



**2019 SPORT MARKETING ASSOCIATION ANNUAL CONFERENCE
NOVEMBER 6TH – NOVEMBER 8TH IN CHICAGO, IL**

Academic Program – Poster Presentations

**WEDNESDAY, November 6, 5:45 PM (50-minute poster presentations) Chicago River Ballroom
Salon D, E, F, G**

#TrendingInTheRightDirection: A Case Study Analyzing Temple Football's #SpringBall18 Campaign

Sarah Stokowski, University of Arkansas
Jimmy Sanderson, Texas Tech University
Elizabeth Taylor, Temple University
Alison Fridley, University of Arkansas

Antecedents of Sport Event Attendance: A Meta-analysis

Hyunseok Song, Indiana University
Kevin K. Byon, Indiana University

Applying Employee-Based Brand Equity to Professional Sports: A Case Study of the Golden State Warriors

Mark Lasota, University of New Mexico
Luke Mao, University of New Mexico

The Argument for a Comprehensive Sponsorship Congruence Instrument: A Conceptual Analysis

Kelly Evans, University of South Carolina
Stephen Shapiro, University of South Carolina

Beyond the Flutie Factor: Why Students Choose to Attend Universities Because of Athletic Success

Farah Ishaq, State University of New York College at Cortland
Jordan Bass, University of Kansas

The Brand Dilution Effect in Brand Networks: The Effectiveness of Multiple Endorsers Who Endorse Multiple Brands

J. Lucy Lee, Bowling Green State University
June Won, Bowling Green State University

BSR Surf Resort

Robert McDermand, Stephen F. Austin State University
Jason Reese, Stephen F. Austin State University

Celebrity Endorsement, Identity Threats, and Fans' Responses: A Case Study of the Controversial NBA-Xukun Cai Partnership

Yong Wang, The University of New Mexico
Lunhua Mao, The University of New Mexico

**Co-created Value Influences Resident Support through the Mediating Mechanism of Gratitude:
A Conceptual Framework**

Jingxian Zhang, Indiana University
Kevin Byon, Indiana University
Yosuke Tsuji, Rikkyo University

Cognitive Processes in the Game Day Experience: Roles of Game-Induced and Spectator-Induced Effects

Hyun-Woo Lee, Texas A&M University
Heetae Cho, Nanyang Technological University
Sangchul Park, Texas A&M University
Jun Phil Uhm, Texas A&M University

Content Analysis of Big Ten Conference Social Media Videos and Photos

David Pierce, Indiana University-Purdue University Indianapolis
Geoffre Sherman, Indiana University-Purdue University Indianapolis

Corporate Social Marketing: Analyzing Consumer Response to Nike's Campaign Featuring Colin Kaepernick

Sarah Brown, Texas A&M University
Natasha Brison, Texas A&M University
Gregg Bennett, Texas A&M University

Cryptocurrency and Collegiate Athletics: A Case Study

Jason Reese, Stephen F. Austin State University
Robert McDermandm Stephen F. Austin State University

Deciphering Unintentional Signaling Effects in Spectator Sport Viewership

Yang Xu, Florida State University
James Du, Florida State University

The Dehumanization of Professional Athletes: A Multi-context Examination

Brendan Dwyer, Virginia Commonwealth University
Chad Goebert, Virginia Commonwealth University
Ben Larkin, Merrimack College

Developing Relationships with Season Ticket Holders: Exploring Loyalty Program Satisfaction

Lisa Rufer, Rider University

Does "likelihood" Translate into Employment and Longevity: An Assessment of the Sport Sales Environment?

Mark Lyberger, Kent State University
James Kadlecek, University of Mount Union
Larry McCarthy, Seton Hall University
Brian Yim, Kent State University

The "Double Doink" Double Whammy: Fan Reactions When an On-field Mistake is Compounded by an Off-field Gaffe

Matthew Zimmerman, Mississippi State University
Sarah Stokowski, University of Arkansas
Jimmy Sanderson, Texas Tech University
Ali Fridley, University of Arkansas
Nathan Hutchens, University of Arkansas

Dynamic Emotional Processing of Televised Sports:

The effect of Uncertainty of Outcome on Psychophysiological Arousal and Pleasure

Minkyo Lee, East Stroudsburg University

Dae Yeon Kim, University of Central Missouri

Ju Young Lee, Indiana University - Kokomo

Jaedeock Lee, East Stroudsburg University

The Effects of Quality on Satisfaction and Customer Retention: An Examination of Participant Sport

Yoseph Mamo, Louisiana State University

Brody Ruibley, Miami University

Damon Andrew, Florida State University

Christopher Greenwell, University of Louisville

**An Empirical Investigation of the Variables Influencing Contributions in NCAA Division I Athletics:
A Quantitative Analysis**

Kyle J. Brannigan, University of Northern Colorado

Alan L. Morse, University of Northern Colorado

Employer Branding in the Sport Industry:

Recruiting and Retaining Sport Employees through Marketing Processes

J. Michael Martinez, Louisiana State University

Engagement of Collegiate Athletic Programs on Instagram

Elizabeth Ux, Southern New Hampshire University

Kevin Snyder, Southern New Hampshire University

eSports Consumption Typology

Wooyoung William Jang, Indiana University

Kevin K. Byon, Indiana University

Evaluations of Relevant Out-Groups:

An Initial Examination of Fandom and Rivalry in Sport and the Comic Genre

Cody T. Havard, The University of Memphis

Megan E. Lomenick, The University of Memphis

An Exploration of Marketing Approaches to Recruit and Retain Referees

Lynn Ridinger, Old Dominion University

An Exploratory Study of Social Media Content of and Use by Top Sport Brands in Foreign Countries

Chia-Chen Yu, University of Wisconsin-La Crosse

Exploring the eSports Event Experience: A Collaborative Self-Ethnography

Henry Wear, University of Oregon

Michael Naraine, Deakin University

Factors Influencing Consumption of Globalized Ladies Professional Golf Association (LPGA) Tour:

An Approach Based on the Theory of Reasoned Action

Euisoo Kim, University of Georgia

Euisoo Kim, University of Georgia

James J. Zhang, University of Georgia

Fan Engagement in Team Sports: What Role do the Individual Players Play?

Marcel Huettermann, ZHAW Zurich University of Applied Sciences

Sara Nesina, ZHAW Zurich University of Applied Sciences

Gendered Leadership Sport Brand Strategy and Marketing During Crises

Zack Damon, University of Central Arkansas
Katie Brown, Texas Tech University

Identification in Sport & Religion: Exploring the Overlap Between Two Group Identities

Keevan Statz, University of Massachusetts
Elizabeth Delia, University of Massachusetts

The Influence of Brutal Violence and its Impact on Fan Motivation in Mixed Martial Arts

Jerry Hewitt, Troy University
Minkil Kim, Troy University
Woong Kwon, HanYang University
Suk-Kyu Kim, Dongguk University
Kwangho Park, Troy University

The Interaction Between Endorser-Brand Congruence and Endorser Authenticity on Consumer Responses

Myungwoo Lee, University of Houston
Dong Hun Lee, University of Houston
Jeremy Foreman, University of Louisiana

Let's Have a Beer! Ethical Evaluations of Intercollegiate Athletic Departments and Beer Brand Partnerships

Lamar Reams, Old Dominion University
Terry Eddy, University of Windsor
Zachary Evans, University of Windsor
Sarah Gee, University of Windsor

Leveraging Sport Organizations' Green Initiatives: A Belief-attitude-intentions Hierarchy Approach

Young Do Kim, Elon University
Changhyun Nam, Iowa State University
Han Soo Kim, The University of Mississippi
Ashley LaPlaca, Elon University

Market Segmentation and Fighting in Professional Hockey

Norm O'Reilly, University of Guelph
Rick Burton, Syracuse University

Media Power as a Tool for Environmental Stewardship in Sport

Stavros Triantafyllidis, The Citadel, The Military College of South Carolina
Oadiah Gassett, The Citadel, The Military College of South Carolina
Sarah Lynch, The Citadel, The Military College of South Carolina
Zachary Mills, The Citadel, The Military College of South Carolina
Ian Rodgers, The Citadel, The Military College of South Carolina

Measuring Leader Innovativeness: The Case of HS Athletic Directors and Digital Ticketing Adoption

Armin Marquez, Georgia State University
Beth Cianfrone, Georgia State University
Timothy Kellison, Georgia State University

Effect of Self-Construal on the Relationship between Fitness Engagement and Extra-Role Behavior

Tae Ho Kim, Washington State University
Yong Jae Ko, University of Florida
Wanyong Choi, University of North Florida

Person-Environment Fit: Sport Management Doctoral Programs and the Organizational Environment

Kyle J. Brannigan, University of Northern Colorado

Jay Martyn, University of Northern Colorado

Brent D. Oja, University of Northern Colorado

Claire C. Zvosec, Northern Illinois University

Alan L. Morse, University of Northern Colorado

Relationship between Team Cohesiveness from the Characteristic of University Licensing Products, School Satisfaction, and Purchase Intention

Hwan-Suk Choi, Keimyung University, S. Korea

Hongbum Shin, Keimyung University, S. Korea

Soonhwan Lee, Indiana University Purdue University Indianapolis (IUPUI)

Renewing Season Ticket Holders: Examining the Use of Membership and Loyalty Programs

Lisa Rufer, Rider University

Sponsorship Engagement: Leveraging Ancillary Events to Increase Title Sponsor Awareness

Amanda Greene, East Tennessee State University

Natalie Smith, East Tennessee State University

Charles Jones, East Tennessee State University

Sport Identity and Motives of North American Football Supporters

Thomas Cieslak, Florida International University

Sports Spectators' Response to CSR Activities: Examining the Role of Cause Fit

Taegeun Kwon, Hanyang University

Seungae Lee, Hanyang University

Survival of Sporting Goods Stores: The Dual Functions of Online Reviews

Luke Mao, University of New Mexico

Tales from the Bleachers to Cinderella's Castle: Examining Sport and Disney Fandom

Cody T. Havard, The University of Memphis

Daniel L. Wann, Murray State University

Rick G. Grieve, Western Kentucky University

Tell Me You Like Me: Examining Super Bowl Commercial Likability

Matt Blaszk, Indiana State University

Patrick Walsh, Syracuse University

Galen Clavio, Indiana University

JT Post, Indiana State University

Transforming into Active Spectators: Examining College Basketball Literacy for Spectatorship

Kyungun Ryan Kim, University of Central Missouri

Robert Slana, University of Central Missouri

Garrick Stoker, University of Central Missouri

Diego Arguelles, University of Texas at Austin

Emily Sparvero, University of Texas at Austin

Understanding Online Sports Consumers in Sports Team Licensed Merchandise: An Application of Flow Theory and Shopping Well-Being

Bomin Paek, University of Northern Colorado

Alan Morse, University of Northern Colorado

Minjung Kim, University of Mississippi

Hoyoon Jung, University of Northern Colorado

When Your Team Loses: Fan Attitude Toward Sponsor Advertisement

Inje Cho, University of Florida