

# REGISTRY OF SPORT MARKETING ASSOCIATION GRANT RECIPIENTS

Starting in 2013, the SMA has advanced scholarship in sport marketing by providing the SMA Research Grant to its members as they pursue studies of importance to the field. The purpose of this grant is to support collaborative research endeavors that expand the body of sport marketing knowledge via development of beneficial relationships between industry leaders and academics.

## — 2018 —

### **Using the Contingent Valuation Method to Assess the Community Value Provided by a Minor League Soccer Team**

Adam Cocco, University of Louisville

## — 2017 —

### **Segmenting the Philanthropic Sport Consumer: Bridging Theory and Practice**

Liz Wanless, Ball State University

Jeffrey Stinson, Central Washington University

### **Sport Fans' Experience in Virtual Reality: The Dynamics of Sensory Imagery, Telepresence, Sensory Stimuli, Arousal, Behavioral Intention, Team identification, and Social Interaction**

Kyu-soo Chung – Kennesaw State University

## — 2016 —

### **A Longitudinal Analysis of Fan Engagement in Pro-Environmental Initiatives Across Two Settings**

Timothy Kellison, Georgia State University

Beth Cianfrone, Georgia State University

### **The Effectiveness of Anthropomorphized Mascots in Team Branding**

Yong Jae Ko, University of Florida

## — 2015 —

### **Predicting Fan Behavior: Expanding on a Social Network Approach**

Matthew Katz, University of Massachusetts

Bob Heere, University of South Carolina

## — 2015 (cont.) —

### **Why We Play? The Reasons for Gamified Sport Team App Usage**

Thilo Kunkel, Temple University

### **Constraints Influencing Student Non-Attendance at Intercollegiate Football Games**

Jason Simmons, University of Cincinnati

## — 2014 —

### **Fan Identification, Engagement, and Fan Attendance of Minor League Baseball Teams in the State of Tennessee**

Cody Havard, The University of Memphis

### **Influencing Factors on Loyalty: The Importance of Interaction Qualities and Complaint Management on Fans' Loyalty**

Cindy Lee, West Virginia University

## — 2013 —

### **Neurophysiological Evidence of Fan Attention to Emotional Stimuli: Investigating Sport and Sponsorships**

Hyun-Woo Lee, Florida State University

Jun Woo Kim, State University of New York at Brockport

YuKyoum Kim, Florida State University

### **Developing a Competency Assessment Model in Sport Sales**

David Pierce, Indiana University-Purdue University Indianapolis

Richard Irwin, University of Memphis

### **Commitment and Intentions of Intercollegiate Boxing Coaches and Participants**

Lamar Reams, Old Dominion University