

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.

— 2023 —

Filling the Stands: Understanding Non-/Light Consumers to Begin the Conversion Process in Intercollegiate Athletics

Jessica Braunstein-Minkove, Towson University
Ari Kim, Cal State University San Bernadino
Marissa Spears, Towson University

— 2021 —

How Player Identification Translates into Team Identification

Akira Asada, Texas Tech University

Development and Validation of the Sensory Image Fit Scale

Yongjin Hwang, University of South Carolina
Khalid Ballouli, University of South Carolina

— 2020 —

Towards Understanding Gamification and Co-Creation Experience on Live-Streaming Platforms: An Empirical Study of Esports Live-Streaming

Qian Yizhou, Louisiana State University

Lingering Fog: Demystifying the Heterogeneity Impact of the Covid-19 Pandemic on Active Leisure Participation in the U.S. Using Machine Learning

James Du, Florida State University
Mikihiro Sato, University of Illinois
Amy Kim, Florida State University
Bradley Baker, University of Massachusetts Amherst

Examining the Effects of Articulation on the Efficacy of Sport Intellectual Property (SIP)

Jonathan Jensen, University of North Carolina at Chapel Hill
Danielle Smith, University of North Carolina at Chapel Hill

— 2019 —

Olympic Sponsorship in Small States: Strategies and Partnerships for Caribbean National Olympic Committees

Jeeyoon Kim, Syracuse University
Elizabeth B. Delia, University of Massachusetts
Patrick Walsh, Syracuse University

NHL to Seattle: An Examination of Early Team Brand Development

Melissa Davies, Ohio University
Cole Armstrong, San Jose State University
Matthew Blaszk, Indiana State University

Who Are Minor League Baseball Fans? A Factor-Cluster Approach to Motivation-Based Segmentation

Ari Kim, Towson University
Jessica R. Braunstein-Minkove, Towson University
Moonhoon Choi, University of Wisconsin-Madison

— 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 Study of Fan Engagement in Pro-Environmental Initiatives Across 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

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