2018 NASSM CONFERENCE PROGRAM

HALIFAX, NOVA SCOTIA

JUNE 5 – 9, 2018
Dear NASSM Delegates,

It is with pleasure that I welcome you to the 2018 Conference of the North American Society for Sport Management. As an organization, NASSM is now in its fourth decade. During that time the Conference has been the leading home for presentations about the latest developments in the field. As in the past, this Conference brings together scholars and practitioners from throughout the world. This has always been a global Conference, just as the sport industry is a global one.

We are fortunate to be in Halifax, as it is an exceptional city. It has a distinguished history, leading universities, and outstanding attractions. This exceptional location enables an exceptional Conference.

And it will be exceptional. We have a distinguished array of presenters, an excellent program, and worthwhile activities. I hope you are looking forward to the days ahead as much as I am.

Welcome!

Laurence Chalip
President, NASSM
THANK YOU!
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MARK H. McCORMACK
Department of Sport Management

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NEAG SCHOOL OF EDUCATION
## Schedule at a Glance

### Tuesday June 5, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM - 9:00 PM</td>
<td>NASSM Executive Council Meeting</td>
<td>Halifax BC</td>
</tr>
<tr>
<td>6:30 PM - 8:30 PM</td>
<td>International Delegate Meet &amp; Greet</td>
<td>Harbourstone Sea Grill and Pour House</td>
</tr>
</tbody>
</table>

### Wednesday June 6, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM - 6:00 PM</td>
<td>Conference Registration/Check-In</td>
<td>2nd Floor Foyer</td>
</tr>
<tr>
<td>8:00 AM - 4:00 PM</td>
<td>NASSM Executive Council Meeting</td>
<td>Halifax BC</td>
</tr>
<tr>
<td>3:00 PM - 9:00 PM</td>
<td>Exhibitor’s Setup</td>
<td>Nova Scotia Foyer</td>
</tr>
<tr>
<td>4:00 PM - 6:00 PM</td>
<td>Past-President’s Workshop</td>
<td>Halifax A</td>
</tr>
</tbody>
</table>

NASSM is pleased to host a 20 by 20 workshop for student members. Students will have a chance to present ideas for research or research in development and receive feedback from faculty members. The format will be 20 slides that rotate automatically after 20 seconds; thus, the entire presentation is 6 minutes 40 seconds. We have designed the workshop to give students the chance to present their research ideas and gather feedback from top scholars in the field.

### Opening Reception

7:00 PM - 9:00 PM
Sable/Sable Foyer

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Do your students have WHAT EMPLOYERS REALLY WANT?

The 2016 National Association of Colleges & Employers study shows employers want job candidates to have these six skills and abilities more than any others:

- **Leadership Skills**: 80.1%
- **Ability to Work in a Team**: 78.9%
- **Problem Solving Skills**: 70.2%
- **Communication Skills**: 69%
- **Strong Work Ethic**: 68.9%
- **Initiative**: 65.8%

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**Contact:**

- **Phone:** 760-742-5157
- **Text:** 614-845-1424
- **Email:** coach@athleteassessments.com
## SCHEDULE AT A GLANCE

### Thursday June 7, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM - 4:30 PM</td>
<td>Conference Registration/Check-In</td>
<td>2nd Floor Foyer</td>
</tr>
<tr>
<td></td>
<td>Exhibitors Fair</td>
<td>Nova Scotia Foyer</td>
</tr>
<tr>
<td>8:05 AM - 9:15 AM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
</tr>
<tr>
<td>9:20 AM - 10:45 AM</td>
<td>Earle F. Zeigler Award Keynote Address</td>
<td>Nova Scotia</td>
</tr>
<tr>
<td>10:50 AM - 11:10 AM</td>
<td>Coffee Break</td>
<td>Nova Scotia Foyer</td>
</tr>
<tr>
<td>11:15 AM - 12:00 PM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
</tr>
<tr>
<td>11:50 AM - 1:20 PM</td>
<td>JSM Editorial Board Meeting</td>
<td>Harbourside</td>
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<tr>
<td>12:00 PM - 1:15 PM</td>
<td>Lunch (on your own)</td>
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<tr>
<td></td>
<td>Student Luncheon</td>
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<tr>
<td></td>
<td>SMEJ Editorial Board Meeting</td>
<td>Atlantic Suite</td>
</tr>
<tr>
<td>1:20 PM - 3:10 PM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
</tr>
<tr>
<td>2:10 PM - 3:10 PM</td>
<td>Workshops &amp; Symposia</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>2:10 PM - 3:35 PM</td>
<td>Poster Session #1</td>
<td>Halifax</td>
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<tr>
<td></td>
<td>Teaching &amp; Learning Fair Session #1</td>
<td>Halifax</td>
</tr>
<tr>
<td>3:00 PM - 3:25 PM</td>
<td>Coffee/Refreshment Break</td>
<td>Nova Scotia Foyer</td>
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<tr>
<td>3:40 PM - 4:25 PM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>4:00 PM - 5:00 PM</td>
<td>SMR Editorial Meeting</td>
<td>Atlantic Suite</td>
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<tr>
<td>4:30 PM - 5:30 PM</td>
<td>Diversity Committee Meeting</td>
<td>Oxford</td>
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<tr>
<td>5:10 PM - 6:15 PM</td>
<td>Student Mentoring Initiative</td>
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<tr>
<td>5:30 PM - 8:00 PM</td>
<td>Student Social</td>
<td>The Split Crow Pub</td>
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<tr>
<td>Time</td>
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<tr>
<td>7:30 AM - 8:30 AM</td>
<td>CCSM Editorial Board Meeting</td>
<td>Atlantic Suite</td>
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<tr>
<td>8:00 AM - 4:30 PM</td>
<td>Conference Registration/Check-In</td>
<td>2nd Floor Foyer</td>
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<tr>
<td>8:05 AM - 9:15 AM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>9:00 AM - 5:00 PM</td>
<td>Exhibitors Fair</td>
<td>Nova Scotia Foyer</td>
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<tr>
<td>9:20 AM - 10:10 AM</td>
<td>Keynote Address</td>
<td>Nova Scotia</td>
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<tr>
<td>10:10 AM - 10:30 AM</td>
<td>Coffee Break</td>
<td>Nova Scotia Foyer</td>
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<tr>
<td>10:25 AM - 12:00 PM</td>
<td>Poster Session #2</td>
<td>Halifax</td>
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<tr>
<td>10:25 AM - 12:00 PM</td>
<td>Teaching &amp; Learning Fair Session #2</td>
<td>Halifax</td>
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<tr>
<td>10:50 AM - 12:00 PM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>12:05 PM - 1:15 PM</td>
<td>President's Luncheon</td>
<td>Nova Scotia</td>
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<tr>
<td>1:20 PM - 2:30 PM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>2:35 PM - 2:55 PM</td>
<td>Coffee/Refreshment Break</td>
<td>Nova Scotia Foyer</td>
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<tr>
<td>3:00 PM - 4:10 PM</td>
<td>Workshops and Symposia</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>4:20 PM - 5:30 PM</td>
<td>NASSM Annual General Meeting</td>
<td>Nova Scotia</td>
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<tr>
<td>5:30 PM - 7:00 PM</td>
<td>WIN (Women in NASSM) Meeting</td>
<td>Annapolis</td>
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<tr>
<td>6:00 PM - 8:00 PM</td>
<td>University Social Gatherings</td>
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</tbody>
</table>
## SCHEDULE AT A GLANCE

### Saturday June 9, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 AM - 8:00 AM</td>
<td>Diversity Breakfast</td>
<td>Nova Scotia D</td>
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<tr>
<td>8:05 AM - 9:40 AM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>8:00 AM - 12:00 PM</td>
<td>Exhibitors Fair</td>
<td>Nova Scotia Foyer</td>
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<tr>
<td>9:20 AM - 10:55 AM</td>
<td>Teaching &amp; Learning Fair Session #3</td>
<td>Halifax</td>
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<tr>
<td></td>
<td>Poster Session #3</td>
<td>Halifax</td>
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<tr>
<td>9:45 AM - 10:05 AM</td>
<td>Coffee Break</td>
<td>Nova Scotia Foyer</td>
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<tr>
<td>10:10 AM - 10:55 AM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
</tr>
<tr>
<td>11:00 AM - 12:00 PM</td>
<td>Workshops and Symposia</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>12:00 PM - 1:05 PM</td>
<td>NASSM Executive Change-over Meeting</td>
<td>Atlantic</td>
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<tr>
<td>1:05 PM - 2:40 PM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>2:45 PM - 3:05 PM</td>
<td>Coffee/Refreshment Break</td>
<td>Nova Scotia Foyer</td>
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<tr>
<td>3:10 PM - 3:55 PM</td>
<td>Concurrent Academic Sessions</td>
<td>Sable ABCD, Acadia ABC, Annapolis C</td>
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<tr>
<td>3:00 PM - 4:00 PM</td>
<td>SER Editorial Meeting</td>
<td>Oxford</td>
</tr>
<tr>
<td>6:15 PM - 7:00 PM</td>
<td>Founders’ Awards Night Cocktail Reception</td>
<td>Nova Scotia Foyer</td>
</tr>
<tr>
<td>7:00 PM - 9:00 PM</td>
<td>Founders’ Night Awards Celebration &amp; Dinner</td>
<td>Nova Scotia</td>
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</table>
We specialize in Faculty-Led Global Sport Industry Study Abroad Programs

Welcome to NASSM 2018! Our tailor-made short-term study abroad programs offer wonderful opportunities at the educational and cultural levels. We pride ourselves in offering the best experience from local university visits, meetings with world class industry professionals and true cultural immersion in every country we visit.

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The most authoritative and comprehensive textbook on sport finance has been updated and revised to include in its examination the distinct changes in the economic climate of the sport industry in recent decades, as well as the impacts and challenges the contemporary economic climate presents for the sport industry.

Divided into five sections – finance trends and challenges, economic rationale for public investment, primary sources of funding, revenue from enterprise sources, and fundraising – Financing Sport, 4th Edition also contains a thorough updated examination of venue and sport property revenues, including ticket and merchandise sales, the rise of luxurious and extravagant fan experiences, as well as commercial media rights that stretch across traditional broadcast, satellite, and innovative new web-based outlets for consuming sport content. Also newly updated and expanded are fundraising areas that discuss traditional and emerging trends in sport sponsorship and donation.

Thorough in both its depth and scope, Financing Sport, 4th Edition is an engaging, edifying textbook for sport-related graduate and undergraduate students, teachers, and industry professionals.

Dennis Howard and John Crompton

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Research—the systematic investigation of materials and sources to establish facts and reach new conclusions—is carried out for a variety of purposes and to achieve a variety of goals. For sport business industry, research is critical for developing strategies to effectively understand and manage the franchise, property, or facility.

This second edition of Research Methods in Sport Management provides a detailed introduction into the research itself, and applies those methods directly to the field of sport business management. With established reputations as expert researchers in the field, the authors have reorganized foundational concepts and updated methods and industry examples to provide students, instructors and professionals with a knowledge base and resources to prepare, collect, analyze and present targeted research for scholarly publication or to better interpret and respond to the needs of an array of areas in the sport management industry.

Brenda Pitts, Ming Li, and Amy Kim
The North American Society for Sport Management (NASSM) relies on volunteers to serve as abstract reviewers, without whom the annual conference could not take place. This year, 91 individuals gave of their time to help review the 402 conference abstracts and 38 Teaching and Learning Fair abstracts. We are thankful for their service.

We asked the section heads to identify the reviewers whose assessments and work were of the highest quality. Based on their feedback, I am pleased to announce the Outstanding Reviewers for the 2018 NASSM Conference:

- Thomas Baker (University of Georgia)
- Daniel Burt (Texas A&M University-Kingsville)
- Alanna Harman (St. John’s University)
- James Johnson (Ball State University)
- Matt Katz (University of Massachusetts Amherst)
- Amy Kim (Florida State University)
- Leeann Lower (The Ohio State University)
- Brian Mills (University of Florida)
- Claudio Rocha (University of Stirling)
- Brian Yim (Kent State University)

Thank you for your outstanding service to NASSM.

Peace,

George B. Cunningham, PhD
NASSM Past-President
Academic Program Chair, 2018 NASSM Conference
Richard H. McLaren, Professor of Law at Western University, is a recipient of the Order of Canada by appointment of the Governor General of Canada. McLaren is an internationally recognized expert in sport law who has extensive experience as an arbitrator and mediator. He champions for integrity in sports, and is President of the European Basketball Arbitral Tribunal and an Anti-corruption Hearing Officer for the Tennis Integrity Unit. He was a member of WADA's 2015 Independent Commission, which examined systemic doping and corruption in Russian Athletics. He recently led the investigation into allegations of sample tampering at the Sochi Winter Olympic Games.
THE NASSM BLOG

Wanna blog?

We are now accepting submissions:
- Research
- Industry Partnerships
- Teaching & Learning
- Student Perspectives
- Issues in Sport!

500-700 WORD POSTS

QUESTIONS? CONTACT THE MARKETING AND COMMUNICATIONS COMMITTEE!
communications@nassm.com

www.nassmblog.com
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
Yukyoom 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
Suhan 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 Fehner, 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**
Yukyoom 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, 12:00 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

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 Rooijen, 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
Ross Leadbetter, University of New Brunswick
Kate Klos, University of New Brunswick
Diana Culver, University of Ottawa
Emilio Landolfi, University of the Fraser Valley

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
Hwayong Son, University of Illinois at Urbana-Champaign
Wonyun 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 Sander, 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)  Room: Halifax

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 at Amherst

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax

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

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax

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

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax

Managing Volunteers at Mega Sport Events: Case Studies in Spain
Gerardo Bielons, Universidad Autónoma de Madrid

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax

Olympus Mountain Marathon and Participants Willingness to Pay for CO2 Offsetting: The Mediation Effect of Pro-Environmental Consciousness
Stavros Tziantzylidis, University of Florida
Kyriaki Kaplanidou (Advisor), University of Florida
ACADEMIC SCHEDULE · THURSDAY

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax
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

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax
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

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

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)  Room: Halifax
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)  Room: Halifax
Legitimizing 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)  Room: Halifax
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)  Room: Halifax
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  
Yukyoung 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

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

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

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

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?  
Jeeyoon Kim, Syracuse University
Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax
**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

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax
**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

Thursday June 7, 2018, 2:10 PM  (Poster)  Room: Halifax
**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

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

Thursday June 7, 2018, 2:10 PM  (Teaching & Learning Fair Presentation)  Room: Halifax
**Check-in to Improve Class Communication**
Nneka Arinze, University of Connecticut

Thursday June 7, 2018, 2:10 PM  (Teaching & Learning Fair Presentation)  Room: Halifax
**Expanding Knowledge of International Sport Events**
Jiyoung Park, University of Northern Colorado
Jin Park, Indiana University

Thursday June 7, 2018, 2:10 PM  (Teaching & Learning Fair Presentation)  Room: Halifax
**Halftime Promotions: Theory to Practice**
B. Colin Cork, Western Michigan University

Thursday June 7, 2018, 2:10 PM  (Teaching & Learning Fair Presentation)  Room: Halifax
**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

Thursday June 7, 2018, 2:10 PM  (Teaching & Learning Fair Presentation)  Room: Halifax
**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
<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Authors</th>
<th>Room</th>
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</thead>
<tbody>
<tr>
<td>2:10 PM</td>
<td>Incorporating Current Issues into Intro to Sport Management</td>
<td>Rachel Madsen, Ithaca College</td>
<td>Halifax</td>
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<tr>
<td>2:10 PM</td>
<td>Infographics: A Tool for Student Engagement &amp; Effective Communication</td>
<td>Carla Blakey, University of Alabama; Melvin Lewis, University of Alabama</td>
<td>Halifax</td>
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<tr>
<td>2:10 PM</td>
<td>Mentorship through Physical Activity for Resilient Students</td>
<td>Kylie Wasser, Western University; Francesca Gable, Western University; Laura Misener (Advisor), Western University</td>
<td>Halifax</td>
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<tr>
<td>2:10 PM</td>
<td>Planning for a Career in Sports: A Semester-Long Interactive Career Plan Project</td>
<td>Steven M. Howell, Northern Illinois University; Claire Schaepkerkotter, Northern Illinois University; Chad D. McEvoy, Northern Illinois University; Addison M. Pond, Northern Illinois University</td>
<td>Halifax</td>
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<tr>
<td>2:10 PM</td>
<td>Relationship Marketing as a Model to Engage and Retain Online Sport Management Students</td>
<td>J. Michael Martinez, Louisiana State University</td>
<td>Halifax</td>
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<tr>
<td>2:10 PM</td>
<td>The Use of Gamification Mechanisms in Teaching Metacognition within Sport Management</td>
<td>Dustin Thorn, Xavier University</td>
<td>Halifax</td>
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<td>3:40 PM</td>
<td>Women's Experiences of Harassment in Sport Management Internships</td>
<td>Robin Hardin, University of Tennessee; Elizabeth A. Taylor, Temple University; Emily S. Corley, University of Tennessee</td>
<td>Acadia A</td>
</tr>
<tr>
<td>3:40 PM</td>
<td>Legitimating Intercollegiate Sport: A Case Study into the Type of Legitimacy of Men’s U Sports Ice Hockey in Canada</td>
<td>Jonathon Edwards, University of New Brunswick; Cameron Braes, University of New Brunswick</td>
<td>Acadia B</td>
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<tr>
<td>3:40 PM</td>
<td>Association Strength between Sport and Human Values as a Function of the Involvement with Rio 2016 Olympic Games</td>
<td>Claudio Rocha, University of Stirling; Otavio Gratao, University of Sao Paulo</td>
<td>Acadia C</td>
</tr>
</tbody>
</table>
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 LaCrom, 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
Yukyoum 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
CONGRATULATIONS
DR. DANIEL FUNK
RECIPIENT OF THE EARLE F. ZEIGLER AWARD

Thank you Dr. Funk for your contributions to the field of sport management through research, mentorship and service.

DR. DANIEL FUNK
Professor
Washburn Senior Research Fellow
Director of the Sport Industry Research Center
Temple University’s School of Sport, Tourism and Hospitality Management

TEMPLE UNIVERSITY | School of Sport, Tourism and Hospitality Management

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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 Kihl (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**
Rammi N. Haazaa, 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)  

**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)  

**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)  

**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)  

**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)  

**Strategies and Challenges in Governing an Integrated Sport Organization**  
Kerri Bodin, Western University  
Marika Kay, Western University  
Darida Sales, Western University  
Laura Misener (Advisor), Western University  

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

**A Review of Athlete Leadership and Its Intentional Development Through Sport: Implications for Sport Managers**  
Ashley M. Duguay, University of Windsor  
Todd M. Longhead (Advisor), University of Windsor  
Jess Dixon (Advisor), University of Windsor  

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

**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)  

**Grit on Student-Athletes’ Psychological Factors and Perceived Academic Success**  
Woogun Lee, Wilkes University
Friday June 8, 2018, 10:25 AM (Poster)  
**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 LaCrom, 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*  
*Jiyoung 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 Lapinek, 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 Grivee, Western Kentucky University  
Ted Peetz, Belmont University  
Ryan Zapalac, Sam Houston State University

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

Friday June 8, 2018, 10:25 AM  (Poster)  
**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)  
**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)  
**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)  
**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)  
**Analysis of Literature in Sport Management: Research Methods Utilized in Articles in the European Sport Management Quarterly, 1994-2015**  
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*
*SeJin Kim, University of Massachusetts Amherst*

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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*

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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*

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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*

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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*

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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*

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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*

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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*

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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)  
**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)  
**Introduction to Photoshop Activity**  
Melissa Davies, University of the Pacific

Friday June 8, 2018, 10:25 AM  (Teaching & Learning Fair Presentation)  
**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

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

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

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

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

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
Friday June 8, 2018, 10:50 AM (20-minute oral presentation (including questions))  
Room: Acadia C

State of the Field: What are the Zeigler Winners Saying?  
Robert Turick, University of Florida  
Trevor Bopp (Advisor), University of Florida

Friday June 8, 2018, 10:50 AM (20-minute oral presentation (including questions))  
Room: Annapolis C

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

Friday June 8, 2018, 10:50 AM (20-minute oral presentation (including questions))  
Room: Sable A

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

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

Willingness-to-Volunteer versus Willingness-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

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Sable C
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

Friday June 8, 2018, 11:15 AM  (20-minute oral presentation (including questions))  Room: Sable D
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

Friday June 8, 2018, 11:40 AM  (20-minute oral presentation (including questions))  Room: Acadia A
The Importance of Time in Sport Organizational and Human Resource Research
Michael Odio, University of Cincinnati

Friday June 8, 2018, 11:40 AM  (20-minute oral presentation (including questions))  Room: Acadia B
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

Friday June 8, 2018, 11:40 AM  (20-minute oral presentation (including questions))  Room: Acadia C
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
Friday June 8, 2018, 11:40 AM  (20-minute oral presentation (including questions))  Room: Annapolis C
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

Friday June 8, 2018, 11:40 AM  (20-minute oral presentation (including questions))  Room: Sable A
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

Friday June 8, 2018, 11:40 AM  (20-minute oral presentation (including questions))  Room: Sable B
Towards a Multi-Endorsements Effect Model: A Duo-Processing Perspective
Min Jung Kim, University of New Mexico
Luke Lanhua 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
**ACADEMIC SCHEDULE - FRIDAY**

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 Snelgrove, 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 Hoeber, University of Regina
Sally Shaw, University of Otago
Katie Rowe, Deakin University
Friday June 8, 2018, 2:10 PM  (20-minute oral presentation (including questions))  
**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, 2:10 PM  (20-minute oral presentation (including questions))  
**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, 2:10 PM  (20-minute oral presentation (including questions))  
**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))  
**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))  
**Two Phases, Two Tales: Planning and Implementation Phase Experiences of a Para-Sport Event Volunteer**  
Erik L. Lachance, University of Ottawa  
Milena M. Parent (Advisor), University of Ottawa

Friday June 8, 2018, 2:10 PM  (20-minute oral presentation (including questions))  
**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))  
**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))  
**Media Coverage and Gender During the Olympics: An Integrated Literature Review**  
Kyu Ha Choi, University of Georgia  
Jepkorir Rose Chepyator-Thomson (Advisor), University of Georgia  
Becca Leopkey (Advisor), University of Georgia
Friday June 8, 2018, 3:00 PM  (20-minute oral presentation (including questions))  
**Locker Rooms, Laughter & Lads: Exploring the Inner Sanctums of Professional Football in the UK**
Seamus Kelly, University College Dublin  
Dikaios Chatziefstathiou, Canterbury Christ Church University  

Room: Acadia A

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

Room: Acadia B

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

Room: Acadia C

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

Room: Annapolis C

Friday June 8, 2018, 3:00 PM  (20-minute oral presentation (including questions))  
**Fantasy Sports Usage and Sports Media Consumption Behaviors across Platforms**
Sylvia Chan-Olmsted, University of Florida  
Dae Hee Kwak, University of Michigan  

Room: Sable A

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

Room: Sable B

Friday June 8, 2018, 3:00 PM  (20-minute oral presentation (including questions))  
**Sportswear Consumption among College Students: A Comparison between the U.S. and South Korea**
Min Jung Kim, University of New Mexico  
Luke Lanhua Mao, University of New Mexico  
Hyun Jung Lee, Sookmyung Women's University  
Sangil Lee, Sookmyung Women's University  

Room: Sable C

Friday June 8, 2018, 3:00 PM  (20-minute oral presentation (including questions))  
**Settler Volunteers at Indigenous Games: An Autoethnography**
Chen Chen, University of Alberta  
Daniel Mason (Advisor), University of Alberta  

Room: Sable D
Friday June 8, 2018, 3:25 PM  (20-minute oral presentation (including questions))  
Room: Acadia A

**An Attention Economy Perspective of Professional Sports**

Jingxuan Zheng, University of Alberta  
Daniel Mason (Advisor), University of Alberta

Friday June 8, 2018, 3:25 PM  (20-minute oral presentation (including questions))  
Room: Acadia B

**Collegiate Sport Club Structure and Function**

William Czekanski, Coastal Carolina University  
Leeann Lower, The Ohio State University

Friday June 8, 2018, 3:25 PM  (20-minute oral presentation (including questions))  
Room: Acadia C

**“I Mean, You Don’t Really Have a Choice”: The Youth Sport Travel Experience**

Richard Buning, University of Queensland  
Cassandra Coble, Indiana University

Friday June 8, 2018, 3:25 PM  (20-minute oral presentation (including questions))  
Room: Annapolis C

**Opportunistic Shirking and MLB Umpires**

Michael Lopez, Skidmore College  
Brian Mills, University of Florida

Friday June 8, 2018, 3:25 PM  (20-minute oral presentation (including questions))  
Room: Sable A

**#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))  
**The Amplified Effects of Team-Oriented Employee Sport Programs**  
Moonsup Hyun, Temple University  
Jeremy Jordan (Advisor), Temple University  
Room: Acadia A

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

Friday June 8, 2018, 3:50 PM  (20-minute oral presentation (including questions))  
**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  
Room: Acadia C

Friday June 8, 2018, 3:50 PM  (20-minute oral presentation (including questions))  
**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  
Room: Annapolis C

Friday June 8, 2018, 3:50 PM  (20-minute oral presentation (including questions))  
**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  
Room: Sable A

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

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

Friday June 8, 2018, 3:50 PM  (20-minute oral presentation (including questions))  
**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  
Room: Sable D
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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-Hold, 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. DeScheriver, 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
Jisuk 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
Hanzhong 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 Mercado (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 Welty 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 Lawrence-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
Katie Lebel (Advisor), Ryerson University
Alanna Harman, St. John's University

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable C
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

Saturday June 9, 2018, 8:55 AM  (20-minute oral presentation (including questions))  Room: Sable D
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
ACADEMIC SCHEDULE • SATURDAY

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

Saturday June 9, 2018, 9:20 AM  (20-minute oral presentation (including questions))  Room: Acadia B
Understanding Researcher Positionality and Reflexivity in Sport Management Research
Joshua Vadeboncoeur, University of Florida
Trevor Bopp (Advisor), University of Florida

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

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

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

Saturday June 9, 2018, 9:20 AM  (20-minute oral presentation (including questions))  Room: Sable B
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
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)  
**Racism in Social Media: Examining Athlete-Fan Interactions on Twitter**  
Dominique Kropp, University of Kansas  
Bobby Nichols, University of Kansas  
Claire Schaeperkoetter, Northern Illinois University  
Jordan Bass (Advisor), University of Kansas

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

Saturday June 9, 2018, 9:20 AM (Poster)  
**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)  
**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. Huml, Texas Tech University  
Cheryl R. Rode, Niagara University

Saturday June 9, 2018, 9:20 AM (Poster)  
**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)  
**Causality between Television Viewership and Game Attendance: Empirical Evidence from the 1990 to 2017 World Series**  
Sukjoon Yoon, Texas A&M University  
Eun Yeon Kang, Kutztown University

Saturday June 9, 2018, 9:20 AM (Poster)  
**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
Saturday June 9, 2018, 9:20 AM  (Poster)  
**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  

Saturday June 9, 2018, 9:20 AM  (Poster)  
**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  

Saturday June 9, 2018, 9:20 AM  (Poster)  
**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, Lunex University  

Saturday June 9, 2018, 9:20 AM  (Poster)  
**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  

Saturday June 9, 2018, 9:20 AM  (Poster)  
**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  

Saturday June 9, 2018, 9:20 AM  (Poster)  
**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)  
**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 Snyerski, 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 LeFevour, University of Illinois at Urbana-Champaign
B. Christine Green (Advisor), University of Illinois at Urbana-Champaign
Saturday June 9, 2018, 9:20 AM (Poster)
**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)
**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)
**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)
**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)
**Creating the Perfect Retail Space**
Heidi Parker, University of Southern Maine

Saturday June 9, 2018, 9:20 AM (Teaching & Learning Fair Presentation)
**Cultivate, Cooperate, Collaborate, Celebrate: A Win-Win Event Partnership**
Leigh Ann Danzey-Bussell, Trevecca Nazarene University

Saturday June 9, 2018, 9:20 AM (Teaching & Learning Fair Presentation)
**Discovering Fandom: Creating Documentaries of Fan Bases**
Heidi Parker, University of Southern Maine

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

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

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  
 Room: Halifax

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  
 Room: Halifax

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  
 Room: Halifax

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  
 Room: Halifax

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  
 Room: Halifax

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

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  
 Room: Halifax
Saturday June 9, 2018, 10:10 AM (20-minute oral presentation (including questions))  Room: Acadia A
**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 Schlaepfer, 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
**Investigating 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

Brianna 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 Cousens, Brock University

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

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 Grix, Manchester Metropolitan University

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

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

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

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
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

Transitioning from Mentee to Mentor for Sport Management Faculty: Understanding Barriers and Needs
Marlene Dixon, Texas A&M University
Donna Pastore, The Ohio State University
Jess Dixon, University of Windsor
Jennifer McGarry, University of Connecticut
Nefertiti Walker, University of Massachusetts Amherst
Jim Weese, Western University
Dan Mahony, Winthrop University

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

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
Yuhel Inoue (Advisor), University of Minnesota

#OnlineSportManagement: Challenges, Opportunities and Implications
Leigh Ann Danzey-Bussell, Trevecca Nazarene University
Brenda Pitts, Georgia State University
Jennifer Willett, Kennesaw State University
Heather Alderman, COSMA

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 Yung (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  
Yubei 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
Sangwoon 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
Virgilio 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
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

Agenda Setting in the Age of Instagram: A Multinational Examination of the 2018 Olympic Broadcast Partners
James Lowe, Ryerson University
Katie Lebel, Ryerson University

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
Seungbum 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 Kibl, University of Minnesota
Saturday June 9, 2018, 2:20 PM  (20-minute oral presentation (including questions))  Room: Acadia B
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

Saturday June 9, 2018, 2:20 PM  (20-minute oral presentation (including questions))  Room: Annapolis C
Investigating Exploitation in College Women's Basketball
Jill Harris, Air Force Academy
David Berri, Southern Utah University

Saturday June 9, 2018, 2:20 PM  (20-minute oral presentation (including questions))  Room: Sable A
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

Saturday June 9, 2018, 2:20 PM  (20-minute oral presentation (including questions))  Room: Sable B
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
Nefertiti 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

Saturday June 9, 2018, 3:35 PM  (20-minute oral presentation (including questions))  Room: Acadia C
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

Saturday June 9, 2018, 3:35 PM  (20-minute oral presentation (including questions))  Room: Annapolis C
Local Viewership Demand in Major League Soccer
Hojun Sung, University of Florida
Brian Mills (Advisor), University of Florida
Michael Mondello, University of South Florida

Saturday June 9, 2018, 3:35 PM  (20-minute oral presentation (including questions))  Room: Sable A
The Pursuit of Legitimacy Through Strategic Alliances: An Institutional Perspective on Sport Event Bidding
Jinsu Byun, University of Georgia
Becca Leapkey (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

Saturday June 9, 2018, 3:35 PM  (20-minute oral presentation (including questions))  Room: Sable C

When and Where They Enter: Demasculinizing Black Athlete Activism through the Lived Experiences of Black Female Athletes
Joyce Olusbola Ogunrinde, University of Houston

Saturday June 9, 2018, 3:35 PM  (20-minute oral presentation (including questions))  Room: Sable D
<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>University</th>
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<tbody>
<tr>
<td>1989</td>
<td>Earle F. Zeigler</td>
<td>Emeritus, University of Western Ontario</td>
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<td>1991</td>
<td>Packianathan Chelladurai</td>
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<td>1992</td>
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<td>2014</td>
<td>James Zhang</td>
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<td>2015</td>
<td>Janet Fink</td>
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<td>2016</td>
<td>B. Christine Green</td>
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<tr>
<td>2017</td>
<td>Jeffrey James</td>
<td>Florida State University</td>
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<td>2013</td>
<td>Joy DeSensi</td>
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<td>2017</td>
<td>Ming Li</td>
<td>Western Michigan University</td>
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### GARTH PATON DISTINGUISHED SERVICE RECIPIENTS

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<td>2001</td>
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<td>Karen Danychuk</td>
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<td>2008</td>
<td>Robin Ammon</td>
<td>Slippery Rock University</td>
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<td>2009</td>
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<td>2010</td>
<td>Dianna Gray</td>
<td>University of Northern Colorado</td>
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<td>2011</td>
<td>Carol Barr</td>
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<td>Alison Doherty</td>
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<td>Clay Stoldt</td>
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<td>Ming Li</td>
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<td>Jim Weese</td>
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<td>2016</td>
<td>Aubrey Kent</td>
<td>Temple University</td>
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<td>2017</td>
<td>Orland Hoeber</td>
<td>University of Regina</td>
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### DISTINGUISHED EDUCATOR AWARD RECIPIENTS

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<th>Year</th>
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<tr>
<td>2008</td>
<td>Jackie Cuneen</td>
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<td>2009</td>
<td>Mark McDonald</td>
<td>University of Massachusetts Amherst</td>
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<td>2010</td>
<td>Robert Baker</td>
<td>George Mason University</td>
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<td>Bob Boucher</td>
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<td>2012</td>
<td>Andy Gillentine</td>
<td>University of South Carolina</td>
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<td>2013</td>
<td>Lynn Ridinger</td>
<td>Old Dominion University</td>
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<td>Brenda Pitts</td>
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<td>Dianna Gray</td>
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<td>Mark Nagel</td>
<td>University of South Carolina</td>
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<tr>
<td>2017</td>
<td>Brian Turner</td>
<td>The Ohio State University</td>
</tr>
</tbody>
</table>
STUDENT RESEARCH AWARD WINNERS

1990  Donna Lori, University of Windsor, Advisor: Gordan Olafson
1990  Chris Liebacher & Joel Kliner, Bowling Green State University, Advisor: Jacquelyn Cuneen
1991  Ming Li, University of Kansas, Advisor: Marlene Mawson
1992  Tim Berrett, University of Alberta, Advisor: Trevor Slack
1993  Yannis Evanipoulos, The Ohio State University, Advisor: Dennis Howard
1994  John Amis, University of Alberta, Advisor: Trevor Slack
1995  Laura Cousens, University of Alberta, Advisor: Trevor Slack
1996  Dan Mason, University of Alberta, Advisor: Trevor Slack
1997  Danny O’Brien, De Montfort University, Advisor: Trevor Slack
1998  Mick Jackowski, University of Northern Colorado, Advisors: Linda Sharp & Dianna Gray
1999  Aubrey Kent, The Ohio State University, Advisor: Packianathan Chelladurai
2000  Michael Sagas, Texas A&M University, Advisor: Frank Ashley
2001  Stephen D. Ross, University of Illinois Urbana-Champaign, Advisor; Jeffrey James
2002  George Cunningham, Ohio State, Advisor: Packianathan Chelladurai
2003  Samuel Todd, Florida State University, Advisor; Aubrey Kent
2004  Ian Patrick, University of Louisville, Advisor: Dan Mahony
2005  Jin Wook-Han, Florida State University, Advisor: Aubrey Kent
2006  Ted Alexander, University of British Columbia, Advisor: Wendy Frisby
2007  Laura Misener, University of Alberta, Advisor: Dan Mason
2008  Masayuki Yoshida, Florida State University, Advisor: Jeffrey James
2009  Brendan Dwyer, University of Northern Colorado, Advisor: Dave Stotlar
2010  Laura Wood, University of Western Ontario, Advisor: Karen Danylchuk
2011  Yuhei Inoue, Temple University, Advisor: Aubrey Kent
2012  Steve Swanson, Temple University, Advisor: Aubrey Kent
2013  Mikihiro Soto, Temple University, Advisors: Jeremy Jordan & Dan Funk
2014  Christina Wegner, Temple University, Advisor: Jeremy Jordan
2015  Florian Hemme, The University of Texas at Austin, Advisor: Matthew Bowers
2016  Bradley Baker, Temple University, Advisor: Daniel Funk
2017  Kyungyeol (Anthony) Kim, Indiana University, Advisor: Kevin K. Byon
<table>
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<td>2017</td>
<td>Denver, CO</td>
<td>2001 Virginia Beach, VA (Old Dominion University)</td>
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<td>Orlando, FL</td>
<td>2000 Colorado Springs, CO (University of Northern Colorado)</td>
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<td>Ottawa, ON (University of Ottawa)</td>
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<td>Austin, TX (University of Texas at Austin)</td>
<td>1997 San Antonio, TX (Texas A&amp;M University)</td>
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<td>Seattle, WA (University of Washington)</td>
<td>1996 Fredericton, NB (University of New Brunswick)</td>
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<td>Tampa, FL (University of Tampa)</td>
<td>1994 Pittsburgh, PA (Robert Morris College)</td>
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<td>Columbia, SC (University of South Carolina)</td>
<td>1993 Edmonton, AB (University of Alberta)</td>
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<td>Toronto, ON (Brock University)</td>
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<td>Ft. Lauderdale, FL (University of Miami)</td>
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<td>Ithaca, NY (Ithaca College)</td>
<td>1987 Windsor, ON (University of Windsor)</td>
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<td>2002</td>
<td>Canmore, AB (Mount Royal College)</td>
<td>1986 Kent, OH (Kent State University)</td>
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