

# 24<sup>th</sup> Annual Conference of the North American Society for Sport Management

Columbia Metropolitan Convention Center, Columbia, SC

Note:

Convention Center lower level – Carolina A & B, Lexington A & B, Richland A, B & C, and Congaree A/B  
Convention Center upper level – Ballroom A, B & C

Tuesday May 26, 2009

**2:00 PM - 7:00 PM**

**Carolina A                    NASSM Executive Council Meeting**

**3:00 PM - 7:00 PM**

**Prefunction  
(lower level)                    Conference Registration/Check-In**

**7:00 PM - 9:00 PM**

**Carolina  
Prefunction                    International Reception**

Wednesday May 27, 2009

**6:45 AM**

**Host Hotels                    Depart for Golf Tournament (Northwoods Golf Club)**

**8:00 AM - 6:00 PM**

**Prefunction  
(lower level)                    Conference Registration/Check-In & Exhibitors Fair**

**8:00 AM - 3:00 PM**

**Carolina A                    NASSM Executive Council Meeting**

**4:00 PM - 5:30 PM**

**Richland C                    Past President's Workshop**  
Aubrey Kent, Temple University  
**Outcomes Assessment: Keeping it Simple**  
Bill Parrott, Outcomes Assessment Specialist

**5:30 PM - 6:30 PM**

**Carolina A                    SMR Editorial Board Meeting**

**6:30 PM - 7:00 PM**

**Colonial Life  
Arena                    New Members Reception**

**7:00 PM - 9:00 PM**

**Colonial Life  
Arena                    Opening Reception**  
*The Colonial Life Arena is adjacent to the Convention Center and within a short walking distance from the host hotels.*

Thursday May 28, 2009

**7:00 AM - 8:00 AM**

**Carolina B COSMA Board of Commissioners Meeting**

**8:00 AM - 6:00 PM**

**Prefunction (lower level) Conference Registration/Check-In & Exhibitors Fair**

**8:00 AM - 8:25 AM**

- Lexington A Public Perception and Sport Brand Management: The Role of Public Relations**  
Kimberly S. Miloch, Texas Woman's University
- Lexington B Creating and Sustaining a Diverse and Inclusive Workplace in College Athletics**  
George B. Cunningham, Texas A&M University; John N. Singer, Texas A&M University
- Richland A The Designated Player Rule in Major League Soccer: A study of Game-Specific Attendance**  
Clinton J. Warren, University of Minnesota; Stephen D. Ross (Advisor), University of Minnesota
- Richland B Travel behaviors of active sport tourists versus passive sport tourists**  
Cory Kulczycki, University of Alberta; Elizabeth Halpenny, University of Alberta
- Richland C Technology and Classroom Instruction: The Tension Between Technological Measures To Protect Exclusive Ownership Rights And Fair Use**  
Gregory M. Kane, Eastern Connecticut State University; William K. Piotrowski, McCarter & English
- Congaree A/B Exploring Sport Subcultures: The effects of Customer Satisfaction and Relationship Commitment on Customer Loyalty in Ski Resorts for the case of Snowboarders**  
Stefanos Poulis, University of Northern Colorado

**8:30 AM - 8:55 AM**

- Lexington A Professionals' perceptions of sexual harassment: An analysis of journalists in the sport industry**  
Paul M. Pedersen, Indiana University; Barbara Osborne, University of North Carolina-Chapel Hill; Warren Whisenant, University of Miami; Choonghoon Lim, Indiana University
- Lexington B Support Structures for Indigenous Athletes in Australian Football**  
Matthew Nicholson, University of Ballarat; Russell Hoye, La Trobe University; David Gallant, La Trobe University
- Richland A Discrimination among MLB Umpires**  
Scott Tainsky, University of Illinois at Urbana-Champaign; Jason A. Winfree, University of Michigan
- Richland B Managing a Confederation of Rivals: Lessons from Triathlon**  
Brianna L. Smith, University of Texas at Austin
- Richland C From Beijing 2008 to London 2012: A comparative analysis of recent Olympic sponsorship protection legislation – Does it fairly balance the rights and interests of all stakeholders?**  
John Grady, University of South Carolina; Steve McKelvey, University of Massachusetts Amherst; Matthew J. Bernthal, University of South Carolina
- Congaree A/B Exploring the Effects of Curiosity and Openness to Experience of the Big Five Traits on Sport Media Consumption Behaviors**  
Seong-Hee Park, Seoul National University; Jeffrey James, Florida State University; Brian Gordon, Florida State University; Yu Kyoum Kim (Advisor), Florida State University

**9:15 AM - 10:40 AM**

**Ballroom A/B (upper level) Opening Keynote Speaker**  
Jim Hunter, *Vice President of Corporate Communications, NASCAR*

In April 2004, Jim Hunter was given the new title of Vice President of Corporate Communications/Regional Touring/NASCAR Dodge Weekly Series where, in addition to overseeing NASCAR's overall public relations efforts, he also spearheads NASCAR's commitment to grassroots racing. Hunter assumed his Vice President of Corporate Communications position in the summer of 2001. Prior to that, Hunter was a Vice President of International Speedway Corporation and served as Regional Director of the company's Atlantic Division, overseeing Darlington Raceway, North Carolina Speedway in Rockingham, N.C. and Richmond International Raceway in Richmond, Va. Hunter also served as President of Darlington Raceway from 1993 to 2001.

Hunter got his "official" start in motorsports in 1968 as public relations director for Darlington Raceway, where he worked for two years before joining the staff of the Atlanta Journal-Constitution in 1970. He wrote for the newspaper for five years, winning numerous awards from the National Motorsports Press Association, until he was called back to his motorsports roots in 1975 by Talladega Superspeedway to serve as the track's Public Relations Director.

In 1981, Hunter moved to Daytona Beach to become NASCAR Public Relations Director, only to be promoted to Director of Administration several months later. Two years after his move to Daytona, he was promoted to Vice President of Administration for NASCAR.

In 1993, Hunter's career brought him back to South Carolina as he became President of Darlington Raceway. Later that year, he was appointed Corporate Vice President of International Speedway Corporation.

While president of Darlington, Hunter committed as much energy to being a civic leader as being track president. He serves on the board of trustees for Coker College in Hartsville, S.C. and the Darlington County Economic Development Board, among others. In 1995, he was awarded the Order of the Palmetto, South Carolina's highest civic honor and was named South Carolina's Tourism Ambassador of the Year.

A former journalist, Hunter has served as sports editor for The State in Columbia, S.C. and a writer for the Atlanta Journal-Constitution. He has also written books on stock car racing, University of South Carolina football and youth league football.

A native of South Carolina, Hunter attended the University of South Carolina; he was a three-year letterman in football and a two-year letterman in baseball. He is married and has two grown children.

#### 10:45 AM - 11:10 AM

- Lexington A**      **Understanding the Role of Human and Social Capital in the Perpetuation of Leader Development: A Study of College Basketball Coaching Networks**  
Jeff W. Mott, Washburn University; James Gladden, University of Massachusetts Amherst; Carol Barr, University of Massachusetts Amherst
- Lexington B**      **Developing co-production in professional sports: Managing ritualized spectator behavior for new teams**  
Adam J. Karg, Deakin University; Heath McDonald, Deakin University
- Richland A**      **It's In The Game: Officially Licensed Collegiate Video Games, and Student-Athlete's Statutory and Common Law Right of Publicity**  
Antonio S. Williams, Indiana University; Lawrence Fielding (Advisor), Indiana University
- Richland B**      **Making Green a Sport: A Resource Guide for Teaching Sustainability in Sport Facilities**  
Haylee Uecker Mercado, University of South Carolina; Robin Ammon, Slippery Rock University
- Richland C**      **Spectator anxiety and self-esteem: A case of the 2008 Taiwanese Professional Baseball Series**  
Chih-I J. Chien, National Taipei University; Stephen D. Ross, University of Minnesota
- Congaree A/B**      **Mediating Effects of Satisfaction on the Relationship between Motivation and Behavioral Intentions for Volunteers at a PGA TOUR Event**  
Adam Love, Mississippi State University; Rob Hardin, University of Tennessee; Gi-Yong Koo, University of Tennessee; Alan L. Morse, Mississippi State University

#### 11:15 AM - 11:40 AM

- Lexington A**      **It's not a conflict, it's differences of opinion: An in-depth examination of conflict in non-profit sport boards**  
Shannon Hamm, University of Western Ontario; Alison Doherty (Advisor), University of Western Ontario
- Lexington B**      **Sportscape factors influencing spectator satisfaction: A case study in professional golf**  
Keith W. Lambrecht, Loyola University Chicago; Fredrick Kaefer, Loyola University Chicago; Samuel D. Ramenofsky, Loyola University Chicago
- Richland A**      **The Use of Student-Athlete Likeness in Sport Video Games: An Application of the Right of Publicity**  
Beth A. Cianfrone, Georgia State University; Thomas A. Baker, University of Georgia
- Richland B**      **The impact of events on sports development: Exploring evaluation strategies**  
Laura Misener, University of Windsor; Marijke Taks, University of Windsor
- Richland C**      **Motives and Value-based Attitudes in Spectator Sports**  
Li-Shiue Gau, Asia University
- Congaree A/B**      **The Impact of Organizational Trust, Job Satisfaction, and Affective Commitment of Ski Resort Employee on Turnover Intention**  
JungHwan Jeon, NC State University; Tae-Wook Chung, Inha University; Hoon Kim, Daegu University; Jonathan M. Casper (Advisor), NC State University

#### 11:45 AM - 1:25 PM

Lunch (on your own)

- Colonial Life Arena**      **Student Luncheon and Meeting**
- Carolina B**      **JSM Editorial Board Meeting**

#### 1:30 PM - 1:55 PM

- Lexington A**      **Comparison of Volunteer Motivation Among Four Different Sport Volunteer Groups**  
May Kim, University of Florida; Min Kil Kim, University of Florida
- Lexington B**      **The effectiveness of political advertisements in sport video games**  
Patrick Walsh, University of Miami; Galen Clavio, University of Miami; Susan Mullane, University of Miami; Warren Whisenant, University of Miami
- Richland A**      **Is There a Difference Between Miami of Ohio and Miami of Florida When You Are a Student-Athlete From Slovakia? Examining the College Selection Process for International Student-Athletes**  
Nels K. Popp, Illinois State University; David Pierce, Ball State University; Mary A. Hums, University of Louisville

- Richland B**      **Corporate Social Responsibility and Environmental Sustainability: How the Professional Sport Industry is Greening the Playing Field**  
Kathy Babiak, University of Michigan; Sylvia Trendafilova, University of Tennessee
- Richland C**      **An Examination of Constraints that Influence Spectators' Attendance in Women's Intercollegiate Sporting Events**  
Emeka A. Anaza, Southern Illinois University Carbondale; Meungguk Park (Advisor), Southern Illinois University Carbondale; Taeho Yoh (Advisor), Southern Illinois University Carbondale
- Congaree A/B**      **The Effects of Demographics and Motivation on Commitment of Volunteers in an Amateur Sport Event**  
Keunso Han, East Tennessee State University; Jerome Quarterman, Howard University

**2:00 PM – 2:25 PM**

- Lexington A**      **Influence of Leader-Member Exchange and Perceived Organizational Support on Volunteer Satisfaction and Turnover Intention of Older LPGA Volunteers**  
Damon Andrew, Troy University; May Kim, University of Florida; Seungmo Kim, University of Tennessee
- Lexington B**      **Implementing a multi-brand strategy in the action sports setting: The case of a board sports company**  
Chrysostomos Giannoulakis, University of Nevada Las Vegas; Artemisia Apostolopoulou, Robert Morris University
- Richland A**      **The Effects of Gender, Race, and Role Congruity on Perceptions of Quality of Job Applicant**  
John F. Borland, Springfield College; Laura J. Burton, University of Connecticut; Janet S. Fink, University of Connecticut
- Richland B**      **Recycling corporate social responsibility: Greenwashing the sport industry fence?**  
Nathan T. Martin, University of Memphis; Sally R. Ross, University of Memphis; Richard Irwin, University of Memphis
- Richland C**      **The Spectator Experience and Game Environment in an NCAA Division II Athletic Conference**  
R Brian Crow, Slippery Rock University; Eric MacIntosh, University of Ottawa
- Congaree A/B**      **The Impact of NCAA Division Level on Athletic Director Leadership Frame**  
Joel A. Cormier, Nichols College

**2:30 PM – 2:55 PM**

- Lexington A**      **Sport Event Volunteer Motivation and Commitment**  
Yung-Chou Chen, University of Louisville; Mary A. Hums (Advisor), University of Louisville
- Lexington B**      **Brand Personality in Sport: A Reexamination of the Concept and Development of an Evaluative Procedure**  
Jessica Braunstein, Towson University; Stephen D. Ross, University of Minnesota
- Richland A**      **The Decline of The Black Community's Participation in America's Pastime: A Qualitative Investigation**  
Joshua DeLorme, Texas A&M University; John N. Singer (Advisor), Texas A&M University
- Richland B**      **Social Responsibility and the Olympic Games: The Mediating Role of Consumer Attributions**  
Matthew B. Walker, University of Florida; Bob Heere, University of Texas; Dan Drane, University of Southern Mississippi; Milena M. Parent, University of Ottawa
- Richland C**      **Constraints and Motivators in Spectator Sport: Application and Extension of Constraints Theories.**  
Yu Kyoum Kim, Florida State University; Marshall J. Magnusen, Florida State University; Jun Woo Kim, Florida State University
- Congaree A/B**      **Transactional or transformational? Leadership preferences of Division III athletic administrators**  
Laura J. Burton, University of Connecticut; Jon Welty Peachey, University of Connecticut

**2:55 PM – 3:30 PM**

**Prefunction (lower level)**      **Break**

**3:30 PM – 4:45 PM**

- Lexington A**      **Are we doing enough? Promoting diversity within NASSM.**  
Heidi Grappendorf, North Carolina State University; Willie Burden, Georgia Southern University
- Lexington B**      **Turbulence in World Markets: Implications for the Future of Globalization and Sport Finance**  
Mark S. Nagel, University of South Carolina; Norm O'Reilly, Laurentian University; Geoff Dickson, AUT University; Bill Gerrard, Leeds University Business School; Matt Brown, University of South Carolina; Kong-Ting Yeh, National Taiwan Sport University
- Richland A**      **Strategies and Events To Enhance Relationships Between Sport Management Programs and Their Alumnae/i**  
Jacquelyn Cuneen, Bowling Green State University; Dianna Gray, University of Northern Colorado; Robert Baker, George Mason University; Heather J. Lawrence, Ohio University; Andrew Kreutzer, Ohio University
- Richland B**      **The Process and Value of Effective Grant Writing in Higher Education: A Workshop for Students**  
Michael J. Diacin, Tennessee
- Richland C**      **Understanding Adult Sport Participation and Community: A Multi-National Inquiry**  
Marlene A. Dixon, The University of Texas at Austin; Bob Heere (Advisor), The University of Texas at Austin; B. Christine Green, The University of Texas at Austin; Packianathan Chelladurai, The Ohio State University; Kyu-soo Chung, The University of Texas at Austin; Toshiyuki Ogura, The University of Texas at Austin; Joyce Olushola, The University of Texas at Austin; Chung-Hsiang Wang, The University of Texas at Austin; Brennan K. Berg, The University of Texas at Austin; Chiyoung Kim, The University of Texas at Austin; So Youn Lim, The University of Texas at Austin; Michael Newhouse-Bailey, The University of Texas at Austin; Matthew T. Bowers, The University of Texas at Austin; Juan Sebastian Giraldo, The University of Texas at Austin; Seth A. Kessler, The University of Texas at Austin; Luo Li, The University of Texas at Austin; Tolga Ozyurtcu, The University of Texas at Austin; Stacy Warner, The University of Texas at Austin

**Congaree A/B**      **COSMA Applicant Training & Self-Study Review**  
Heather Alderman, Commission on Sport Management Accreditation

**4:50 PM – 5:15 PM**

- Lexington A**      **Does Community Giving Promote Employee Commitment? The Impact of Corporate Philanthropy in Professional Sport**  
Marla Lubinsky, University of Western Ontario; Shannon Hamm, University of Western Ontario; Alison Doherty (Advisor), University of Western Ontario
- Lexington B**      **Demand, Consumer Surplus and Pricing Inefficiency in the NFL: A Case Study of the Secondary Ticketing Market using StubHub**  
Joris Drayer, University of Memphis; Chad McEvoy, Illinois State University; Daniel A. Rascher, University of San Francisco
- Richland A**      **Let's Go to the Tape... er, Film: Examining Sport Policy through Film**  
Jason W. Lee, University of North Florida
- Richland B**      **Sport Management Accreditation: Current Perceptions and Future Implications**  
Jo Williams, University of Southern Maine; Colleen Colles, Nichols College
- Richland C**      **An exploration into the elements of consumer processing of sport-related advertising imagery**  
Joseph E. Mahan, University of Maryland
- Congaree A/B**      **Factors that Influence International Fans' Intention to Travel to the United States for Sport Tourism**  
Chia-Chen Yu, University of Wisconsin-La Crosse

**5:20 PM – 5:45 PM**

- Lexington A**      **Predicting the stay or leave behavioral intentions of early career sports officials: Results of a quasi-experimental field-based research project.**  
Graham Cuskelly, Griffith University; Chris Smith, Griffith University
- Lexington B**      **Introducing and Analyzing Event Analysis Methodology for Sport Management Research**  
Minyong Lee, University of Connecticut; Jennifer E. Bruening (Advisor), University of Connecticut
- Richland A**      **Sport for Peace and Development: Case Analysis of Governing Sport for Peace Practices in Japan and Korea**  
Alexis Lyras, University of Louisville; Sagatomo Tokuyama, University of Louisville; JoonYoung Han, Radford University
- Richland B**      **Opportunities and Challenges in Offering a Sport Management Program in the B-School**  
Keith W. Lambrecht, Loyola University Chicago; Patrick M. Kraft, Loyola University Chicago
- Richland C**      **A proposed brand extension decision making model in professional sport**  
Patrick Walsh, University of Miami
- Congaree A/B**      **China and the Beijing Olympics: Effects of Pre-event Media on Host Nation, Host City, and Sport Event Image**  
Won Jae Seo, The University of Texas at Austin; So Youn Lim, The University of Texas at Austin; B. Christine Green, The University of Texas at Austin; Yongjun Sung, The University of Texas at Austin

**6:30 PM – 9:00 PM**

**Williams-Brice Stadium**      **NASSM Awards Celebration**  
*Transportation (via University of South Carolina buses) will be provided to and from the Convention Center to Williams-Brice Stadium. Buses will begin departing at 6:15 PM from the upper level of the Convention Center. Continuous shuttle service from the Convention Center to the stadium will be provided until 7:30 PM. Buses will begin departing the stadium to return to the Convention Center at 8:30 PM. Continuous shuttle service from the stadium to the Convention Center will be provided through end of reception.*

Friday May 29, 2009

**7:00 AM – 8:00 AM**

**Carolina B**      **SMEJ Editorial Board Meeting**

**8:00 AM – 6:00 PM**

**Prefunction (lower level)**      **Conference Registration/Check-In & Exhibitors Fair**

**8:00 AM – 8:25 AM**

- Lexington A**      **Perceived Service Quality and Motivation of Fantasy Sports Participants**  
Young Ik Suh, Indiana University; Choonghoon Lim, Indiana University; Wonyoul Bae, Indiana University; Paul M. Pedersen (Advisor), Indiana University
- Lexington B**      **Web-Based Survey Applications: A Comprehensive Review of Providers and Best Practices for Sport Management Researchers**  
Stephen L. Shapiro, Old Dominion University; Brendan Dwyer, University of Northern Colorado
- Richland A**      **Maximizing the impact of title sponsorship to enhance employees' perception toward the respective organization**  
Seung-Chul Lee, Korea National Sport University; Min Kil Kim, University of Florida

- Richland B**      **Cultural Effects on Work Attitudes and Behaviors: The Case of American and Korean Fitness Club Employees**  
Boyun Woo, The Ohio State University; Packianathan Chelladurai (Advisor), The Ohio State University
- Richland C**      **Female Football Players & Male Field Hockey Players: Where Gender Integration and Notions of Sport Equality Collide**  
Ellen J. Staurowsky, Ithaca College
- Congaree A/B**      **Assessing the impact of athletics success upon perceived external prestige of colleges and universities through internal stakeholders**  
Aaron W. Clopton, Louisiana State University; Bryan Finch, Oklahoma State University

**8:30 AM – 8:55 AM**

- Lexington A**      **Fantasy Sports Consumer Behavior: An Investigation into the Differing Consumption Modes of Fantasy Football Participants**  
Brendan Dwyer, University of Northern Colorado
- Lexington B**      **Who is on First?**  
David M. Frederick, University of Colorado at Boulder; William H. Kaempfer, University of Colorado at Boulder; Richard Wobbekind, University of Colorado at Boulder
- Richland A**      **Media policies in the era of new media: An analysis of how sport organizations approach bloggers and blogging**  
Stephen W. Dittmore, University of Arkansas; G. Clayton Stoldt, Wichita State University; Jordan R. Bass, Wichita State University; Laura Blery, Wichita State University
- Richland B**      **The "Twofers": Black Women Athletic Directors**  
Jacqueline McDowell, University of Illinois at Urbana-Champaign
- Richland C**      **Division I Title IX Compliance: Methods, Motives, and Measures**  
Erienne A. Weight, Bowling Green State University
- Congaree A/B**      **Inter-partner learning in alliances: A study of a National Sporting Organisation and a Professional Sports Franchise**  
Paul Cleary, AUT University; Geoff Dickson (Advisor), AUT University; Sean Phelps (Advisor), AUT University

**9:00 AM – 9:25 AM**

- Lexington A**      **Examination of the Effects of Playing Sport Video Games on Overall Sports Consumption**  
Sungil Hong, Florida State University; Mary A. Hums (Advisor), University of Louisville
- Lexington B**      **Bibliographic Thought as Reflected in Sport Management and Marketing Articles**  
David Shilbury, Deakin University; Ruth Rentschler, Deakin University
- Richland A**      **Generation Y's Perceptions of Women's Sport in the Media**  
Katie Lebel, The University of Western Ontario; Karen Danylchuk, The University of Western Ontario
- Richland B**      **Does Awareness of NASCAR's Diversity Initiatives Influence Consumer Intentions: The Mediating Role of Corporate Image**  
Melanie Sartore, East Carolina University; Matthew B. Walker, University of Florida; Mark E. Moore, East Carolina University
- Richland C**      **Prayer at Interscholastic Athletic Events in the United States: A Regional Analysis**  
Jennifer Beck, Kennesaw State University; Bernie Goldfine, Kennesaw State University; Scott Marley, University of New Mexico; Todd Seidler, University of New Mexico; Andy Gillentine, University of Miami
- Congaree A/B**      **A Dual Model of Work-Family Conflict and Enrichment In Collegiate Coaches**  
Jarrod D. Schenewark, Marshall University; Marlene A. Dixon, The University of Texas at Austin

**9:45 AM – 10:10 AM**

- Lexington A**      **The Engagement of Values through Charity Sport Event Participation**  
Kevin Filo, University of Massachusetts; Daniel Funk, Griffith University
- Lexington B**      **Stakeholder management and corporate social responsibility in professional sport**  
Kathy Babiak, University of Michigan; Lisa Kihl, University of Minnesota
- Richland A**      **Race, nationality, and Major League Baseball: An examination of agenda-setting in two general-interest sport magazines**  
Andrea N. Eagleman, Saint Mary's College of California
- Richland B**      **Time for a Change: Why Rule Based Ethics Are Problematic for Sport Managers**  
Justin J. Barnes, University of Idaho; Sharon Stoll (Advisor), University of Idaho; Dave Brunner, University of Idaho
- Richland C**      **Value Determination in the Secondary Ticket Market: A Quantitative Analysis of the 2007 NFL Playoffs**  
Joris Drayer, University of Memphis; Stephen L. Shapiro, Old Dominion University
- Congaree A/B**      **An Empirical Examination of the Licensed Team Merchandise Model**  
Don Lee, College of Mount St. Joseph; Beth A. Cianfrone, Georgia State University; Kevin K. Byon, University of Southern Mississippi; Linda J. Schoenstedt, College of Mount St. Joseph

**10:15 AM – 10:40 AM**

- Lexington A**      **A Conceptual Framework for Understanding Cause-Related Sport Marketing: Focusing on the Moderating Role of Fan and Organization Identification**  
Jaedeock Lee, Texas A&M University

<b>Lexington B</b>	<b>An exploration of the nature of innovations in community sport organizations</b> Larena Hoerber, University of Regina; Alison Doherty, The University of Western Ontario; Orland Hoerber, Memorial University of Newfoundland; Richard Wolfe, Brock University; Katie Misener, The University of Western Ontario; Bonnie Cummings-Vickaryous, University of Regina
<b>Richland A</b>	<b>Down, set, frame: Second-level agenda building and the NFL Network carriage dispute</b> Stephen W. Dittmore, University of Arkansas; Trent Seltzer, Texas Tech University
<b>Richland B</b>	<b>A Qualitative Investigation of Sport Managers' Moral Judgments Using the MJSMI</b> Andy Rudd, Florida State University; Susan Mullane, University of Miami
<b>Richland C</b>	<b>A Test of Thoroughbred Horserace Betting Market Efficiency: Track Bias at Tampa Bay Downs and Saratoga Race Course</b> Thomas Ashman, Eckerd College
<b>Congaree A/B</b>	<b>Moderating effects of hedonic and utilitarian dimensions of consumer attitude on acceptance of sport web portals</b> Youngjin Hur, University of Central Missouri; Yong Jae Ko, University of Florida

#### 10:45 AM – 11:10 AM

<b>Lexington A</b>	<b>The Influence of Perceived Cause-Related Marketing on Response of Professional Sport Fans</b> Ki Tak Kim, Paichai University; Shin Woong Bang, Seoul National University; Dae Hee Kwak, University of Maryland
<b>Lexington B</b>	<b>Hockey versus Basketball: A Comparative Analysis of Collegiate Basketball in the US to Collegiate Hockey in Canada</b> Jonathon Edwards, University of Alberta; Marvin Washington, University of Alberta
<b>Richland A</b>	<b>The Pearl Factor: A case study of how one collegiate coach makes an impact through public relations.</b> Brody J. Ruihley, University of Tennessee; Angela N. Pratt, University of Tennessee; Eric Haley (Advisor), University of Tennessee
<b>Richland B</b>	<b>A typology of undisclosed recruiting violations in NCAA, Division I (FBS) athletic programs: Implications for policy development and compliance</b> Robert Clark, Texas A&M University; Mario S. Torres, Texas A&M University; Paul J. Batista, Texas A&M University
<b>Richland C</b>	<b>Dashboard Indicators – Toward Financial Performance Measurement in Intercollegiate Athletics</b> Olin L. Adams, Auburn University; Dallas D. Branch, West Virginia University; Sean A. Forbes, Auburn University; Anthony J. Guarino, Auburn University;
<b>Congaree A/B</b>	<b>Branding Individual Athletes: Development of a Conceptual Framework</b> Akiko Arai, University of Florida; Yong Jae Ko (Advisor), University of Florida; JungWon Kang, University of Florida

#### 11:15 AM – 11:40 AM

<b>Lexington A</b>	<b>Ambush marketing and the Olympic and Paralympic Marks Act: Stakeholders' perspective</b> Marie-Eve Gauthier, University of Ottawa; Dana Ellis, University of Ottawa; Benoit Séguin (Advisor), University of Ottawa
<b>Lexington B</b>	<b>The influence of organizational isomorphism on NCAA Division I operating budgets</b> E. Kevin Renshler, University of Illinois at Urbana-Champaign
<b>Richland A</b>	<b>High school baseball players' attitudes, opinions, and knowledge of anabolic steroids: Guidelines for the development of an anabolic steroid intervention program.</b> Jules Woolf, University of Texas at Austin
<b>Richland B</b>	<b>Sport Opportunities in Intercollegiate Athletics: Using Ethical Theory and Structured Models to Assist in Responsible Decision Making</b> Athena Yiamouyiannis, Ohio University; Heather J. Lawrence, Ohio University
<b>Richland C</b>	<b>Effect of Public Stadium Financing on Major League Baseball Team Performance</b> Sharianne Walker, Western New England College; Curt Hamakawa, Western New England College; Bruce Clemens, Western New England College
<b>Congaree A/B</b>	<b>Understanding Sport Brand Associates and their Potential Influence on Communication</b> T. Bettina Cornwell, The University of Michigan; Seung Pil Lee, The University of Michigan

#### 11:45 AM – 1:15 PM

<b>Ballroom A/B (upper level)</b>	<b>President's Luncheon</b>
	<b>Divided Loyalty? An Analysis of Fantasy Football Involvement and Attitudinal Loyalty to Individual National Football League Teams</b> Brendan Dwyer, University of Northern Colorado; Dave Stotlar (Advisor), University of Northern Colorado

#### 1:20 PM – 1:45 PM

<b>Lexington A</b>	<b>The internationalization of a sport league: A comparison between the National Basketball Association (NBA) and the French Soccer League (LFP)</b> André Richelieu, Université Laval; Michel Desbordes, Paris Sud XI
<b>Lexington B</b>	<b>Toward a Grounded Theory of Leadership Development in the Context of Intercollegiate Sport</b> Shawn Beard, The University Of Western Ontario; Jim Weese (Advisor), The University Of Western Ontario
<b>Richland A</b>	<b>Economic Impact of a Small Event on a Mid-Sized Community</b> Frank R. Veltri, University of Colorado; John Miller, Texas Tech University

- Richland B**      **We're the Players': The Under-representation of Black Females as Head Coaches in Division I Women's Basketball**  
John F. Borland, Springfield College; Jennifer E. Bruening, University of Connecticut
- Richland C**      **Organisational Responses to Sport Industry Issues: A Comparison of Sport Governing Bodies in the United States and Belgium**  
Mary A. Hums, University of Louisville; Thierry Zintz, Université Catholique de Louvain - Belgium
- Congaree A/B**      **The Effectiveness of Official Sponsor Designation: The Case of Ambush Marketing in Major League Baseball (MLB)**  
Eric A. Brownlee, University of Minnesota; T. Christopher Greenwell, University of Louisville; Anita Moorman, University of Louisville

**2:00 PM – 2:25 PM**

- Lexington A**      **A Comparison of NBA & CBA Team Identification in China**  
W. Chadwick Menefee, North Carolina State University; Jonathan M. Casper (Advisor), North Carolina State University
- Lexington B**      **Examining mentoring relationships within select sport management protégé networks**  
Jacqueline L. Beres, University of Windsor; Jess C. Dixon (Advisor), University of Windsor
- Richland A**      **Service concepts, market considerations and the future of golf in the Netherlands**  
Ivo 't Hooft, Sport Management Institute
- Richland B**      **Developing mothers as youth sport coaches**  
Sarah Leberman, Massey University; Nicole LaVoi, Tucker Center for Research on Girls & Women in Sport
- Richland C**      **Toward a model of sport board performance**  
Russell Hoye, La Trobe University; Alison Doherty, University of Western Ontario
- Congaree A/B**      **A conceptual framework for understanding the relationship between a team and sport consumers**  
Yu Kyoum Kim, Florida State University; Galen Trail, Seattle University

**2:30 PM – 2:55 PM**

- Lexington A**      **The Mediating Role of Animosity in Chinese Consumers' Responses to Sport Sponsorship by Foreign Companies**  
Yue Meng, Bournemouth University; Des Thwaites, University of Leeds; Kishore Gopalakrishna Pillai, University of Leeds
- Lexington B**      **Coping Strategies for Dealing with Occupational Stress: A Study of Midwestern Interscholastic Athletic Directors**  
Lawrence Judge, Ball State University; Ira L. Judge, Gary Community Schools
- Richland A**      **Exploring motivations for raising awareness and funds for cancer charities through physical activity events**  
Mary E. Kreis, California University of Pennsylvania
- Richland B**      **Diversity Programs for Students of Ethnic Minority Classes within Sport Management Preparation Programs**  
Mark E. Moore, East Carolina University
- Richland C**      **The Historical Evolution of Olympic Games Legacy Governance: 1896-2016**  
Becca Leopkey, University of Ottawa; Milena M. Parent (Advisor), University of Ottawa
- Congaree A/B**      **Dimensions of General Market Demand Associated with Professional Team Sports: Development of a Scale**  
Kevin K. Byon, University of Southern Mississippi; James J. Zhang, University of Florida; Daniel Connaughton, University of Florida; Yong Jae Ko, University of Florida

**3:00 PM – 4:00 PM**

- Ballroom B/C (upper level)**      **Keynote Speaker**  
Mark Dyer, *Senior Vice President of Strategic Planning and Development*, IMG Sports and Entertainment
- In March 2009, Mark Dyer joined IMG Worldwide, the premier global sports, entertainment and media company, as Senior Vice President of Strategic Planning and Development for IMG Sports and Entertainment.
- Mark began his career at the University of Tennessee managing its sports radio and television rights. From there he joined Host Communications in Lexington, Kentucky where he served in a variety of capacities, eventually becoming president of the University Group. In 1996 he left Host, and with two partners, launched NASCAR Cafes. In 1999, he formed his own company developing NASCAR-themed entertainment and retail locations.
- After selling this successful business venture, Mark joined NASCAR as its vice president of Licensing and Consumer Products where he managed the growth of its branded products program, as well as assisted in the creation of the NASCAR Hall of Fame project and other NASCAR community initiatives. Mark left NASCAR in 2007 to head Motorsports Authentics, NASCAR's leading apparel, die-cast, and collectible licensee.

**4:00 PM – 4:15 PM**

- Prefunction (upper level)**      **Break**

**4:15 PM – 6:00 PM**

- Ballroom B/C (upper level)**      **NASSM Annual General Meeting**

**6:00 PM – 7:00 PM**

**7:05 PM Start Time****Capital City Stadium****Columbia Blowfish vs. Wilmington Sharks Baseball Game  
Student Social & OSU Social**

*Transportation (via University of South Carolina buses) will be provided to and from the Convention Center to Capital City Stadium. Buses will begin departing at 6:00 PM from the upper level of the Convention Center. Continuous shuttle service from the Convention Center to the stadium will be provided until 7:30 PM. Buses will begin departing the stadium to return to the Convention Center at 9:30 PM. Continuous shuttle service from the stadium to the Convention Center will be provided through end of game.*

**8:00 PM****Township Auditorium****James Gregory Comedy Show  
"The Funniest Man in America"**

*Transportation (via conference van(s)) will be provided to and from the Convention Center to the Township Auditorium. The van(s) will depart at 6:45 PM from the upper level of the Convention Center. Doors to show open at 7:00 PM. The show will last approximately 90 minutes. Upon drop off, a location to meet the van(s) after the show will be determined. Transportation will be provided back to the host hotels.*

Saturday May 30, 2009

**7:00 AM - 8:00 AM****Ballroom Prefunction (upper level)****NASSM Teaching & Learning Fair****Activities promoting critical thinking  
COSMA CPC: Legal Aspects of Sport**

Priscila Alfaro-Barrantes, Florida State University

This display features two activities for a Sport Law class: a mediation activity designed to increase an understanding of legal mediation and a paper addressing recently decided cases. The purpose is to illustrate applications of the law(s) under study. Both activities promote critical thinking and creativity. Handouts will be available.

**A Problem-Based Cooperative-Competition (PBCC)  
COSMA CPC: Sport Marketing**

Robert E. Baker, George Mason University

This display features an experiential assignment in sport marketing, integrating a cooperative learning activity with team competition, and problem-based learning strategies to facilitate learning. The PBCC framework integrating these learning concepts can be adapted to many content areas. A handout presenting sample assignment parameters and assessment rubrics will be available.

**Sports Management Internships and Students with Disabilities: Responsibilities and Practices for Success.  
COSMA CPC: Integrative Experiences -- Internship, Capstone Experience**

John C. Barnes, The University of New Mexico

The purpose of this poster is to provide a brief overview of relevant laws and requirements related to students with disabilities as well as to discuss some of the best practices for providing the accommodations and supports necessary for creating the best educational outcomes for students with disabilities.

**Utilizing Mock Trials to Teach Sports Law  
COSMA CPC: Legal Aspects of Sport**

Natasha T. Brison, J.D., Georgia State University

This display features an overview of how Mock Trials can be used to teach Sports Law to Sport Management students. The Mock Trial experience facilitates a learning environment where students receive a hands-on approach to learning the law. An outline of the exercise is available in a handout.

**Teaching and Learning Sport Management In The Global Context: Offering An Experiential Sport Management Course In Italy  
COSMA CPC: Management**

Charles E. Byrd, University of Florida; James J. Zhang, University of Florida; Daniel P. Connaughton, University of Florida; Michael S. Carroll, University of Florida; Minkil Kim, University of Florida

This presentation features an overview of an international, study-abroad course for sport management students, with a focus on course rationale, objectives, development, activities, and evaluation. Course objectives included understanding international sport perspectives; conducting organizational, event, and facility observations; and learning from global academicians/practitioners. A copy of the syllabus is available.

**The Double Journal: Students' Self- and Shared-Reflections On Course Content  
COSMA CPC: Sport Marketing**

Jacquelyn Cuneen, Bowling Green State University

Double Journals enable students to consider marketing concepts outside of class then share their views in subsequent classes via group interaction. Information becomes personal and meaningful as students (a) reflect on lecture content, readings, or other materials, (b) explain their reflections to others, (c) then reconsider their views in shared-reflections.

**“Sports Life” Board Game**

**COSMA CPC: Social Foundations of Sport**

Emily Dane, St. John Fisher College

This display features a board game showing social inequality during high school and college athletics. Students become characters that provide them with different outcomes based on various demographics. Beginning at high school, players progress encountering issues such as eligibility, violence, and sexuality. Handout will include characters, sample questions, and rules.

**An Online Approach to Teaching an International Sport Management Course**

**COSMA CPC: All Core Components**

Karen Danylchuk, The University of Western Ontario; Alison Doherty, The University of Western Ontario

An overview will be provided of a unique international online learning and teaching community that has been in operation since 2003 involving a partnership of universities around the world. Specifically, it involves an international sport management case study course for senior undergraduate sport management students delivered via Web CT.

**Immersive Learning through Service Learning - Using Sport Law Class as a Catalyst**

**COSMA CPC: Integrative Experience, Legal Aspects of Sport**

Leigh Ann Danzey-Bussell, Ball State University; Imese Ivan, Ball State University

This DVD presentation/display features an immersive learning project that engaged local high schools and community organizations in a unique field learning experience that incorporated new teaching techniques, technology, and a service learning component into a Sport Law class. The project timeline, guidelines and rubric are available for handout.

**Graduate Student Generated Web-based Case Studies utilizing Multimedia for Sport-Related Administration and Supervision**

**Issues**

**COSMA CPC: Management**

Stephanie M. Diaz, Middle Tennessee State University

This project incorporated the dynamic environment of sport and the Internet through a graduate student generated web-based case studies blog. Current video, images, news, blogs, book excerpts, and student commentary fulfilled the goal of providing an active learning instructional approach (student-centered) through Inquiry-guided learning (IGL).

**Using Fantasy Football To Teach Sport Finance Principles**

**COSMA CPC: Finance/Accounting/Economics**

Stephen W. Dittmore, University of Arkansas

This presentation highlights how an in-class fantasy football game can be used to explain sport finance principles such as luxury tax, revenue sharing, ROI, budgeting, and more. This game has been used in the classroom with a high degree of success for four years. Instructions will be available as handouts.

**Internet Scavenger Hunt: An Examination of the Dialogic Model in Web Site Design**

**COSMA CPC: Sport Communication (Public Relations)**

Dianna Gray, University of Northern Colorado

Structured peer or cooperative learning activities can serve to introduce students to interesting, relevant, and challenging subject content, as well as involve them in their own learning. This assignment provides the opportunity for students to process relevant theory (dialogic theory of public relations) by investigating its use in sport industry Web sites. A copy of the exercise is available in a handout.

**Client-based instruction for sport sales/revenue production**

**COSMA CPC: Sport Marketing**

Richard L. Irwin, University of Memphis

This display will inform recipients on integrating client-based instruction using the Sport Sales Pentagon Model (Irwin, Southall, & Sutton, 2008). The model provides guidance to faculty currently using as well as those contemplating client-based, experiential learning activities and/or sales curriculum.

**Introduction of a Management/Human Resources Project and Its Evaluation Rubric**

**COSMA CPC: Management**

May Kim, University of Florida

This presentation displays the introduction of a human resources project and its evaluation rubric. The project includes all HR practices needed for a new sport organization, such as setup of mission/goals and structure, design of job descriptions, hiring (e.g., ADs and interviews), training, evaluation/rewarding guidelines. Sample projects will be displayed.

**Event Management/Marketing in Collaboration with Intercollegiate Athletics**

**COSMA CPC: Sport Marketing; Sport Operations Management/Event & Venue Management**

Heather Lawrence, Ohio University; Aaron Wright, Ohio University

This presentation is two-fold: 1) to share the successful development of a cluster course in Facility & Event Management and Sport Marketing and 2) to share a collaborative project with Intercollegiate Athletics in which students apply event & facility management and marketing knowledge and skills to an intercollegiate athletics event.

**Comprehensive Examinations in Sport Management Master's Degrees: The Barry Model, Integrating Theory with Practice**

**COSMA CPC: Integrative Experiences/Comprehensive Examination**

Doris Lu, Barry University; Daniel Rosenberg, Barry University; Darlene Kluka, Barry University

Comprehensive examination continues to be a relevant issue. An alternative comprehensive examination model (*Barry Model*) has been created to include core areas in a graduate sport management curriculum: management and leadership, governance, marketing, finance, facility and event management, research methods, law, and ethics. Assessment and preliminary data will be shared.

**Alumni Night – Networking Skills**  
**COSMA CPC: Integrative Experiences**  
Marilyn Mather, Dowling College

The ability to network is a key factor in attaining internship and job positions in sport management. Students need structured opportunities to practice and an Alumni Night can provide an on-campus experience. The planning process, networking component and student feedback will be explained and a handout will be available.

**Applying Service-Learning to Sport Marketing Classes**  
**COSMA CPC: Sport Marketing**  
John Miller, Texas Tech University

Stages of Kolb's model of experiential learning can be applied to service-learning within a marketing framework. This presentation will illustrate the steps followed in applying service-learning opportunities for sport marketing students to be able to understand the concrete aspects of the experience through their work with a minor league football team.

**Facility Planning, Design and Anticipated Operation Case Study**  
**COSMA CPC: Facility and Event Management**  
Laura L. Miller, California University of Pennsylvania; Brian D. Wood, California University of Pennsylvania

This display examines the utilization of a single real-world case study and the possibility of using the same example in multiple courses. The benefits derived from such an endeavor include team teaching, problem-based learning and a multitude of interdisciplinary opportunities. A description of the case and suggested course implementation strategies is available in a handout.

**Strategies to Enhance Academic Success: What Do We Do as Teachers When We Truly Care About Leading Sport Management Student Excellence?**  
**COSMA CPC: All Encompassing**  
Lisa M. Miller, Ohio Dominican University

This display and interactive survey disseminates and collects information regarding sport management faculty perceptions regarding strategies that indicate a caring approach to teaching and leading sport management student success. A copy of reference resources and current findings is available in a handout.

**Crisis Situations for PR/Media Relations in Sport**  
**COSMA CPC: Integrative Experience**  
Tim Newman, York College of Pennsylvania

This display features an experiential learning activity which can be modified for use in many types of courses. The activity involves crisis scenarios provided to groups of students and requires students to implement course materials and apply specific knowledge in the field while creating networking opportunities with the program's alumni.

**Critical Assessment Instrument for New Media Marketing by Sport Organizations**  
**COSMA CPC: Sport Marketing and Integrative Experiences**  
Michael E. Pfahl, Ohio University

Displayed is an Excel-based instrument co-created between the students and teacher that allows the students to then critically analyze the interconnected new media strategies of sport organizations utilizing different criteria factors (e.g., backend functionality, interactivity, sponsorship/monetization). The student outcome is a data-driven written report with recommendations. Handouts are available.

**Ticketing Operation and Promotion in Sport (TOPS)**  
**COSMA CPC: Sport Marketing**  
David Pierce, Ball State University; Jeffrey Petersen, Ball State University

This display will assist educators in implementing an experiential learning initiative in sport sales. Issues addressed include: negotiating contracts with intercollegiate and professional sport organizations, sales training methods, creating and operating an on-campus call center, peer mentoring, course design, assessment, curricular fit, and professional and scholarly benefits for faculty.

**Developing Partnerships with Local Sport Business as a "Living Classroom" for Students to Enhance Learning Sport Consumer Market Research Techniques.**  
**COSMA CPC: Sport Marketing**  
Brenda Pitts, Georgia State University

Many faculty and students are eager to apply course content in a real business with real hands-on experience from which everyone benefits. We share the model we created for a "Living Classroom" with local sport businesses and a course designed for this purpose. Ideas and syllabus will be available.

**Sponsorship Case Competition**  
**COSMA CPC: Sports Marketing**  
B. David Ridpath, Ohio University

This display features the criteria for a sponsorship case study competition. Each class is broken down in 5-6 groups to do a sponsorship evaluation and then develop and pitch a sponsorship proposal. Each group presents ideas on the same proposal. A grading rubric and evaluation criteria is available via handout.

**Service Learning For Facility Management****COSMA CPC: Event & Venue Management**

Brenda A. Riemer, Eastern Michigan University

A service learning project was conducted to help a community sport organization evaluate their facility (renovation vs. new construction). Students researched construction costs, site locations, and zoning laws. The organization was presented with the findings. A summary of the findings is displayed, along with a hand-out.

**Final Examination Case Study in Sport Leadership****COSMA CPC: Management -- Sport Leadership**

Linda L. Schoonmaker, The Citadel

This display features a final examination case study used in a Management and Leadership in Sport Organizations undergraduate course. The case study is designed to determine students' overall comprehension of the course content and their ability to apply the course concepts. A copy of the case study will be available.

**Learning Outcomes Assessment for MS and PhD Programs****COSMA CPC: All Core Components**

David Scott, University of New Mexico; Todd Seidler, University of New Mexico

This display features learning outcomes assessment planning grids for the MS and PhD programs in Sport Administration at the University of New Mexico. These grids provide specific information regarding key learning goals and objectives for COSMA recognized content areas, examples of direct and indirect assessments, and bi-annual assessment review plans.

**Course Design for Senior Seminar****COSMA CPC: Integrative Experience**

Sandra Slabik, Neumann College

The course is designed to simulate the departments of a sport management company. Class meetings simulate a staff meeting where students report from their position in one of six departments on current issues they have researched relative to their department. Discussion on implications to company and sport industry follows.

**Student Teams In Real-World Settings (Engagement Activities)****COSMA CPC: Sport Marketing**

Glenn Steimling, University of Colorado at Colorado Springs

Cooperative partnerships with community sport organizations were developed to provide students with hands-on experience in creating marketing, sponsorship and event plans. This allows students teams to work with 'client' agencies and apply classroom principles to real-world settings. Student presentations will be featured along with the project assignment and evaluation rubric.

**Service Learning Experience in Sport Management****COSMA CPC: Sport Management & Integrative Experience**

Rey Trevino, University of Houston

The display will feature the learning process and its relationship to basic management and event management principles, and benefits to the students, faculty, and agencies. A laptop slide show will include pictures from recent experiences. A handout will include the service learning basics, examples of reflection, and a list of relevant literature.

**Town Hall Stadium Subsidization Activity****COSMA CPC: Sport Finance**

Erienne A. Weight, Bowling Green State University

This exhibit features an activity constructed to demonstrate issues related to public subsidization of a major sport venue. Seventeen different roles are included through which students discuss the issues and hold a town hall meeting culminating with a referendum vote. Email addresses will be collected order to disseminate the activity.

**Goal Planning for Students: From the Personal Level to the Professional Level****COSMA CPC: Management/Sport Governance**

Athena Yiamouyiannis, Ohio University

This assignment is designed to increase the ability of students to develop goals, objectives, and tactics/steps based on core values. The assignment is useful in demonstrating a link between personal planning and organizational planning. A copy of the assignment is available in a handout.

**8:00 AM - 6:00 PM**

**Prefunction  
(lower level)**

**Conference Registration/Check-In & Exhibitors Fair**

**8:00 AM - 8:25 AM**

**Lexington A**

**The Influence of Service Recovery Justice on Customer Satisfaction, Trust, and Repurchasing Intention in Golf Club Business**

Jin Hur, Dankook University; Se-Hyuk Park, Seoul National University of Technology; Yong-Man Kim, Dankook University; Se-Yun Kim, Dankook University;

**Lexington B**

**Prayer in Sport: Perceptions of Sport Managers at a South African University**

Gerrie Van Wyk, University of Pretoria; Anneliese E. Goslin, University of Pretoria

- Richland A**      **Issues facing fundraising professionals in sport and non-sport organizations: An exploratory study**  
Michael Mondello, Florida State University; Brian Gordon, Florida State University
- Richland B**      **Use of survey data in Sport Trademark Litigation: Issue of Psychometrical validity of survey instrument in light of Federal Rules of Evidence, Daubert V. Merrell Dow Pharmaceuticals and Congenerity Test**  
Sunggho Cho, Bowling Green State University; Howon Jeong, University of Seoul
- Richland C**      **Rock – Paper – Scissors: Utilizing Problem-Based Learning Teaching Techniques in Sport Management**  
Amy Baker, Belmont University; Sarah J. Adams, Belmont University
- Congaree A/B**      **The Connection Between Human Personality, Brand Personality, and Loyalty to a Sport Brand**  
Laura Wood, The University of Western Ontario; Karen Danylichuk (Advisor), The University of Western Ontario

**8:30 AM - 9:45 AM**

- Lexington A**      **Sports facilities and urban development: Finding the winners and losers**  
Dan Mason, University of Alberta; Brian P. Soebbing, University of Alberta; Brad R. Humphreys, University of Alberta; Mark S. Rosentraub, Cleveland State University
- Lexington B**      **International Sport Management Education: Current Status, Challenges, and Best Practices**  
James Thoma, Mount Union College; John Harris, Kent State University; Karen Danylichuk, The University of Western Ontario
- Richland A**      **Transitioning into Administration: Strategies from Current Administrators**  
Daniel Mahony, Kent State University; Michael R. Judd, Wingate University; Damon Andrew, Troy University; Carol Barr, University of Massachusetts at Amherst; Robert Boucher, University of Windsor; James Gladden, University of Massachusetts at Amherst; Donna Pastore, Ohio State University; Michael Sagas, University of Florida; Jim Weese, University of Western Ontario
- Richland B**      **Integrating Moneyball into Sport Management Curricula: Using Simulation Exercises to Facilitate Instruction on Basic Financial and Economic Theory and the Impact of this Theory on Player Operations in Professional Sport**  
Chad McEvoy, Illinois State University; Timothy D. DeSchriver, University of Delaware; Matt Brown, University of South Carolina
- Richland C**      **Utilization of Simulation in Sport Management Courses: The case of the FIFA 2007 Soccer Manager Mode.**  
Chrysostomos Giannoulakis, University of Nevada Las Vegas
- Congaree A/B**      **Civic Engagement: Educating Citizens through Sport Management**  
Jennifer E. Bruening, University of Connecticut; Katie Misener, University of Western Ontario; Lisa Kihl, University of Minnesota; Corinne Daprano, University of Dayton; Anita Moorman, University of Louisville; Eli Wolff, Center for the Study of Sport in Society; Rachel Madsen, University of Connecticut; Justin Evanovich, University of Connecticut

**10:00 AM – 10:25 AM**

- Lexington A**      **Service Quality and Satisfaction within Campus Recreation: The Moderating Role of Identification**  
David Shonk, James Madison University; Julia Wallace Carr, James Madison University
- Lexington B**      **From Reactive to Proactive Event Safety Management: Are South African Stadia Ready for 2010 Fifa World Cup and Beyond?**  
Salmar Burger, University of Pretoria; Isaac J. Roets, University of Pretoria; Anneliese E. Goslin, University of Pretoria; Darlene A. Kluka, Barry University
- Richland A**      **Human Capital Formation in Elite Team Sport: Evidence from the Manchester United Soccer Academy**  
Bill Gerrard, University of Leeds
- Richland B**      **A Survey of the Sport Marketing and Sponsorship Practices of Historically Black Colleges and Universities (HBCUs) Playing NCAA Division I Football**  
Ming Li, Ohio University; Willie Burden, Georgia Southern University
- Richland C**      **The Foster Five-Step Process: An Inclusive Sport Management Experiential Learning Model**  
Susan Foster, Saint Leo University; Eric C. Schwarz, Saint Leo University; Phil Hatlem, Saint Leo University
- Congaree A/B**      **Motivation and identification: Comparing participants at two different types of special sport events**  
Inge Derom, University of Windsor; Marijke Taks, University of Windsor

**10:30 AM – 10:55 AM**

- Lexington A**      **A Study of Recreational Golfers Perceptions of the 2008 Ryder Cup**  
Mark R. Lyberger, Kent State University; Sangkwon Lee, Kent State University; John Harris, Kent State University
- Lexington B**      **From the Classroom to the Community: Service Learning through Sport Law**  
Leigh Ann Danzey-Bussell, Ball State University; Emese Ivan, Ball State University
- Richland A**      **Factors Affecting the Price of Luxury Suites in Major North American Sports Facilities**  
Timothy D. DeSchriver, University of Delaware; Daniel A. Rascher, University of San Francisco
- Richland B**      **Policy Making in Sport and Recreation: Addressing Multiculturalism**  
Lucie Thibault, Brock University; Wendy Frisby, University of British Columbia; Janna Taylor, University of British Columbia
- Richland C**      **Bridging the Global and Experiential Learning Needs in Sport Management Education: An examination of Short-Term Sport Management Study Abroad Program.**  
J. Andrew Choi, University of San Francisco
- Congaree A/B**      **An Analysis of Motivational and Constraint Factors Affecting Golfers with Different Frequency of Play and Membership Status**  
Mark L. Zhang, Delaware State University; Li Chen, Delaware State University; Spiro Doukas, Bacone College

**11:00 AM – 11:25 AM**

- Lexington A**      **Enhancing the experience: Understanding sense of community from an athlete's perspective**  
Stacy Warner, University of Texas at Austin; Marlene Dixon (Advisor), University of Texas at Austin
- Lexington B**      **Getting Paid To Play: An Analysis Of The Application Of Antitrust Law And Labor Law To NCAA Athletics**  
Thomas A. Baker, University of Georgia; Joel G. Maxcy, University of Georgia
- Richland A**      **Derived Demand in Professional Sports: Television Broadcast Ratings and the National Football League**  
Scott Tainsky, University of Illinois at Urbana-Champaign
- Richland B**      **Antecedents and Outcomes of Sexual Harassment**  
Claudia Benavides-Espinoza, Texas A&M University; George B. Cunningham (Advisor), Texas A&M University
- Richland C**      **An Interdisciplinary Competency-Based Approach to Technology Instruction in the Sport Management Curriculum**  
Shariann Walker, Western New England College; Eric Haffner, Western New England College
- Congaree A/B**      **The Moderating Role of Sport Service Type on the Relationship between Ad Message Type, Service Trial Promotion and Consumers' Ad Responses**  
Woo-Young Lee, Indiana University; Choonghoon Lim, Indiana University; Paul M. Pedersen (Advisor), Indiana University

**11:30 AM – 12:55 PM**

**Lunch (on your own)**

- Carolina B**      **NASSM Executive Change-over Meeting**

**1:00 PM – 1:25 PM**

- Lexington A**      **The Roles of Cognitive and Emotional Constructs in the Value-Attitude-Behavior Relationships at Sporting Events**  
Masayuki Yoshida, Florida State University; Jeffrey James (Advisor), Florida State University
- Lexington B**      **Criticize the Coach at Your Peril: Recent Cases Clarify Boundaries of First Amendment Free Speech**  
Paul J. Batista, Texas A&M University
- Richland A**      **Applying RBV Analysis to MLB: Investigating the Impact of Non-Human Resources on Performance**  
Jess C. Dixon, University of Windsor; Mark A. McDonald, University of Massachusetts at Amherst
- Richland B**      **Creating and Maintaining Gender Equity in Ice Arenas**  
Lynn Campbell, University of Windsor; Vicky Paraschak (Advisor), University of Windsor
- Richland C**      **Bystanders' reactions to sexual harassment**  
Claudia Benavides-Espinoza, Texas A&M University; George Cunningham (Advisor), Texas A&M University
- Congaree A/B**      **The effectiveness of a national training program on the level of preparedness of sport event security action teams.**  
Stacey A. Hall, The University of Southern Mississippi; Thomas J. Cieslak, The University of Southern Mississippi; Lou Marciari, The University of Southern Mississippi; Walter E. Cooper, The University of Southern Mississippi

**1:30 PM – 1:55 PM**

- Lexington A**      **Residents' Psychological Benefits from a Sport Event: The Impacts of Daytona 500**  
Woosoon Kim, University of Florida
- Lexington B**      **IP + TPA + PO ≠ AM: Does Ambush Marketing amount to Professional Negligence?**  
Paul T. Jonson, University of Technology
- Richland A**      **Managing sport in drought-new stakeholders and new governance issues: A case study**  
Pamm Kellett, Deakin University; Paul Turner, Deakin University
- Richland B**      **The Social and Cultural Relationships of Athletic Programs, Institutions, and Communities**  
Michael G. Godfrey, Clemson University; James W. Satterfield, Clemson University
- Richland C**      **In her court: The meaning of advancement to women administrators of NCAA Division I intercollegiate athletics departments**  
Angela N. Pratt, University of Tennessee; Eric Haley (Advisor), University of Tennessee
- Congaree A/B**      **Adopting "Learning by Doing" Method in the Undergraduate Sport Marketing Management Teaching--3 Years of Assessments**  
Yang Hsu, Aletheia University

**2:00 PM – 2:25 PM**

- Lexington A**      **Comparison of Latino and Non-Latino Samples on the Model of Sport Spectator Conative Loyalty at a Professional Baseball Game**  
Michelle Gacio Harrolle, North Carolina State University; Galen Trail, Seattle University
- Lexington B**      **Guaranteeing Sustainable Olympic Legacies is not a Herculean Task: Towards developing a legislative framework ensuring a sustainable legacy for cities hosting the Olympic Games**  
Stephen A. Stuart, University of Ottawa
- Richland A**      **Understanding Artifacts in a Sport Organization from Three Perspectives**  
Cathy Mills, University of Regina; Larena Hoerber (Advisor), University of Regina

**Richland B      **Pregnancy: An Exploratory Study of Student-Athlete Knowledge and Decision Making****

Barbara Osborne, University of North Carolina; Lindsey Jaco, University of North Carolina

**Richland C      **Mitigating risk in athletics through service learning****

Trey Cunningham, Northwestern State University; John Dollar, Northwestern State University; Ashley K. Gibson, Southeastern Louisiana University; Bill Dickens, Northwestern State University

**Congaree A/B      **College Choice Factors Influencing Community College Softball Players****

Mark Vermillion, Wichita State University; G. Clayton Stoldt, Wichita State University

**2:25 PM – 3:00 PM**

**Prefunction  
(lower level)**

**Break**

**3:00 PM – 4:00 PM**

**Lexington/Carolina  
Prefunction  
(lower level)**

**Poster Presentation**

**Are Head Coaches in Intercollegiate Athletics perceived as Masculine? An evaluation of Gender Stereotypes and the effect of Sexism on Intercollegiate Coaches**

Thomas J. Aicher, Texas A&M University; Michael Sagas (Advisor), University of Florida

**An evaluation of Role Congruity in Sport Organizations via an analysis of Power**

Thomas J. Aicher, Texas A&M University; George B. Cunningham (Advisor), Texas A&M University

**Conceptualization of the International Students Sport Participation Scale**

James Allen, The University of Southern Mississippi; Dan Drane (Advisor), The University of Southern Mississippi; Kevin K. Byon (Advisor), The University of Southern Mississippi

**An examination of influences on the consumption of fantasy sports**

Khalid Ballouli, Texas A&M University; Gregg Bennett (Advisor), Texas A&M University

**Returning and First-Time Volunteers at the Sony Ericsson: Theory of Planned Behavior**

Hyejin Bang, Florida International University; Doyeon Won, University of Georgia

**An Analysis of an International Educational Experience for Sport Management Students**

Kimberly Bogle Jubinville, Southern New Hampshire University; Mark Hecox, Southern New Hampshire University; Elizabeth Sheehan, Southern New Hampshire University

**The attrition and upward mobility of male assistant coaches in Division I athletics: The impact of race and career stage**

Trevor D. Bopp, University of Florida; Michael Sagas (Advisor), University of Florida

**Online education: A case study on student motivations, intentions, and experiences**

Trevor D. Bopp, University of Florida

**Developing Effective Mentoring Relationships: Increasing Head Coaching Desires of Female Assistant Basketball Coaches**

Glenna G. Bower, University of Southern Indiana; Stephanie L. Bennett, University of Southern Indiana

**Dynamics of team cohesion: A social network perspective**

Matthew T. Bowers, The University of Texas at Austin; Stacy Warner, The University of Texas at Austin; Marlene A. Dixon (Advisor), The University of Texas at Austin

**Giving and Receiving: An Examination of the Psychological Contract in NCAA Coaches**

Gonzalo A. Bravo, West Virginia University; Doyeon Won, University of Georgia

**Sport Management Learning Bank**

Katy Burroughs, University of Alabama; Joy Burroughs, University of Alabama

**A Study to Examine The Nature And Scope Of High School And Middle School Athletic Director Positions In The State Of Virginia**

Robert Case, Old Dominion University

**A Comparison of End-Point Only Versus Fully-Verbal Labeled Response Scales**

Jonathan M. Casper, North Carolina State; Myron F. Floyd, North Carolina State

**Preferred Management Competencies of Golf Course Directors in the United States**

Hong Suk Choi, Missouri Western State University; Jun Choi, King Fahd University of Petroleum & Minerals; Sun Hwan Hwang, University of Georgia

**The Portrayal of Women in Sports Illustrated: A Twelve Year Trend Analysis**

Hailey E. Daehnke, Texas A&M University; Claudia Benavides-Espinoza, Texas A&M University

**Peer Networks and the Pursuit of a Doctoral Degree**

Hailey E. Daehnke, Texas A&M University

**Integrating technology in the sport management classroom: Applications and experiences**

Andrea N. Eagleman, Saint Mary's College of California; Erin L. McNary, Indiana University

**Image Transfer and Sponsorship of Intercollegiate Men's Basketball**

Beth Easter, Southeast Missouri State University; David Schmelig, Southeast Missouri State University

**Ambivalent Sexism and attitudes toward women's sport**

Annemarie Farrell, Ithaca College; Heidi M. Parker, Syracuse University

**A re-examination of gendered sports: The relationship between sex, implicit sexism, and feminine/masculine and appropriate/inappropriate ratings of sports**

Janet S. Fink, University of Connecticut; Heidi M. Parker, Syracuse University; Hyong Il Yim, University of Connecticut

**Why Do People with Low Team Identification Watch Sports?**

Li-Shiue Gau, Asia University

**Online Sport Communities: Lurking, Participation and Commitment**

Tracey Harrison-Hill, Griffith University

**Branding in youth sports: The case of the CST baseball academy**

Kevin Hodge, Texas A&M University; Gregg Bennett (Advisor), Texas A&M University; Khalid Ballouli, Texas A&M University

**Owners' Objective in Minor League Baseball**

Sungil Hong, Florida State University; Michael Mondello, Florida State University

**Sponsoring Firms Assess Perceptions of Sport Property Sponsorships and Execution**

Michael Hutchinson, Texas A&M University; Adrien Bouchet, Texas A&M University; Gregg Bennett (Advisor), Texas A&M University

**Factors Influencing Sport Managers' Provision of Autonomy-Support**

Aldyn L. Iachini, Ohio State University; Packianathan Chelladurai, Ohio State University

**Racial Representations of Women's and Men's Intercollegiate Basketball Coverage on ESPN.com**

Terrence A. Jordan, Georgia Southern University; Heather Maxwell, University of Minnesota; Nicole LaVoi, University of Minnesota

**Discovering the characteristics of top quality employees in sport organizations**

Paul E. Keiper, Texas A&M University; Shane L. Hudson, Texas A&M University

**Why is there a dearth of Black coaches in Division I athletics?**

Daniel G. Kelly, DeSales University

**Nonresponse error in sport management research: A content analysis of the Journal of Sport Management**

Aubrey Kent, Temple University; Jeremy Jordan, Temple University; Yuhei Inoue, Temple University

**Organizational Citizenship Behaviors of Instructors in Korean Sport Centers: A Multidimensional Analysis Involving Satisfaction and Commitment**

Taehee Kim, Sungkyunkwan University; Kyungro Chang (Advisor), Sungkyunkwan University

**Consumer Evaluations on Extensions of Sport Brands using Strategic Alliances**

Yu Mi Kim, Sungkyunkwan University; Youngbum Kwon, Sungkyunkwan University; Taehee Kim (Advisor), Sungkyunkwan University; Kyungro Chang (Advisor), Sungkyunkwan University

**Acceptability and Ethics of Product Placement in Sport Video Games**

Minsoo Kim, Florida State University; Steven McClung, Florida State University

**Does Better Service Quality Mean More Fans?: Moderating Role of Relationship Quality on Link between Service Quality and Sport Consumption Behaviors.**

TaeHo Kim, University of Florida; Yong Jae Ko (Advisor), University of Florida

**Development of a scale measuring the sociological motives of Korean-American Major League Baseball consumers**

Ji-Ho Kim, University of Tennessee; Joy T. DeSensi (Advisor), University of Tennessee; Gi-Yong Koo (Advisor), University of Tennessee

**Relationships between Participating Specialization and Spectating Motivation**

Tung-Yao Kuo, Asia University; Li-Shiue Gau (Advisor), Asia University

**The Effects of Relationship Marketing on Customer-Based Brand Equity in the Sport Context**

Youngbum Kwon, Sungkyunkwan University; Yu Mi Kim, Sungkyunkwan University; Sangyoon Park, Sungkyunkwan University; Kyungro Chang (Advisor), Sungkyunkwan University

**The applicability and generalizability of the Service Quality Assessment Scale**

Eddie T. C. Lam, Cleveland State University; Sungwon Bae, Texas Tech University

**The Consumer Behavior of the Generation Y on Sport Products through the Internet**

Soonhwan Lee, Indiana University Purdue University - Indianapolis; JoonYoung Han, Radford University; Hongbum Shin, DeSales University; DaeHyun Kim, University of Florida; Brian Culp, Indiana University Purdue University - Indianapolis

**Corporate Sponsorship of Local Athletic Departments**

Kuo-Wei (Peter) Lee, Texas Woman's University; Bo-I David Chen, Aletheia University; Bettye Myers (Advisor), Texas Woman's University

**Understanding Spectators of Minor League Baseball: Group differences on External and Internal Factors in Minor League Baseball**

Seungeun Lee, York College of Pennsylvania; Timothy J. Newman, York College of Pennsylvania; Hyejin Bang, Florida International University

**Factors Affecting the Purchase of Licensed Products**

Seunghwan Lee, University of Texas at Austin; Laurence Chalip (Advisor), University of Texas at Austin

**Five Senses! How do they Affect Spectators' Stadium Experience and Intention to Revisit.**

Hyun Jae Lee, University of Texas at Austin; Seunghwan Lee, University of Texas at Austin; B. Christine Green (Advisor), The University of Texas at Austin; Laurence Chalip (Advisor), The University of Texas at Austin

**The Influence of Managerial Changes and NCAA Regulations on Competitive Balance in College Football**

Minyong Lee, University of Connecticut; Howon Jeong, University of Seoul

**Exploring Taiwanese Fantasy Baseball Participation, Team Involvement, and Game Viewing Intention**

Yen-Chun Lin, University of Northern Colorado; Dianna Gray (Advisor), University of Northern Colorado

**Purchase behavior: An analysis of influences on consumers**

Mark R. Lyberger, Kent State University; Larry McCarthy, Seton Hall University; John Harris, Kent State University; Sangkwon Lee, Kent State University; Drayven R. Delong, Kent State University

**An Exploratory Analysis on the Need for Standardized Exit Exams for Sport Management Undergraduate Students**

Christina L. L. Martin, Troy University; Ashley K. Gibson, Southeastern Louisiana University; Robert P. Mathner, Troy University; Fred Green, Troy University; Laura L. Miller, California University of Pennsylvania

**A Conceptual Model to Understand the Impetus to Engage in and the Expected Organizational Outcomes of Green Initiatives**

Brian P. McCullough, Texas A&M University; George B. Cunningham (Advisor), Texas A&M University

**Defining Nostalgia: The need for an empirical study**

Katherine C. Meyer, The Ohio State University; Brian A. Turner (Advisor), The Ohio State University

**An Investigation of the Fair Labor and Standards Act and Social Identity**

Michael Newhouse-Bailey, The University of Texas at Austin; Marlene A. Dixon (Advisor), The University of Texas at Austin

**Attracting New Fans: The Role of Live Event Experiences**

Toshiyuki Ogura, The University of Texas at Austin; Kyu-soo Chung, The University of Texas at Austin; B. Christine Green (Advisor), The University of Texas at Austin

**Knowing what's right and doing right: Sport management students' perceptions of ethical decision making.**

Craig Paieament, Western Michigan University

**Residents' Perceptions of Hosting the Winter Olympic Games**

Sangyoon Park, Sungkyunkwan University; Taehee Kim (Advisor), Sungkyunkwan University; Kyungro Chang (Advisor), Sungkyunkwan University

**Children's Perceptions of Male and Female Athletes as Portrayed in Sports Illustrated for Kids**

Brittany M. Perotti, University of Connecticut; Jennifer E. Bruening (Advisor), University of Connecticut; John F. Borland (Advisor), Springfield College

**Entrepreneurial Dynamics of Leisure Activities in Sport**

Vanessa Ratten, Duquesne University

**Female Sport Role Models: A Content Analysis of ESPN.com**

Michelle L. Redmond, Old Dominion University; Lynn L. Ridinger, Old Dominion University; Frederick L. Battenfield, North Greenville University

**Consumption of Mixed Martial Arts among College Students: A Preliminary Examination**

Timothy D. Ryan, University of Memphis; Todd Hall, Georgia Southern University

**Work Family Wellness: The Sum of Work Family Variables**

Timothy D. Ryan, University of Memphis; Aaron W. Clopton, Louisiana State University

**Investigating Response-Driven Sampling: An Underutilized Tool for Difficult Populations**

Chad S. Seifried, The Ohio State University

**The Relationship between Non-monetary Impacts and Monetary Assistance for Sporting Event**

Hongbum Shin, DeSales University; Soonhwan Lee, Indiana University Purdue University - Indianapolis; Hyun-duck Kim, Arkansas State University

**Religious Influence on Sports Apparel Consumption: An Exploratory Study of the Muslim Market Segment**

Murad A. Shreim, University of Windsor; Marijke Taks (Advisor), University of Windsor

**The Relative Contributions of Endorsement and Scientific Evidence on Athletes' Product Preference**

Brianna L. Smith, University of Texas at Austin; Laurence Chalip, University of Texas at Austin; John Ivy, University of Texas at Austin

**Organizational Justice and Job Satisfaction of High School Coaches of Boys' and Girls' Sports**

Michael Smucker, University of Tampa; Warren Whisenant, University of Miami

**The Retrospective Method in Sport Management Research: Potential and Pitfalls**

Ryan Snelgrove, University of Waterloo; Mark E. Havitz, University of Waterloo

**Project B\*B: Developmental processes of fan loyalty for the professional baseball team 'The Hokkaido Nippon-Ham Fighters'**

Eiichi Someya, National Institute of Advanced Industrial Science and Technology; Muneo Kitajima, National Institute of Advanced Industrial Science and Technology; Hirotsugu Tahira, U'eyes Design Inc.; Tadahiko Kajikawa, U'eyes Design Inc.

**Perceptions of Justice in High School Athletics: A Stakeholders Perspective**

James P. Strode, Ashland University; Gonzalo A. Bravo, West Virginia University; Brian A. Turner, Ohio State University

**Outsourced Marketing: It's the Communication that Matters**

Robin Taylor, East Carolina University; Melanie Sartore (Advisor), East Carolina University; Matthew B. Walker (Advisor), University of Florida

**A Systematic Review of Sport Management Literature: Does Diversity Play in Sport Management?**

Maria J. Veri, San Francisco State University; Marvin "Dot" Fullwood, San Francisco State University; Pamela J. Howard, San Francisco State University

**Development Perspectives: Girls' Sport Participation in post-9/11 Afghanistan**

Maria J. Veri, San Francisco State University; Nancy E. Waite, Portland, OR

**Implicit Discrimination as a Lens to Understanding the Lack of Women in Men's Collegiate Basketball**

Nefertiti A. Walker, University of Florida; Michael Sagas (Advisor), University of Florida

**Local residents' perceptions of an arena football team: Effects of moving up to the premier league, or down to the minor league.**  
Jules Woolf, University of Texas at Austin

**Major League Baseball Televised Games Watching Experience and Its Effects on Chinese Professional Baseball League Games Attending Intention of Taiwanese Spectators**  
Chih-hsien Yang, Fu Jen Catholic University; Kuo-liang Chan, Fu Jen Catholic University

**Effective Communication Channels for Charitable Sporting Events: A Case Study of Relay-For-Life**  
Taeho Yoh, Southern Illinois University - Carbondale; Yun Seok Choi, Wayne State University; Meungguk Park, Southern Illinois University Carbondale

**Project B\*B: A physiological approach to assess and promote fan service in a professional baseball game of 'The Hokkaido Nippon-Ham Fighters'**  
Kohzoh Yoshino, National Institute of Advanced Industrial Science and Technology (AIST); Kasumi Suzuki, U'eyes Design Inc.; Hirotsugu Tahira, U'eyes Design Inc.

#### 4:00 PM – 4:25 PM

- Lexington A**      **Sponsorship recognition in NCAA Division I Women's College Basketball: Comparison between in-arena signage versus no signage**  
Heather Maxwell, University of Minnesota; Nancy Lough, UNLV
- Lexington B**      **A New Media Olympic Experience: 8.8.08 @ 8:00**  
Linda J. Schoenstedt, College of Mount St. Joseph; Don Lee, College of Mount St. Joseph
- Richland A**      **Local economic and social impact of multi-cities mega-sport events: case of the 2007 Rugby World Cup (RWC) in Paris region**  
Christopher Hautbois, University of South Paris; Dominique Charrier, University of South Paris
- Richland B**      **Diversity in Intercollegiate Athletics: The Perceptions of Student-Athletes**  
Seungmo Kim, University of Tennessee; Adam Love, Mississippi State University; Joy T. DeSensi, University of Tennessee
- Richland C**      **Capacity and Infrastructure: Conceptualising the Canadian Sport Policy Environment**  
Anthony G. Church, Laurentian University
- Congaree A/B**      **Handling Nonresponse Error: Examining the Utility of Techniques Suggested by Miller and Smith (1983) in a Sport Management Context**  
Brian A. Turner, The Ohio State University; Jeremy Jordan, Temple University

#### 4:30 PM – 4:55 PM

- Lexington A**      **Examination of Consumer Motivation in Two Activities: Participant Sport and Spectator Sport**  
Sagatomo Tokuyama, University of Louisville; T. Christopher Greenwell (Advisor), University of Louisville
- Lexington B**      **Expanding Classroom Learning: The "Sport, Recreation and Education" Cooperative**  
Laura L. Miller, California University of Pennsylvania; Brian D. Wood, California University of Pennsylvania
- Richland A**      **Consumer Discrimination in the Market for NHL Trading Cards: Are Hockey Fans Biased Against French Canadians?**  
Thomas Ashman, Eckerd College; James Lambrinos, Union Graduate College of Union University; Brent Booth, Price Waterhouse Coopers
- Richland B**      **Sport Development for Adolescents: The Barrier of Adult Agendas**  
Seth A. Kessler, University of Texas at Austin; Laurence Chalip, University of Texas at Austin
- Richland C**      **BOCOG's road to success: How national identity, organizational identity and perceived mega-event benefits committed BOCOG employees to success for the Beijing Olympic Games**  
Xiaoyan Xing, Laurentian University; Bob Heere, University of Texas at Austin
- Congaree A/B**      **Composite Measures in Sport Management Research**  
Claudio M. Rocha, The Ohio State University; Packianathan Chelladurai (Advisor), The Ohio State University

#### 5:00 PM – 5:25 PM

- Lexington A**      **Developing an Understanding of the League Sport Participation Experience utilizing the Critical Incident Technique**  
Brody J. Ruihley, University of Tennessee; T. Christopher Greenwell, University of Louisville
- Lexington B**      **The Influence of Spectator Sport Service Satisfaction and Team Identification on Fans' Re-Spectating Intention in Korean Basketball League**  
Joon S. Lee, Seoul National University; Seong-Hee Park, Seoul National University; Joon-Ho Kang (Advisor), Seoul National University
- Richland A**      **An analysis of career interest and academic preparation of graduating sport management students**  
Anne Marx, Elon University; Hal Walker, Elon University; Tony Weaver, Elon University
- Richland B**      **Modeling motivation and fit among sport event volunteers: Toward a better understanding of the volunteer satisfaction and commitment**  
Jaeyeon Hwang, Florida State University; Jim Hinterlong, Florida State University
- Richland C**      **The Link between Degrees of Social Involvement and Financial Performance in Professional Sport Franchises: The Case of Major League Baseball Teams**  
Yuhei Inoue, Temple University; Aubrey Kent, Temple University
- Congaree A/B**      **Hierarchical Linear Modeling in Sport Management: Using Multilevel Determinants of Spectator Satisfaction as an Example**  
Yung-Chou Chen, University of Louisville

**6:15 PM – 7:00 PM**

**Ballroom  
Prefunction  
(upper level)**

**Cocktail Reception**

**7:00 PM – 9:00 PM**

**Ballroom A/B  
(upper level)**

**Earle F. Zeigler Award Banquet and Lecture**

**The 2009 Earle F. Zeigler Lecture**

**The Conscience and Commerce of Sport Management: One Teacher's Perspective**

**Mary A. Hums, Ph.D.**

Professor, Sport Administration, University of Louisville

Mary A. Hums holds a Ph.D. in Sport Management from Ohio State University, an M.A. in Athletic Administration as well as an M.B.A. from the University of Iowa, and a B.B.A. in Management from the University of Notre Dame. She is an active member of NASSM, SRLA, EASM, AAHPERD, and the International Olympic Academy Participants Association. Hums previously worked at the University of Massachusetts-Amherst and also Kennesaw State University, and was Athletic Director at St. Mary-of-the-Woods College. She volunteered for the 1996 and 2002 Paralympic Games. In 2004, she lived in Athens, Greece, working both the Olympic (Softball) and Paralympic (Goalball) Games. In 2006, the USOC selected her to represent the United States at the International Olympic Academy Educators Session in Olympia, Greece.

Hums co-edited the 2008 textbook (3d edition) of *Principles and Practice of Sport Management* and also *Women as Leaders in Sport: Impact and Influence* in 2007, co-authored the 2008 textbook *Governance and Policy in Sport Organizations* (2d edition), the 2004 book *Paralympic Sport: All Sports for All People*, and the 2001 book *Profiles of Sport Industry Professionals*. Her other scholarly work includes contributions to *The Journal of Sport Management*, *The Journal of Legal Aspects of Sport*, *The Journal of Sport and Social Issues*, *The Journal of Business Ethics*, *The Journal of Career Development*, *The International Journal of Sport Management*, and *The Recreation Sports Journal*. Hums is currently the Associate Editor for the *Sport Management Education Journal*, International Section Editor for the *NAKPEHE Chronicle*, and was co-editor of the *ICSSPE Bulletin* Special Issue on Sport and Human Rights.

Hums was a co-contributor to Article 30.5 (Participation in Cultural Life, Recreation, Leisure and Sport) of the 2006 United Nations Convention on the Rights of Persons with Disabilities. She is a Senior Research Fellow for the Northeastern University Center for Sport and Society's Disability Sport Program and Athletes for Human Rights Initiative, and a NASSM Research Fellow. In 2008 she was named an Erasmus Mundus International Visiting Scholar at the Katholieke Universiteit Leuven, Belgium.

Hums received various university-wide teaching awards at the different institutions where she worked, including the University of Louisville Disability Resource Center Instructor of the Year, the Conference USA Teacher of the Year, and numerous Red and Black Scholar-Athlete Mentor recognitions.

She is a 1996 inductee in the ASA Indiana Softball Hall of Fame and a 2009 inductee into the Marian High School (Mishawaka, IN) Athletic Hall of Fame.