2018 SPORT MARKETING ASSOCIATION ANNUAL CONFERENCE
OCTOBER 24 - 26, IN DALLAS, TX

Academic Program – Poster Presentations

WEDNESDAY, October 24, 2018, 6:30 PM (50-minute poster presentations) Ford Field

Branding Women's Sports: A Literature Review
Isabell Mills, *University of Indianapolis*

Reputation Risk Involving Endorsers' Scandals: The Effect on Nike's Stock Returns, Firm Value and Performance
Jongback Kim, *Dongeui University*
Minyong Lee, *North Carolina A&T State University*
JoonYoung Han, *Yeungnam University*
Junyoung Cho, *University of Connecticut*

Understanding How Sport Fans Cope with Losses
Jeeyoon Kim, *Syracuse University*

Mediating Effects of Excitement and Consumer-to-Consumer Interaction in the Relationship between Sport Service Environments and Consumer Citizenship Behaviors: Case of Golf Events
Kyungyeol 'Anthony' Kim, *Indiana University*
Kevin K. Byon, *Indiana University*
Woo-yeul Baek, *Kyonggi University*
Antonio Williams, *Indiana University*

The Dynamics of Temporal and Continuous Sensory Stimuli, Liminality, and Communitas on Team Identification: How should a New College Football Team Attract More Students?
Kyu-soo Chung, *Kennesaw State University*
Geumchan Hwang, *Western Michigan University*

Dimensions of Volunteer Satisfaction and Their Impact on Future Volunteering Behavior: The Case of Media Center Volunteers at the 2012 London Olympic Games
Minhong Kim, *University of North Texas*
Steven Suk-Kyu Kim, *Dongguk University, South Korea*
May Kim, Korea *University, South Korea*
James J. Zhang, *University of Georgia*

The Impact of Individual Motive, Service Quality and Past Behavior on Behavioral Intention
Hyunseok Song, *Indiana University*
Kevin K. Byon, *Indiana University*

Advantage of the SFMGB Model for Millennial Sport Consumers: Comparative Analyses with the Theory of Reasoned Action, Theory of Planned Behavior, and Model of Goal-Directed Behavior Models
Brian Yim, *Kent State University*
Kevin Byon, *Indiana University*
James Zhang, *University of Georgia*
Thomas Baker, *University of Georgia*

Stick to Sports? A Study on Fan Perceptions of Professional Athletes Political Tweets
Charles Bell, *University of Arkansas*
Alison Fridley, *University of Arkansas*
Stephen Dittmore, *University of Arkansas*

Brand-consumer Personality Congruence: Aligning Ideal Self-image with Brand Attributes
Yumi Chung, *Yonsei University, Department of Sports and Leisure Studies*
Jinwook Chung, *Winthrop University, Department of Physical Education*
Woong Kwon, *Hanyang University, College of Sports and Art*
Marshall Magnusen, *Baylor University, Department of Educational Leadership*
Hyun-Woo Lee, *Georgia Southern University, Department of Health and Kinesiology*

A Hierarchical Analysis of Sport Brand Personality Traits
Chanho Kang, *University of North Alabama*
Ye Hoon Lee, *University of North Alabama*

Using a Visual Narrative of Text and Images to Tell a Story of Fan Reactions on Social Media
Laura Wood, *University of Waterloo*
Ryan Snelgrove, *University of Waterloo*
Orland Hoeber, *University of Regina*
Larena Hoeber, *University of Regina*
Daniel Wigfield, *University of Waterloo*

How Sport Consumers Authenticate Teams: Global Perspectives
Don Lee, *University of Houston*
Inhae Park, *Honam University*
Leeseob Maeng, *Hanyang University*
Ho Yeol Yu, *University of Houston*
Myungwoo Lee, *University of Houston*

The Influence of Fantasy Sport Participation on Fans' Perceptions of the Impact of the Legalization of Sport Wagering
Daniel Wann, *Murray State University*
Frederick Grieve, *Western Kentucky University*
Cody Havard, *Memphis University*
Julie Partridge, *Southern Illinois University*
Ted Peetz, *Belmont University*
Ryan Zapalac, *Sam Houston State University*

Studying the Impact of Ultimate Fighting Championship Fans' Social Media Motivation and on Their Consumption Behavior: Development of a Conceptual Framework
Andrew Kim, *University of Georgia*
Minhong Kim, *University of North Texas*
James Zhang, *University of Georgia*

Examining Fan Community in Women's Professional Sport: A Case Study of the Dallas Charge
Nicole Melton, *University of Massachusetts*
Jami Lobpries, *USSSA*
Matthew Katz, *University of Massachusetts*
Janet Fink, *University of Massachusetts*

How does Corporate Social Responsibility Create Value for Customers? A Case of Professional Sport Teams
Yoseph Mamo, *Louisiana State University*
Kwame Agyemang, *Louisiana State University*

The Effects of Socially Responsible Initiatives by Minor League Sport Teams: Psychological Well-being of Communities
Young Do Kim, *Elon University*
Tony Weaver, *Elon University*
Carter Martin, *Elon University*

A Case Study of a Rehabilitation Center in South Korea as a New Site of Sport Agent for Elite Athletes with Disabilities
Junyoung Cho, *University of Connecticut*
Sanghyun Shin, *Kyungpook National University*
Joonyoung Han, *Yeungnam University*

A Big Data Analysis of Spectator Emotions on Social Media during the Super Bowl 50 Game
Yonghwan Chang, *University of Minnesota*
Ilrang Lee, *Bowling Green State University*
Gyujik Han, *University of Minnesota*

Sport Involvement, Event Prestige, and Intention to Attend Annual Spectator Events: Moderating Effects of Gender and Past Experience
Weisheng Chiu, *The Open University of Hong Kong*
Doyeon Won, *Texas A&M University - Corpus Christi*
Ho Keat Leng, *Nanyang Technological University*

Cookie Cutter Marketing Might Not Cut It: A Case Study on Men's Tennis Marketing
Alison Fridley, *University of Arkansas*
Charles Bell, *University of Arkansas*
Stephen Dittmore, *University of Arkansas*

Determinants of Donation Intention through Athlete Fundraising
Suhan Ku, *Texas A&M University*
Matthew Walker, *Texas A&M University*

College Football Revival: Analyzing a Commuter School's Marketing Efforts and How They Impact Key Stakeholders
Lucas Christiansen, *East Tennessee State University*
Amanda Greene, *East Tennessee State University*
Charles Jones, *East Tennessee State University*

Sex and News Coverage Inequity as a Barrier to Participation and Fan Identification in Female Athletics
Roger Lacson, *Lexington High School*
Edward Lacson, *Lexington High School*

Testing Child Fans' Abilities to Exhibit Loyalty: Experimentation Using Choice Alternatives
Katherine Reifurth, *University of South Carolina*
Bob Heere, *University of North Texas*
Khalid Ballouli, *University of South Carolina*

Youth Olympic Games Event Awareness and Consumption Connections: An Assessment of Multiple International Audiences
Jeffrey Petersen, *Baylor University*
Lawrence Judge, *Ball State University*

Conceptualizing Determinants and Outcomes of Flow Experience in Virtual Reality Spectatorship (VRS)
Daehwan Kim, *University of Florida*
Yong Jae Ko, *University of Florida*

Using Twitter to Reach Fans: How Successful is a Minor League Franchise in Turning Twitter Posts into Potential Attendees
Kyle Barker, *Niagara University*
Patrick Tutka, *Niagara University*
Cheryl Rode, *Niagara University*
Dylan Williams, *University of Alabama*

Mapping Consumers' Athlete Brand Associations using ZMET
Na Young Ahn, *Texas A&M University*
Aaron J. Anderson, *Texas A&M University*
George B. Cunningham, *Texas A&M University*

FRIDAY, October 26, 2018, 8:00 AM (50-minute poster presentations) Main Conference Atrium

Ambush Marketing During the 2018 Commonwealth Games on Twitter and Instagram
Bo Li, *St. Ambrose University*
Olan Scott, *Brock University*
Nick Burton, *Brock University*

Are Green Venues Actually Going Green? An Examination of Environmental Social Responsibility and Marketing in Venues
Walker Ross, *University of South Carolina*
Haylee Mercado, *University of South Carolina*

Augmented Reality in Sport Marketing: Ready or Not?
Chad Goebert, *Virginia Commonwealth University*
Gregory Greenhalgh, *Virginia Commonwealth University*

The Impact of Social Media Marketing through Instagram: Influence on Brand Equity and Consumer Intention of Purchase
Min Jung Kim, *University of New Mexico*
Luke Lunhua Mao, *University of New Mexico*
Hyun-Duck Kim, *Keimyung University*
Sangil Lee, *Sookmyung Women's University*

Re-Imagining Women in Sport: A Qualitative Analysis of Female Sport Industry Professionals
Katie Lebel, *Ryerson University*
Cheri Bradish, *Ryerson University*

Don't Mess with SFA: A Failed Attempt to Rebrand Stephen F. Austin State University
Jason Lee, *University of North Florida*
Laci Wallace-McRee, *East Texas Baptist University*

Media Convergence as Exogenous Forces: How Sport Communication Practitioners Understand Media Convergence
Seungbum Lee, *University of Akron*
Tang Tang, *University of Akron*

An Actual Sport Brand Positioning: A Content Analysis on Advertisements in Golf Digest Magazine
June Won, *Bowling Green State University*
J. Lucy Lee, *Bowling Green State University*

Searching for Like-minded Fans: What Motivates and Connects Football Fans to an Out-of-Market Football Fan Club
Zach Scola, *University of Kansas*
Peyton Stensland, *University of Kansas*
Brian Gordon, *University of Kansas*

An Exploratory Examination of Current HBCU Athletic Conference Branding Strategies
Geremy Cheeks, *Alabama A&M University*
Kenyatta Cavil, *Texas Southern University*
Tracy Jackson, *Virginia State University*

Psychophysiological and Attitudinal Responses to Crisis Situations in Professional Baseball
Jung-sup Bae, *Hanyang University*
Doyeon Won, *Texas A&M University - Corpus Christi*
Kwang-bong Seo, *Kyungmin University*

Loss of Brand Equity from Sport Trademark Dilution: Computerized Experimental Framework
Sungho Cho, *Bowling Green State University*
J. Lucy Lee, *Bowling Green State University*
June Won, *Bowling Green State University*
Jong Kwan Jake Lee, *Bowling Green State University*

Participation Intention and Public Support of Mega Sport Event: Moderating Effect of Attachment Toward Winter Olympic Games Host Region
Seok-Pyo Hong, *Kangwon National University*
Howon Jeong, *Kyungpook National University*
Sungho Cho, *Bowling Green State University*
Jongyeol Lee, *Seoul Broadcasting System (SBS)*

Retirement Effects on Athlete Brand Attributes and Equity
Bo Yu, *Texas A&M University*
Gregg Bennett, *Texas A&M University*
Natasha Brison, *Texas A&M University*

"Give a Little Bit…" An Empirical Examination of Current Student Understanding of and Intention to Join a University's Athletics Fundraising Program
Steven M. Howell, *Northern Illinois University*
Craig A. Morehead, *Coastal Carolina University*
Jason M. Simmons, *University of Cincinnati*
Addison M. Pond, *University of Louisville*
Chad D. McEvoy, *Northern Illinois University*

Out-group Derogation in Online Forums: Examining Online Comments in Sport and Politics
Cody T. Havard, *The University of Memphis*
Jennifer L. Gellock, *Virginia Commonwealth University*

Exploring Retro Marketing in Sport: Understanding the Implementation and Effectiveness from the Standpoint of Sport Marketers
Zach Scola, *University of Kansas*
Brian Gordon, *University of Kansas*

Pedagogical Innovations: An Experiential Approach to Social Media Market Research
Matthew Garrett, *Loras College*
David Perricone, *Centenary University*
The Impact of Culture on the Diffusion of Recreational Sports in China
Bright Frimpong, *Georgia Southern University*

The Impact of Media and Message Content on Social Media Engagement in Sport
Rebecca Achen, *Illinois State University*
Ashley Stadler Blank, *University of St. Thomas*
David Harman, *University of St. Thomas*

Blockchain Technology: A Sport Marketing Exploration
Mark Lyberger, *Kent State University*
Larry McCarthy, *Seton Hall University*
Brian Yim, *Kent State university*

Examining the Effects of Social Media on Brand Equity of the NBA
Jiyoung Park, *University of Northern Colorado*
Alan L. Morse, *University of Northern Colorado*

A Qualitative Study of the Impact of Fan Abuse on Umpires in Youth Baseball
James Reese, *American Public University System*

Conceptualizing Sense of Membership in a Sport Fan Community
Brandon Mastromartino, *University of Georgia*
James Zhang, *University of Georgia*

Is the NFL in Trouble? An Investigation of the Antecedents of Football Fan Behavior towards NFL Viewership and Attendance
Mark Lasota, *University of New Mexico*
Lunhua Mao, *University of New Mexico*