
Richard Buning, University of Queensland
Brianna Newland, University of Delaware

Towards a Multi-Endorsements Effect Model: A Duo-Processing Perspective
Min Jung Kim, University of New Mexico
Luke Lunhua Mao (Advisor), University of New Mexico
Friday June 8, 2018, 11:40 AM  (20-minute oral presentation (including questions))  Room: Sable C
**Complements or Substitutes? The Impact of Cable Viewership on Pay-Per-View Purchases in Combat Sports**  
*Stephen Shapiro, University of South Carolina*  
*Lamar Reams, Old Dominion University*

Friday June 8, 2018, 12:05 PM  (Student Research Competition Winner)  Room: Nova Scotia
**Beyond Brand Fit: The Influence of Brand Contribution on the Relationship between a Sport Event Brand Alliance and Its Parent Brand**  
*Yiran Su, Temple University*  
*Thilo Kunkel (Advisor), Temple University*

Friday June 8, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Acadia A
**Are all Coaches Treated the Same in the WNBA? Evidence of Gendered Treatment Discrimination**  
*Nefertiti Walker, University of Massachusetts Amherst*  
*David Berri, Southern Utah University*

Friday June 8, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Acadia B
**Understanding Institutional Defiance in an Institutionalized Field: A Case Study of the 1968 Olympic Games**  
*Kwame Agyemang, Louisiana State University*  
*Brennan Berg, University of Memphis*  
*Rhema Fuller, University of Memphis*

Friday June 8, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Acadia C
**‘Drug Cheat or a Jerk?’: A Comparative Analysis of Framing Athletes’ Conflicts in Australian and Chinese Media**  
*Bo Li, St Ambrose University*  
*Olan Scott, University of Canberra*  
*Stirling Sharpe, University of Canberra*  
*Qingru Xu, University of Alabama*

Friday June 8, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Annapolis C
**Exploring Unintended Negative Consequences in Refugee-Focused Sport for Development Programs**  
*Seungmin Kang, Louisiana State University*  
*Arden J. Anderson, Texas A&M University*  
*Per G. Svensson (Advisor), Louisiana State University*  
*Marlene Dixon (Advisor), Texas A&M*  
*Christine E. Wegner (Advisor), University of Florida*

Friday June 8, 2018, 1:20 PM  (20-minute oral presentation (including questions))  Room: Sable A
**The Environmental Costs of Civic Paternalism During Stadium-building**  
*Timothy Kellison, Georgia State University*  
*Brian McCullough, Seattle University*
Friday June 8, 2018, 1:20 PM (20-minute oral presentation (including questions))  Room: Sable B
Can Watching an Elite Sport Event Increase Youths’ Intention to Participate? Evidence from a Longitudinal Investigation
Luke Potwarka, University of Waterloo
Ryan Snellgrove, University of Waterloo
Laura Wood, University of Waterloo
Georgia Teare, University of Waterloo
Daniel Wigfield, University of Waterloo

Friday June 8, 2018, 1:20 PM (20-minute oral presentation (including questions))  Room: Sable C
The Relationship among Participation Motivation and Commitment and Intention to Stay in Mixed Martial Arts (MMA)
Junyoung Cho, University of Connecticut
Seongsik Cho (Advisor), Hanyang University

Friday June 8, 2018, 1:20 PM (20-minute oral presentation (including questions))  Room: Sable D
“I never thought I’d be playing sport again”: Qualitative Evaluation of a Walking Sport Program for Older Adults
Claire Jenkin, University of Hertfordshire
Rochelle Eime, Victoria University & Federation University
Toni Hilland, RMIT University

Friday June 8, 2018, 1:45 PM (20-minute oral presentation (including questions))  Room: Acadia A
The Politics of Social Change: The Case of the Thorold Blackhawks and Their Offensive Indigenous Logo
Colleen Patterson, Brock University
Lucie Thibault, Brock University
Lisa Kikulis, Brock University

Friday June 8, 2018, 1:45 PM (20-minute oral presentation (including questions))  Room: Acadia B
Rami Mhanna, University of Winchester

Friday June 8, 2018, 1:45 PM (20-minute oral presentation (including questions))  Room: Acadia C
Leader Social Network and Team Performance: A Study of Division I Football Captains
Leeann Lower, The Ohio State University
Kyle Heuett, Ball State University

Friday June 8, 2018, 1:45 PM (20-minute oral presentation (including questions))  Room: Annapolis C
It Takes Two: Donor Perspectives on Managing Successful Partnerships for SFD
Ryan Clutterbuck, Western University

Friday June 8, 2018, 1:45 PM (20-minute oral presentation (including questions))  Room: Sable A
Social Capital from Sport Event Participation: Understanding the Behavioral Outcomes of Social Capital among Runners
Ran Zhou, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida
Friday June 8, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Sable B

**How Would Athletes Receive Support from Casual Fans?**

Daehwan Kim, University of Florida  
Wonseok (Eric) Jang (Advisor), Texas Tech University  
Joon Sung Lee (Advisor), University of Florida

Friday June 8, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Sable C

**Comparison of Perceived Barriers to Live Attendance Across Various Involvement Levels**

Heather Kennedy, Temple University  
Heath McDonald, Swinburne University  
Daniel Funk (Advisor), Temple University

Friday June 8, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Sable D

**Twitter's Paradoxes: A Feminist Critical Discourse Analysis of Women’s Professional Cycling Tweets**

Larena Hoebor, University of Regina  
Sally Shaw, University of Otago  
Katie Rowe, Deakin University

Friday June 8, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Acadia A

**The Effect of Value Integration on Sport Employees’ Job Engagement**

Ji Wu, University of Minnesota  
Yuhei Inoue (Advisor), University of Minnesota

Friday June 8, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Acadia B

**Work-Family Outcomes Over Time: Utilizing Ecological Momentary Assessment to Gain Insight into the Work-Family Interface**

Jeffrey Graham, University of Tennessee  
Jason Scott, University of Tennessee

Friday June 8, 2018, 1:45 PM  (20-minute oral presentation (including questions))  Room: Acadia C

**A Public Relations Approach to Co-Creational Image Management in Professional Sport**

Mark Dottori, University of Ottawa  
Benoît Séguin (Advisor), University of Ottawa  
Norm O’Reilly (Advisor), Ohio University

Friday June 8, 2018, 2:10 PM  (20-minute oral presentation (including questions))  Room: Annapolis C

**Evaluating Major League Baseball Stadia Redevelopment Using the Social Capital Paradigm**

Emily Must, University of Massachusetts Amherst  
Alan Morse (Advisor), University of Northern Colorado

Friday June 8, 2018, 2:10 PM  (20-minute oral presentation (including questions))  Room: Sable A

**Two Phases, Two Tales: Planning and Implementation Phase Experiences of a Para-Sport Event Volunteer**

Erik L. LaBance, University of Ottawa  
Milena M. Parent (Advisor), University of Ottawa
An Examination of Aggressive Motivations’ Influence on Sport Fandom and Aggressive Aspects of Sports
Sin-Wook Yoo, University of Louisville
T. Christopher Greenwell (Advisor), University of Louisville

Friday June 8, 2018, 2:10 PM (20-minute oral presentation (including questions)) Room: Sable B

The Scarlet Letter: Impacts of Attribution Type on Consumer Stigmatization and Moral Reasoning Strategies in Athlete Scandal Context
Soobum Jun, University of Michigan
Daehwan Kim, University of Florida
Joon Sung Lee (Advisor), University of Florida

Friday June 8, 2018, 2:10 PM (20-minute oral presentation (including questions)) Room: Sable C

Media Coverage and Gender During the Olympics: An Integrated Literature Review
Kyu Ha Choi, University of Georgia
Jepkorir Rose Chapuyator-Thomson (Advisor), University of Georgia
Becca Leopkey (Advisor), University of Georgia

Friday June 8, 2018, 2:10 PM (20-minute oral presentation (including questions)) Room: Sable D

Locker Rooms, Laughter & Lads: Exploring the Inner Sanctums of Professional Football in the UK
Seamus Kelly, University College Dublin
Dikaia Chatziefstathiou, Canterbury Christ Church University

Friday June 8, 2018, 3:00 PM (20-minute oral presentation (including questions)) Room: Acadia A

Balancing Work and Family in the Mid and Late Career
Jeffrey Graham, University of Tennessee
Shaina Dabbs, Elon University
Marlene Dixon, Texas A&M University

Friday June 8, 2018, 3:00 PM (20-minute oral presentation (including questions)) Room: Acadia B

Knowledge Retention of a 360 Virtual Reality Tour of a Traveling Team Sport Complex
Brian Mihalik, University of South Carolina
Fei Gao, University of South Carolina
Linda Mihalik, University of South Carolina

Friday June 8, 2018, 3:00 PM (20-minute oral presentation (including questions)) Room: Acadia C

Was Interest in First-Round NBA Playoffs Series Impacted by the Lengthening of Series in 2003?
Todd McFall, Wake Forest University
Rotua Lumbantobing, Western Connecticut State University

Friday June 8, 2018, 3:00 PM (20-minute oral presentation (including questions)) Room: Annapolis C

Fantasy Sports Usage and Sports Media Consumption Behaviors across Platforms
Sylvia Chan-Olmsted, University of Florida
Dae Hee Kwak, University of Michigan
How Image Influences Attachment and Loyalty toward Event and Destination in a Recurring Event: First-time vs. Repeat Spectators
Jingxian Cecilia Zhang, Indiana University
Kevin K. Byon (Advisor), Indiana University
Antonio Williams (Advisor), Indiana University
Haiyan Roger Huang, Shanghai University of Sport

Sportswear Consumption among College Students: A Comparison between the U.S. and South Korea
Min Jung Kim, University of New Mexico
Lake Lunhua Mao, University of New Mexico
Hyun Jung Lee, Sookmyung Women’s University
Sangil Lee, Sookmyung Women’s University

Settler Volunteers at Indigenous Games: An Autoethnography
Chen Chen, University of Alberta
Daniel Mason (Advisor), University of Alberta

An Attention Economy Perspective of Professional Sports
Jingsuan Zheng, University of Alberta
Daniel Mason (Advisor), University of Alberta

Collegiate Sport Club Structure and Function
William Czekanski, Coastal Carolina University
Leeann Lower, The Ohio State University

“I Mean, You Don’t Really Have a Choice”: The Youth Sport Travel Experience
Richard Buning, University of Queensland
Cassandra Coble, Indiana University

Opportunistic Shirking and MLB Umpires
Michael Lopez, Skidmore College
Brian Mills, University of Florida

#WeTheNorth: The Emergence of Online Subcommunities within a Professional Sport Organization’s Hashtag Marketing Campaign
Michael Naraine, Deakin University
Ann Pegoraro, Laurentian University
Henry Wear, Deakin University
Friday June 8, 2018, 3:25 PM (20-minute oral presentation (including questions)) Room: Sable B
**Bridging the Gap between Social Media and Behavioral Team Loyalty: The Mediating Role of Team-Related Social Media Engagement**
Masayuki Yoshida, Hosei University
Brian Gordon, University of Kansas
Makoto Nakazawa, University of Tsukuba
Shigeki Shibuya, Sasakawa Sports Foundation
Naoyuki Fujiwara, Sasakawa Sports Foundation

Friday June 8, 2018, 3:25 PM (20-minute oral presentation (including questions)) Room: Sable C
**Relationship Marketing in Sport Management: A Review and Agenda for Future Research**
Gashaw Abeza, Southern Methodist
Norm O'Reilly, Ohio University

Friday June 8, 2018, 3:25 PM (20-minute oral presentation (including questions)) Room: Sable D
**A Practitioner Analysis of the Sport Management Literature Examining the of Lack of Minority Coaches in College Football**
Robert Turick, University of Florida
Trevor Bopp (Advisor), University of Florida

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Acadia A
**The Amplified Effects of Team-Oriented Employee Sport Programs**
Moonsup Hyun, Temple University
Jeremy Jordan (Advisor), Temple University

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Acadia B
**Collective Environmental Action within the Professional Sport Industry**
Martin Barrett, North Carolina State University
Kyle Bundi (Advisor), North Carolina State University
Jonathan Casper (Advisor), North Carolina State University

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Acadia C
**Civic Pride or Civic Duty: An Examination of Willingness to Support a Professional Stadium Referendum**
Alicia Cintron, University of Cincinnati
T. Christopher Greenwell, University of Louisville
Marion Hambrick, University of Louisville

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Annapolis C
**NCAA College Basketball Television Viewership: Does Consumer Preference for Outcome Uncertainty Change Over Time?**
Byungju Kang, University of Georgia
Steven Salaga (Advisor), University of Georgia
Scott Tainsky (Advisor), Wayne State University
Matthew Juravich (Advisor), University of Akron

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Sable A
**Effects of Emotional Connections to a Team's Tradition and Stadium on Naming-Rights Outcomes**
Terence Eddy, University of Windsor
Lamar Reams, Old Dominion University

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Sable B
“I’d Like to See That”: A Longitudinal Motivational Analysis of Professional Women’s Sport Consumers
Henry Wear, Deakin University
Michael Naraine, Deakin University

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Sable C
How College eSports Changes the NCAA’s Amateurism Model
Thomas Baker, University of Georgia
John Holden, Florida State University

Friday June 8, 2018, 3:50 PM (20-minute oral presentation (including questions)) Room: Sable D
A Zero Tolerance Approach: Assessing the Effectiveness of Sexual Assault Prevention Education for Intercollegiate Athletes
Kristy McCray, Otterbein University
Kaitlin McDougal, Otterbein University
Cayla McNeil, Otterbein University

Saturday June 9, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Acadia A
The Sport Treatment: Examining Strategic Partnerships between Professional Sport Healthcare Organizations
Kathryn Heinze, University of Michigan
Kathy Babiak, University of Michigan
Jane Banaszak-Holl, University of Michigan
Daniel Yang, University of Michigan
Ryan Olthoff, University of Michigan

Saturday June 9, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Acadia B
The Development of the Ice Hockey Market in Beijing, China
Hongxin Li, University of North Texas
John Nauright (Advisor), University of North Texas
Calvin Nite (Advisor), University of North Texas

Saturday June 9, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Acadia C
Sport, The Business of _________: Exploring Higher Purpose in a Professional Sport Organization
Evan Gwartz, Brock University
Kirsty Spence (Advisor), Brock University

Saturday June 9, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Annapolis C
The Advantage of Experience: Analyzing the Effects of Player Experience on the Performances of March Madness Teams
N. David Pifer, Texas Tech University
Timothy D. DeSchriver, University of Delaware
James J. Zhang, University of Georgia
Saturday June 9, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Sable A
What’s the Difference? Spending between Mass Participation Sporting Event First-Timers and Repeaters
Colin Lopez, Temple University
Koo Yul Kim, Temple University
Joris Drayer (Advisor), Temple University
Jeremy Jordan (Advisor), Temple University

Saturday June 9, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Sable B
Communicating through Sportswear: An Examination of Self-Perceptions and First Impressions of Sport Participants
Jiunk Chang, Seoul National University
Yoon Heo, Seoul National University
Choong Hoon Lim (Advisor), Seoul National University

Saturday June 9, 2018, 8:05 AM (20-minute oral presentation (including questions)) Room: Sable D
The Sport of Oppression: An Analysis of Barriers Affecting Retention of Black Faculty in Sport and Leisure Studies Academic Programs
Brigitte Burpo, University of Louisville
Marion Hambrick (Advisor), University of Louisville

Saturday June 9, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia A
Building Legitimacy for E-sports: From a Perspective of Traditional Sports Business Media
Hanhan Xue, Florida State University
Joshua Newman, Florida State University
Haozhou Pu, University of Dayton
Jacob Hindin, Florida State University

Saturday June 9, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia B
The Risk of Expressing Your Authentic Self in Sport: The Impact of Identity Covering on Hiring Decisions
Jeffrey D. MacCharles, University of Massachusetts Amherst
E. Nicole Melton (Advisor), University of Massachusetts Amherst

Saturday June 9, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Acadia C
Scale Design: An Ideological Psychological Contract in Youth Sport
Patti Millar, University of Windsor
Shannon Kerwin, Brock University
Alanna Harman, St. John's University

Saturday June 9, 2018, 8:30 AM (20-minute oral presentation (including questions)) Room: Annapolis C
The Impact of the Chinese Basketball Association’s Asian-Born Player Policy on Competitive Balance
Hua Gong, University of South Carolina
Nicholas Watanabe (Advisor), University of South Carolina
Matt Brown (Advisor), University of South Carolina
Mark Nagel (Advisor), University of South Carolina
Saturday June 9, 2018, 8:30 AM  (20-minute oral presentation (including questions))  Room: Sable A
**Who Pushes for Environmentally Sustainable Venues?**  
*Walker Ross, University of South Carolina*  
*Haylee Merado (Advisor), University of South Carolina*

Saturday June 9, 2018, 8:30 AM  (20-minute oral presentation (including questions))  Room: Sable D
**The Current State of Diversity Inclusion in the University Classroom: A Survey of Sport Management Faculty Members**  
*Andrea Geurin, New York University*  
*Erin McNary, University of Miami*

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Acadia A
**A Sociogram Says a Thousand Words: An Examination of Leadership and Follower Development Among NCAA Athletes**  
*Zack Damon, University of Central Arkansas*  
*Jon Wilty Peachey (Advisor), University of Illinois at Urbana-Champaign*

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Acadia B
**Conducting Qualitative Research with Image Data: A Novel Approach for Exploration and Sensemaking among Sport-Related Images Posted to Social Media**  
*Orland Hoeber, University of Regina*  
*Larena Hoeber, University of Regina*  
*Manali Gaikwad, University of Regina*

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Acadia C
**The Role of Strategic CSR for Creating a Competitive Advantage: The Case of Professional Sport Teams**  
*Yoseph Mamo, Louisiana State University*  
*Kwame Agyemang (Advisor), Louisiana State University*

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Annapolis C
**Spectator Age and Periodic Changes in the Effects of Quality and Uncertainty on Game Viewership**  
*Scott Tainsky, Wayne State University*  
*Jie Xu, University of Illinois at Urbana-Champaign*

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable A
**Implementing a Realistic Approach to Economic Impact in a Large and a Small Market: Learning from the 2016 and 2017 CrossFit Games**  
*Heather Lawrene-Benedict, Ohio University*  
*Andy Fodor, Ohio University*  
*Norm O'Reilly, Ohio University*  
*Justin Bergh, CrossFit*

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable B
**Instagagement: An Analysis of the Self-Presentation Strategies and Engagement Rates of Professional Tennis Players on Instagram**  
*Kellie Ring, Ryerson University*
New Jerseys: The Impact of Professional Sport Jersey Sponsors on Teams and Sponsors
Sara Shoffner, Huntingdon College
Mark Slavich, Grand View University
Gi-Yong Koo, Troy University

Leveraging Sport-Based Social Identity to Facilitate Positive Cross-Group Interactions: A Mixed Methods Approach
Gareth J. Jones, Temple University
Christine E. Wegner, University of Florida

Strategic Sports Management: An Analysis of Mission Statements in Professional Sport
Mark Lyberger, Kent State University
Larry McCarthy, Seton Hall University
Brian Yim, Kent State University
Eric Abowd, Kent State University

Understanding Researcher Positionality and Reflexivity in Sport Management Research
Joshua Vadeboncoeur, University of Florida
Trevor Bopp (Advisor), University of Florida

Student Perception of Branding Benefits of a New Collegiate Stadium
Glynn McGehee, Georgia State University
Beth Cianfrone (Advisor), Georgia State University
Timothy Kellison (Advisor), Georgia State University

On the Road with Minor League Baseball Externalities
Scott Tainsky, Wayne State University
Brian Mills, University of Florida
Zainab Hans, Wayne State University
Kyunghee Lee, Wayne State University

The Influence of Event Vitality and Involvement on Satisfaction and Well-being in the Senior Games
Inje Cho, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida

An Investigation of the Influence of Official Supporter's Sections on Spectator Satisfaction at Major League Soccer Games: A Conceptual Framework
Charles Reid III, Florida State University
2018 North American Society for Sport Management Conference (NASSM 2018)

Amy Kim (Advisor), Florida State University

Saturday June 9, 2018, 9:20 AM  (20-minute oral presentation (including questions))  Room: Sable C
Social Media Self-Promotion: The Impact of Mindsets on Sport Content Effectiveness
Yiran Su, Temple University
Thilo Kunkel (Advisor), Temple University

Saturday June 9, 2018, 9:20 AM  (20-minute oral presentation (including questions))  Room: Sable D
Examining Work-Life Balance Among NCAA Student-Athletes Who Are Fathers
Jim Evans, The Ohio State University
Brian Turner (Advisor), The Ohio State University

Saturday June 9, 2018, 9:20 AM  (Poster)  Room: Halifax
Racism in Social Media: Examining Athlete-Fan Interactions on Twitter
Dominique Kropp, University of Kansas
Bobby Nichols, University of Kansas
Claire Schaepkerkoetter, Northern Illinois University
Jordan Bass (Advisor), University of Kansas

Saturday June 9, 2018, 9:20 AM  (Poster)  Room: Halifax
Attracting Spectators to Non-Traditional Sport Events: The Case of Swimming
Inge Derom, Vrije Universiteit
Marijke Taks, University of Ottawa
Ryan Snegrove, University of Waterloo
Luke Potwarka, University of Waterloo
Laura Wood, University of Waterloo

Saturday June 9, 2018, 9:20 AM  (Poster)  Room: Halifax
Developing a Conceptual Framework for the Social Legacy of the Olympic Games: Social Innovation through Olympic Games (SIOG) Model
Sanghoon Kim, Florida State University
Amy Kim (Advisor), Florida State University

Saturday June 9, 2018, 9:20 AM  (Poster)  Room: Halifax
If We Build It, Will They Come? The Effect of New Athletic Facilities on Recruiting Rankings for Power Five Football and Men’s Basketball Programs
N. David Pifer, Texas Tech University
Matt R. Hund, Texas Tech University
Cheryl R. Rode, Niagara University

Saturday June 9, 2018, 9:20 AM  (Poster)  Room: Halifax
To Stay or Not to Stay? Japanese Spectators’ Event-Related Perspectives on a Professional Golf Tournament
Yasuhiro Watanabe, Hiroshima University of Economics
James J. Zhang (Advisor), University of Georgia

Saturday June 9, 2018, 9:20 AM  (Poster)  Room: Halifax
Causality between Television Viewership and Game Attendance: Empirical Evidence from the 1990 to 2017 World Series
Sukjoon Yoon, Texas A&M University
Are Entry Drafts Centrally Important for Competitive Balance? Affirmative Evidence from the National Basketball Association, 2000-2016
Kevin Kniffin, Cornell University
David Sherwyn, Cornell University

A National Study of Leader Effectiveness and Political Skill in Interscholastic Sport Leadership
Gordon M. Robinson, Baylor University
J. Patrick Marsh, Baylor University
Marshall J. Magnusen, Baylor University

Crisis Responsibility on CSR Outcomes: The Case of Sportswear Industry
Kwangho Park, Troy University
Packianathan Chelladurai (Advisor), Troy University
Minkil Kim (Advisor), Troy University
Museong Park, Hankuk University of Foreign Studies

Governance, Control and the Demise of the Voluntary Sport Sector: International Comparative Cases from Canada, UK, and Cyprus
Terri Byers, University of New Brunswick
Christos Anagnostopoulos, Molde University
Mathieu Winand, Lanex University

New Leadership for Organized Sports
Sandra Temmerman, Wagner Group
Leen Waal, de (Advisor), Wagner Group
Daco Woudenberg (Advisor), Wagner Group
Philip Wagner (Advisor), Wagner Group

The Construction of Detroit's Little Caesar's Arena: Exploring Discourses of Image, Status, and Quality of Life
Daniel Mason, University of Alberta
Stacy-Lynn Sant, University of Michigan

Development and Validation of Value Co-Creation in Sport
Charles Jones, East Tennessee State University
Kevin K. Byon (Advisor), Indiana University
Paul M. Pedersen (Advisor), Indiana University
Antonio Williams (Advisor), Indiana University
Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Effect of Taekwondo Uniform Attributes, Perceived by University Taekwondo Demonstration Groups, on Consumer Attitude, Brand Loyalty, and Re-purchase Intention**

*Se Jin Ko, KyungHee University*
*Ji Hae Lee, KyungHee University*
*Wook Ki Kim, YongIn University*
*Jeoung Hak Lee (Advisor), KyungHee University*

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Enhancing Team Spirit? The Role of Professional Cheerleading and Dance Squads in Team Identification**

*Lauren C. Hindman, University of Massachusetts Amherst*
*Elizabeth Delia (Advisor), University of Massachusetts Amherst*

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Ethnicity Mismatch and the Role of Diversity Promotion: The Effect of Perceived Image on LPGA Consumption Intentions**

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

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**The Presence of Underrepresented Populations in Outdoor Recreation: An Analysis of Collegiate Recreation Advertisements**

*Jennifer Pecoraro, Georgia State University*
*Brenda Pitts (Advisor), Georgia State University*

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Why Would People Pay to Do CrossFit?**

*Timothy Campbell, Old Dominion University*
*Stephen Shapiro (Advisor), University of South Carolina*

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Alcoholics Fanonymous: The Relationship between Reasons for Drinking, Aggression, and Team Identification in Sports Fans**

*Sean Pradhan, San José State University*
*Nicholas Lee, University of California – San Francisco*
*Sean Laraway, San José State University*
*Susan Snyderski, San José State University*

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Factors Influencing College Students' Sports Gambling Behavior: Extended Theory of Planned Behavior**

*Doyeon Won, Liverpool John Moores University*
*Simon Pack, St. John’s University*
*Carolyn Park, Seoul National University*
*Weisheng Chiu, The Open University of Hong Kong*
Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Sport Participation and Life-Course Narratives: An Analysis of Elite Wheelchair Athletes**

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

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**The Effect of Family Size and Gender Composition on Parents’ Financial Support for Children’s School Sport**

Wonjun Choi, University of Illinois at Urbana-Champaign  
Justin Heinze, University of Michigan  
Kathryn Heinze, University of Michigan  
Sarah Clark, University of Michigan  
B. Christine Green (Advisor), University of Illinois at Urbana-Champaign

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**Coaching Sport in Belize: Stories That Frame Sport for Development**

James D. Ressler, Northern Illinois University  
Steven M. Howell, Northern Illinois University  
Jenn Jacobs, Northern Illinois University  
Paul M. Wright, Northern Illinois University

Saturday June 9, 2018, 9:20 AM (Poster)  Room: Halifax

**The Sport Commitment Model and Sport Based Youth Development Programs: Are They a Match?**

Nneka Arinze, University of Connecticut  
Jesse Mala, University of Connecticut  
Kolin Ebron, University of Connecticut  
Jennifer McGarry (Advisor), University of Connecticut

Saturday June 9, 2018, 9:20 AM (Teaching & Learning Fair Presentation)  Room: Halifax

**Creating A Sport-oriented Approach to Student Learning and Participation**

Farah Ishaq, University of Kansas  
Jordan Bass (Advisor), University of Kansas

Saturday June 9, 2018, 9:20 AM (Teaching & Learning Fair Presentation)  Room: Halifax

**Creating the Perfect Retail Space**

Heidi Parker, University of Southern Maine

Saturday June 9, 2018, 9:20 AM (Teaching & Learning Fair Presentation)  Room: Halifax

**Cultivate, Cooperate, Collaborate, Celebrate: A Win-Win Event Partnership**

Leigh Ann Danzey-Bassell, Trevecca Nazarene University

Saturday June 9, 2018, 9:20 AM (Teaching & Learning Fair Presentation)  Room: Halifax

**Discovering Fandom: Creating Documentaries of Fan Bases**

Heidi Parker, University of Southern Maine

Saturday June 9, 2018, 9:20 AM (Teaching & Learning Fair Presentation)  Room: Halifax

**Ethical Issues Electronic Notebook: Real World Ethical Issues and Their Application within the Sports Industry**

Peyton Stensland, University of Kansas
Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Evaluating the Use of Podcasts in Your Classroom  
Donna Pastore, The Ohio State University  
Carter Rockhill, The Ohio State University  
Duncan Johnston, The Ohio State University

Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Identification and Selection of Event Sites for Service Learning  
Christopher Keshock, University of South Alabama  
Mitchell Woltring, University of South Alabama  
Brooke Forester, University of South Alabama

Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Integrating History and Tradition of an Athletics Program into a Sport Management Curriculum  
F. Bernie Kish, University of Kansas

Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Integrating Reflecting Learning in an Online Graduate Sport Management Course  
J. Michael Martinez, Louisiana State University

Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Integrating Undergraduate Research into the Sport Marketing Course  
Olzhas Taniyev, University of Kansas  
Brian Gordon (Advisor), University of Kansas

Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Law Case Analysis, Experiential Learning, & Application of Course Material  
Susan Foster, Saint Leo University

Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Long-Term Study Abroad: Sport Consumer Behavior in China and Japan  
Jason Rice, North Central College

Saturday June 9, 2018, 9:20 AM  (Teaching & Learning Fair Presentation)  
Service Learning in Intercollegiate Athletics  
James Lewis, Western Michigan University

Saturday June 9, 2018, 9:20 AM  (Poster)  
Faculty Perceptions of Online Learning in Undergraduate Sport Management Programs  
Jennifer Willett, Kennesaw State University  
Christopher Brown, Kennesaw State University  
Leigh Ann Danzey-Bussell, Trevecca Nazarene University

Saturday June 9, 2018, 10:10 AM  (20-minute oral presentation (including questions))  
Examining the Community Practices of Professional Sport Teams: Strategic Rationales and Design Choices  
Katie Rowe, Deakin University
Adam Karg, Deakin University
Jonathan Robertson, Deakin University

Saturday June 9, 2018, 10:10 AM  (20-minute oral presentation (including questions))  Room: Acadia B
Attracting and Maintaining Women in Football Refereeing in Trinidad and Tobago
Lynda Bramble-Thompson, University of the West Indies, St. Augustine
Sherlan Cabralis, University of the West Indies, St. Augustine

Saturday June 9, 2018, 10:10 AM  (20-minute oral presentation (including questions))  Room: Acadia C
Employee Perceptions of Salary Equity and Fairness in Response to University Athletic Departments’ Fair Labor Standards Act Compliance Strategies
Anita Moorman, University of Louisville
Meg Hancock, University of Louisville
Nels Popp, University of North Carolina at Chapel Hill

Saturday June 9, 2018, 10:10 AM  (20-minute oral presentation (including questions))  Room: Annapolis C
An Examination of Youth Sport and Self-Regulation across Three Domains
Gareth J. Jones, Temple University
Christine E. Wegner, University of Florida
Ryan Schlapfer, Temple University

Saturday June 9, 2018, 10:10 AM  (20-minute oral presentation (including questions))  Room: Sable B
Examining Information-Processing Strategies for Smartphone Apps
Sukjoon Yoon, Texas A&M University
James Petrick (Advisor), Texas A&M University
Sun Kang, Manchester University

Saturday June 9, 2018, 10:10 AM  (20-minute oral presentation (including questions))  Room: Sable C
High School Athletic Ticketing: Adapting to Emerging Technology
Armin Marquez, Georgia State University
Beth Cianfrone (Advisor), Georgia State University
Timothy Kellison (Advisor), Georgia State University

Saturday June 9, 2018, 10:10 AM  (20-minute oral presentation (including questions))  Room: Sable D
Dawson and the NCAA's Upcoming Terrible, Horrible, No Good, Very Bad Day
Sam Ehrlich, Florida State University

Saturday June 9, 2018, 10:35 AM  (20-minute oral presentation (including questions))  Room: Acadia A
Investigsting Institutional Complexity: Logics and Responses in Action
Loic Pedras, University of Technology Sydney
Tracy Taylor (Advisor), University of Technology Sydney
Stephen Frawley (Advisor), University of Technology Sydney

Saturday June 9, 2018, 10:35 AM  (20-minute oral presentation (including questions))  Room: Acadia B
Aging and Sport Participation: Exploring the Influence of Addiction to Sport
Brittani Newland, University of Delaware
Thomas Aicher, University of Cincinnati
Saturday June 9, 2018, 10:35 AM (20-minute oral presentation (including questions)) Room: Acadia C

**Investigating the Structure of a National Sport and Recreation Network**

*Martha Barnes, Brock University*

*Laura Consens, Brock University*

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Saturday June 9, 2018, 10:35 AM (20-minute oral presentation (including questions)) Room: Annapolis C

**Examining Shared Leadership in a Sport for Development and Peace Coalition**

*Per G. Svensson, Louisiana State University*

*Seungmin Kang, Louisiana State University*

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Saturday June 9, 2018, 10:35 AM (20-minute oral presentation (including questions)) Room: Sable A

**Failed Sporting Event Bids: A Scope of the Literature**

*Becca Leopkey, University of Georgia*

*Tom Bason, Coventry University*

*Mathew Dowling, Anglia Ruskin University*

*Paul Salisbury, Coventry University*

*Cem Tinaz, Istanbul Bilgi University*

*Jonathan Griss, Manchester Metropolitan University*

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Saturday June 9, 2018, 10:35 AM (Student Research Competition Finalist) Room: Sable C

**Standing on the Glass Cliff? A Case Study of FIFA’s Female Leadership Development Programme**

*Na Young Ahn, Texas A&M University*

*George B. Cunningham (Advisor), Texas A&M University*

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Saturday June 9, 2018, 10:35 AM (20-minute oral presentation (including questions)) Room: Sable D

**Monopolizing Collective Selling of Sports Media Rights in The Middle East: Is There a Solution?**

*Ammar Alrefaei, King Abdulaziz University*

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Saturday June 9, 2018, 11:00 AM (60-minute symposium, roundtable, or workshop) Room: Acadia B

**The Consistently Diverse Institutional Stakeholder’s Devotion to Diversity and Inclusion: A NASSM Diversity Committee Sponsored Workshop**

*Ellen Staurowsky, Drexel University*

*Trevor Bopp, University of Florida*

*Jacobs Brittany, University of Northern Colorado*

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Saturday June 9, 2018, 11:00 AM (60-minute symposium, roundtable, or workshop) Room: Acadia C

**Expanding the Impact and Scope of Sport Management Inquiry by “Thinking in Time”**

*Laurence Chalip, University of Illinois at Urbana-Champaign*

*Robert Baker, George Mason University*

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Saturday June 9, 2018, 11:00 AM (60-minute symposium, roundtable, or workshop) Room: Annapolis C

**Show and Tell: Blending and Expanding Credit by Exam and Competency-Based Credit**

*Timothy D. Ryan, University of Memphis*

*Michael D. Hutchinson, University of Memphis*

*Sharianne Walker, Western New England University*

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Saturday June 9, 2018, 11:00 AM (60-minute symposium, roundtable, or workshop) Room: Sable A

**Transitioning from Mentee to Mentor for Sport Management Faculty: Understanding Barriers and Needs**

*Marlene Dixon, Texas A&M University*
Saturday June 9, 2018, 11:00 AM  (60-minute symposium, roundtable, or workshop)  Room: Sable B

**Breaking Down Silos: A Professional Development Workshop on Methodological Diversity in Sport Management Research**
Andrew C. Pickett, University of South Dakota  
Janelle Wells, University of South Florida  
Emily M. Newell, Georgia Southern University  
Kristy McCray, Otterbein University  
Matthew Walker, Texas A&M University

Saturday June 9, 2018, 11:00 AM  (60-minute symposium, roundtable, or workshop)  Room: Sable C

**Exploring the Linguistic Relativity of Conceptualizations of Sport Event Legacy in Four Languages: A Multi-Lingual Literature Review**
Madeleine Orr, University of Minnesota  
Ji Wu, University of Minnesota  
Kurumi Aizawa, University of Minnesota  
Yuhei Inoue (Advisor), University of Minnesota

Saturday June 9, 2018, 1:05 PM  (Student Research Competition Finalist)  Room: Acadia A

**The Role of Brand Extension Authenticity in Sport: A Case Study of Nike Jordan and Under Armour Coffee**
Myungwoo Lee, University of Houston  
Don Lee (Advisor), University of Houston

Saturday June 9, 2018, 1:05 PM  (Student Research Competition Finalist)  Room: Acadia B

**The Passage of Youth Sports Concussion Legislation across States: An Institutional, Mixed-Method Analysis**
Di (Landy) Lu, University of Michigan  
Kathryn Heinze (Advisor), University of Michigan

Saturday June 9, 2018, 1:05 PM  (Student Research Competition Finalist)  Room: Acadia C

**Antecedents and Consequence of Playing eSports**
Woo Yang (William) Jang, Indiana University  
Kevin K. Byon (Advisor), Indiana University
Saturday June 9, 2018, 1:05 PM (Student Research Competition Finalist) Room: Annapolis C

**Overcoming Inertia: Considering the Catalyst and the Role of Facilitators in Gender Allyship in Sport Organizations**

Caroline Heffernan, University of Minnesota
Lisa Kibl (Advisor), University of Minnesota

Saturday June 9, 2018, 1:05 PM (Student Research Competition Finalist) Room: Sable A

**Social Capital from Sport Event Participation: Scale Development and Validation**

Ran Zhou, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida

Saturday June 9, 2018, 1:05 PM (Student Research Competition Finalist) Room: Sable B

**Charting Their Own Course: Using Life Maps of Gay Male Sport Employees to Identify and Explain Their Career Paths in the Sport Industry**

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

Saturday June 9, 2018, 1:05 PM (Student Research Competition Finalist) Room: Sable C

**Organizational Support for Employees’ Physical Activity: The Effect of Employee Sports Programs**

Moonsup Hyun, Temple University
Jeremy Jordan (Advisor), Temple University

Saturday June 9, 2018, 1:05 PM (Student Research Competition Finalist) Room: Sable D

**Skating in the Sun: Examining Identity Formation of National Hockey League Fans in Sunbelt States**

Brandon Mastromartino, University of Georgia
James J. Zhang (Advisor), University of Georgia

Saturday June 9, 2018, 1:30 PM (20-minute oral presentation (including questions)) Room: Acadia A

**Conceptualizing Sport Organization Vulnerability and Capacity in the Context of Climate Change**

Madeleine Orr, University of Minnesota
Yuhei Inoue (Advisor), University of Minnesota

Saturday June 9, 2018, 1:30 PM (20-minute oral presentation (including questions)) Room: Acadia B

**Sport Management Case Studies Repository: An Online Resource for the Exploration and Discovery of Teaching Case Studies**

Jess Dixon, University of Windsor
Orland Hoeber, University of Regina
Santiago Felix Cardenas, University of Regina

Saturday June 9, 2018, 1:30 PM (20-minute oral presentation (including questions)) Room: Acadia C

**“We need to do more!” National Governing Bodies’ Social Media Education Efforts for Youth Olympic Games Athletes**

Andrea Geurin, New York University

Saturday June 9, 2018, 1:30 PM (20-minute oral presentation (including questions)) Room: Annapolis C

**An Examination of the Perceived Role of Sport in a Hispanic-Based Youth Development Initiative**

Mayra Robledo, North Carolina State University
Michael Edwards, North Carolina State University  
Jason Bocarro, North Carolina State University  
Andrew Behnke, North Carolina State University  
Jonathan Casper (Advisor), North Carolina State University

Saturday June 9, 2018, 1:30 PM (20-minute oral presentation (including questions)) Room: Sable A
Pay Dispersion, Team Diversity and Employee Migration: An Empirical Analysis Using Data from the National Football League  
Pamela Wicker, German Sport University Cologne  
Brian Soebbing, University of Alberta

Saturday June 9, 2018, 1:30 PM (20-minute oral presentation (including questions)) Room: Sable B
The Influence of Athletes’ Social Media Activities on Perceived Brand Image and Fan Behavior  
Sangwon Na, Temple University  
Thilo Kunkel (Advisor), Temple University

Saturday June 9, 2018, 1:30 PM (20-minute oral presentation (including questions)) Room: Sable D
Brazilian Formula One Grand Prix and the City of São Paulo: Impacts and Perceptions from the Perspective of Consumers  
Virgílio Neto, Universidade de São Paulo  
Camila Dantas, Universidade de São Paulo  
Matheus Santos, Universidade de São Paulo

Saturday June 9, 2018, 1:55 PM (20-minute oral presentation (including questions)) Room: Acadia A
Good Intentions or Self Serving Behavior? How the Media Frames Professional Athlete Philanthropy  
Kathy Babiak, University of Michigan  
Stacy-Lynn Sant, University of Michigan

Saturday June 9, 2018, 1:55 PM (20-minute oral presentation (including questions)) Room: Acadia B
The Importance of Undergraduate Research: Implementation and Benefits for Sport Management Programs  
Daniel Burt, Texas A&M University-Kingsville  
Gwen Weatherford, Texas Women’s University  
Fredrick Wagner, Texas Women's University

Saturday June 9, 2018, 1:55 PM (20-minute oral presentation (including questions)) Room: Acadia C
Agenda Setting in the Age of Instagram: A Multinational Examination of the 2018 Olympic Broadcast Partners  
James Lowe, Ryerson University  
Katie Lebel, Ryerson University

Saturday June 9, 2018, 1:55 PM (20-minute oral presentation (including questions)) Room: Annapolis C
Sports-Based Prevention and Intervention Programs for At-Risk Youth: Meanings, Motivations, and Impacts  
Hwayong Son, University of Illinois at Urbana-Champaign  
Liza Berdychevsky, University of Illinois at Urbana-Champaign
Do Sports and Entertainment Districts Attract Young Professionals to Live and Work Downtown?  
The Case of Major League Arenas  
Judith Long, University of Michigan  
Stephanie Gerretsen, University of Michigan

Group Dynamics: The Role of Group Inclusiveness and Personal Distinctiveness in Collegiate Licensed Apparel Consumption Behavior  
Mi Ae Lee, Temple University  
Daniel Funk (Advisor), Temple University

Does Playing Mobile Sports Video Games Increase Interest in Sports?  
Eric Brownlee, Gannon University  
Jinhee Yoo, Gannon University  
Seunghun Lee, University of Akron

Multiracial Athletes and Racial Injustice: An Examination of Athlete Activism  
Lauren E. Brown, DeSales University

What is Trust in Sport? A Multi-Level Analysis  
Samantha Roberts, Texas A&M University-Commerce  
Lisa Kihl, University of Minnesota

A Different View: How a Wheelchair Basketball Documentary May Shape Student Attitudes Toward Disability Sport  
Joshua Pate, James Madison University  
Cathy McKay, James Madison University

Investigating Exploitation in College Women's Basketball  
Jill Harris, Air Force Academy  
David Berri, Southern Utah University

Determinants of the Number of Spectators in the Korean Professional Baseball League  
Hoyoon Jung, University of Northern Colorado  
Choon-Geol Moon (Advisor), Hanyang University  
Yoon Tae Sung (Advisor), University of Northern Colorado

Personal Values and Sport Consumer Motives: An Exploratory Study  
James Harwood, Florida State University
Charles Reid III, Florida State University
Mark DiDonato, McKendree University
Jeffrey James (Advisor), Florida State University

Saturday June 9, 2018, 2:20 PM (20-minute oral presentation (including questions)) Room: Sable C
**Ambush Marketing in the Digital Age: Practitioners’ Perspective**
Gashaw Abeza, Southern Methodist
Benoît Séguin, University of Ottawa

Saturday June 9, 2018, 2:20 PM (20-minute oral presentation (including questions)) Room: Sable D
**Board Member, Parent, and Family Identity in Community Youth Sport**
Dawn Trussell, Brock University

Saturday June 9, 2018, 3:10 PM (20-minute oral presentation (including questions)) Room: Acadia A
**Gendered Evaluations of Sport Domain Knowledge & Expertise: Impacts on the Hiring Process for Male and Female Job Candidates**
Lauren C. Hindman, University of Massachusetts Amherst
Nefer提提 Walker (Advisor), University of Massachusetts Amherst
E. Nicole Melton (Advisor), University of Massachusetts Amherst

Saturday June 9, 2018, 3:10 PM (20-minute oral presentation (including questions)) Room: Acadia B
**Professional Sports Stadiums as Meeting and Event Venues: Importance-Performance Analysis of Features and Services**
Charles Parrish, Western Carolina University
Suengwon "Shawn" Lee, George Mason University

Saturday June 9, 2018, 3:10 PM (20-minute oral presentation (including questions)) Room: Annapolis C
**Stadium Capital Budgeting Decisions and Industry Implications Derived from the Date of Ecological Maturity Model**
Christopher McLeod, Texas Tech University
John Holden, Florida State University

Saturday June 9, 2018, 3:10 PM (20-minute oral presentation (including questions)) Room: Sable C
**Does Identification Equal Interaction?**
Rebecca Achen, Illinois State University

Saturday June 9, 2018, 3:10 PM (20-minute oral presentation (including questions)) Room: Sable D
**Does Teamwork Spillover? Prosocial Behaviors and Attitudes Among Intercollegiate Athletes**
Kevin Kniffin, Cornell University

Saturday June 9, 2018, 3:35 PM (20-minute oral presentation (including questions)) Room: Acadia A
**Strategic Human Resource Management of Foreign Players in Professional Soccer: A Case of the Korean Professional Football League (K-League)**
Alex Chinhoo Gang, Indiana University
Minkyo Lee, Indiana University
Juba Yoon, Indiana University
Zack Pedersen, Indiana University
Michael Willett, Indiana University
Paul M. Pedersen (Advisor), Indiana University
Framing Transgender Gaming: Reddit Users’ Perspectives on Transgender Participation in E-sports

Ally Quinney, Florida State University
Hanhan Xue, Florida State University
Joshua Newman (Advisor), Florida State University

Local Viewership Demand in Major League Soccer

Hojun Sung, University of Florida
Brian Mills (Advisor), University of Florida
Michael Mondello, University of South Florida

The Pursuit of Legitimacy Through Strategic Alliances: An Institutional Perspective on Sport Event Bidding

Jinsu Byun, University of Georgia
Becca Leopkey (Advisor), University of Georgia
Dana Ellis, Laurentian University

A Qualitative Study of Student-athletes’ Personal Branding on Social Media: A Look through the Lens of Self-Presentation Theory

Jin Park, Indiana University
Sungwook Son, Indiana University
Antonio Williams (Advisor), Indiana University

When and Where They Enter: Demasculinizing Black Athlete Activism through the Lived Experiences of Black Female Athletes

Joyce Olusbola Ogunrinde, University of Houston