



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

Academic Program – Poster Presentations

WEDNESDAY, October 24, 2018, 6:45 PM (50-minute poster presentations)

The Star

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, *Dongguk 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*

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*

"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*

Pedagogical Innovations: An Experiential Approach to Social Media Market Research

Matthew Garrett, *Loras College*

David Perricone, *Centenary University*

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*

Augmented Reality in Sport Marketing: Ready or Not?

Chad Goebert, *Virginia Commonwealth University*

Gregory Greenhalgh, *Virginia Commonwealth University*

Blockchain Technology: A Sport Marketing Exploration

Mark Lyberger, *Kent State University*

Larry McCarthy, *Seton Hall University*

Brian Yim, *Kent State University*

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*

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 Caviel, *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)*

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*

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*

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*

Conceptualizing Sense of Membership in a Sport Fan Community

Brandon Mastromartino, *University of Georgia*
James Zhang, *University of Georgia*
Steven Salaga, *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*