



ACADEMIC PROGRAM



SPORT MARKETING ASSOCIATION
ANNUAL CONFERENCE
LAS VEGAS, NV
OCTOBER 20 - OCTOBER 22, 2021
ORAL PRESENTATION SCHEDULE



LAS VEGAS
OCTOBER 2021

20
WED

OPENING SESSION 12:00PM - 12:30PM

Fox Sports U Research Symposium 12:35PM - 1:25PM

Brandon Brown, *New York University*
Bri Newland, *New York University*
Ted Hayduk, *New York University*
Ben Valenta, *Fox Sports*
David Sikorjak, *Fox Sports*

20 **1:00PM (25 min oral presentations)**
WED

ACE! How the Waste Management Phoenix Open Rose from the Ash Heap to become a Sponsorship Exemplar

Lee McGinnis, *Stonehill College*
Keevan Statz, *University of Kansas*

Social Media, Racial Justice, and College Athletics: “Not Just Posting a Black Square like Everyone Else”

Natalie Bunch, *Georgia State University*
Beth A. Cianfrone, *Georgia State University*

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20 WED **1:00PM (25 min oral presentations)**

Selling your Ph.D. Program Short: Examining 2020/21 Sport Marketing Faculty Job Postings

Natalie L. Smith, *East Tennessee State University*
Joshua Lupinek, *Montclair State University*
J. Hunter Gray, *East Tennessee State University*

20 WED **1:30PM (25 min oral presentations)**

A “Toxic Culture”: The Negative Experiences of Ticket Sales Employees across Professional Sport

Liz Sattler, *Illinois State University*
Megan Shreffler, *University of Louisville*
Nels Popp, *University of North Carolina*
David Pierce, *Indiana University-Purdue University Indianapolis*

Eyesore or Not? Examining Mediated Sport Viewership in the Absence of a Live Audience in the Wake of the COVID Pandemic

Yang Xu, *Florida State University*
Susmit Gulavani, *Florida State University*
Carter Floyd, *Florida State University*
James Du, *Florida State University*
Jeffrey D James, *Florida State University*

Positioning Female Entrepreneurs within Sport Related Enterprises

Tim Koba, *University of Mount Union*
Kelly Evans, *Metropolitan State University of Denver*

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20
WED **1:30PM (25 min oral presentations)**

From Gearshifts to Gigabytes: An analysis of how NASCAR used iRacing to Engage Fans During the COVID-19 Shutdown

Chad Goebert, *Virginia Commonwealth University*
Gregory Greenhalgh, *University of South Florida*
Carrie LeCrom, *Virginia Commonwealth University*

20
WED **2:00PM (25 min oral presentations)**

Fan Segments of a Niche Sport: A Case of Professional Fastpitch Softball

Ceyda Mumcu, *University of New Haven*
Nancy Lough, *UNLV*
Michelle Coyner, *UNLV*

Consumer Responses to the Breach of Psychological Contracts Between a Sports League and Athletes

Akira Asada, *Texas Tech University*
Christopher McLeod, *University of Florida*

A Picture is Worth a Thousand Words: How Major League Soccer Teams Use Instagram as a Branding Tool

Christos Anagnostopoulos, *University of Central Lancashire Cyprus*
Petros Parganas, *Adidas Ltd*
Samuel Lopez, *University of Valencia*

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20 WED 2:00PM (25 min oral presentations)

From Influencers to Endorsers: Connecting Female Athletes' Personal Brand with Potential Sponsored Product Categories using a Computer Vision Approach

Yiran Su, *University of Georgia*

20 WED 2:30PM (25 min oral presentations)

Consumers' Visual Attention and Explicit Memory of Sponsorships: An Eye-Tracking Investigation at the 2021 U.S. Olympic Swim Trials

Alicia Romano, *University of Northern Colorado*
Alan Morse, *University of Northern Colorado*

The Application of Service Fairness in Mediated Sports for Viewers' Attitudes

Seomgyun Lee, *University of Mississippi*
Han Soo Kim, *Texas A&M University*
Minjung Kim, *Texas A&M University*
Taeyeon Oh, *University of Mississippi*

Sponsorship Perceptions of Professional Runners

Austin Bogina, *University of Kansas*
Brian Gordon, *University of Kansas*

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20 **3:00PM (25 min oral presentations)**
WED

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Hail to the Football Team: Which Brand Attributes are Most Important to Consumer Desirability or Rejection of a New Brand

Jason Simmons, *University of Cincinnati*
Michael Naraine, *Brock University*
Christopher Greenwell, *University of Louisville*

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Effects of Game Situation-dependent Emotions on Sport Spectators' Food Craving

Gyujik Han, *University of Florida*
Yonghwan Chang, *University of Florida*

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Muslim Women and Individuals with Disabilities in the USA: Nike's Pro-Sport Hijab Versus Nike Flyease

Umer Hussain, *Texas A&M University*
George Cunningham, *Texas A&M University*

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Looking Beyond the Positive/Negative Continuum: Understanding Service Quality through the Importance-performance Analysis

Thomas Aicher, *University of Colorado - Colorado Springs*
Bob Heere, *University of North Texas*
Michael Odio, *University of Cincinnati*
Jeff Ferguson, *University of Colorado - Colorado Springs*

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WED **3:30PM (25 min oral presentations)**

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Femvertising or Faux CSR: Examination of Sport Brands' Commitment to Gender Equality

Zahra Sharifzadeh, *Texas A & M University*
Natasha Brison, *Texas A & M University*

Visual Congruity in Jersey Sponsorship: The Effect of Created Color Congruity on Purchase Intention and the Role of the Perceived Aesthetic

Sungwook Son, *Indiana University Bloomington*
Antonio Williams, *Indiana University Bloomington*

Examining the Relationship among Market Demand, Event Identification, and Behavioral Intentions at the Shanghai Masters

Gregg Rich, *Georgia Southern University*
Tyreal Yizhou Qian, *Louisiana State University*
Lei Lou, *Shanghai University of Sport*

Marketing to a Family of Four No More: Understanding the Complexity of Family Needs Regarding Sport Consumption

Jason Simmons, *University of Cincinnati*
Danielle Kushner Smith, *University of North Carolina*
Heidi Grappendorf, *Western Carolina University*

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20 **4:00PM (25 min oral presentations)**
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(Hit Me With Your) Top Shot: The Marketing of Sport NFTs on Social Media

Galen Clavio, *Indiana University*
Katie Metz, *Indiana University*
Matthew Blaszk, *Indiana State University*
Windy Dees, *University of Miami*

The Impact of Local Sport Broadcasting on Brand Equity

Michael Mudrick, *York College of Pennsylvania*
Melissa Davies, *Ohio University*

“I Didn’t Think My First View of the...Stadium Would Be During a Global Crisis”: Building Brand Equity Through the Mass Vaccination Venue

Jackson Sears, *Georgia State University*
Beth Cianfrone, *Georgia State University*
Timothy Kellison, *Georgia State University*

What Happened in Vegas: Transforming the Rebel Brand Identity

Nancy Lough, *University of Nevada Las Vegas*
Jason Lee, *University of North Florida*
Elizabeth Gregg, *University of North Florida*

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Work[out] from home: The Relationships between Brand Community and Brand Equity among Connected Fitness Brand Users

Melissa Davies, *Ohio University*
Bri Newland, *New York University*
Eric Hungenberg, *University of Tennessee Chattanooga*
Thomas Aicher, *University of Colorado Colorado Springs*

Understanding Fan Segments: An Experimental Investigation of NFL Players' Opt-Out Decisions

Darcey Powell, *Roanoke College*
K.C. Mayer, *Roanoke College*

Innovation Engineering in the Sports Marketing Curriculum

Lynn Kahle, *Pace University, University of Oregon*

DOCTORAL STUDENT MENTORSHIP SESSION
4:30PM - 4:55PM

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THURS **9:00AM (25 min oral presentations)**

ACADEMIC PROGRAM

Impacts of Perceived Value on Purchasing Virtual Sport Branded Merchandise

Sean Davis, *University of Florida*
Yong Jae Ko, *University of Florida*
Seongjin Yoo, *University of Florida*

RAINBOW

Bet on it: Exploring sport betting partnerships in professional sport

Tyler Hajek, *University of Northern Colorado*
Yohan Lee, *University of Northern Colorado*
Brent D. Oja, *University of Northern Colorado*
Logan Schuetz, *University of Northern Colorado*
Yoon Tae Sung, *University of Northern Colorado*

PARAMONT

Examining perceived fit and consumer attitudes toward cannabidiol (CBD) sponsorships in sport

Patrick Walsh, *Syracuse University*
Matthew Blaszk, *Indiana State University*
Galen Clavio, *Indiana University*

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PROFESSIONAL DEVELOPMENT SESSION
9:00AM - 9:25AM

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21 **9:30AM (25 min oral presentations)**
THURS

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Converge or Diverge? A Text Mining Analysis of the Communicative Behavior of Nonlocal Fans

Blaine Huber, *University of Massachusetts Amherst*
Matthew Katz, *University of Massachusetts Amherst*
Bradley Baker, *University of Massachusetts Amherst*

RENAISSANCE III

Market Shocks and Small Businesses' Marketing Capabilities: A Worldwide Survey of Sport, Tourism, Hospitality, and Entertainment Firms During the Coronavirus Pandemic

Ted Hayduk, *New York University*
Brandon Brown, *New York University*
Daniel Kelly, *New York University*

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Using Facebook and Instagram to Increase Exercise Frequency, Membership Tenure, and Relationship Quality

Rebecca Achen, *Illinois State University*

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National Olympic Committee Sponsorship in Small States: A Case Study with Focus on the Caribbean Region

Jeeyoon Kim, *Syracuse University*
Elizabeth Delia, *University of Massachusetts*
Patrick Walsh, *Syracuse University*

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21 **10:00AM (25 min oral presentations)**
THURS

**Advancing Social Network Analysis in Sport Marketing:
A Theoretical, Methodological, and Applied Discussion**

Matthew Katz, *University of Massachusetts*
Bob Heere, *University of North Texas*
B. David Tyler, *University of Massachusetts*
Matthew Walker, *University of North Texas*

**Is She Competent? Understanding Stereotypes in Female
Sport Broadcasters from the Fan Perspective**

Danielle Kushner Smith, *University of North Carolina, Chapel Hill*
Jonathan Casper, *North Carolina State University*

**Fan Perceptions of Social Media Content Value in
Professional Sport**

Rebecca Achen, *Illinois State University*
Ashley Stadler-Blank, *Xavier University*

**From “Brand policing” to “Social ambush:” A Legal
Analysis of the Theoretical and Practical Evolution of
Ambush Marketing Prevention at Mega Sport Events**

John Grady, *University of South Carolina*
Mark Dodds, *SUNY Cortland*
Haylee Mercado, *University of South Carolina*

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A Segmentation Analysis of Sports Bettors by Involvement

Brendan Dwyer, *VCU*
Stephen Shapiro, *University of South Carolina*
Joris Drayer, *Temple University*

Applying Sentiment Analysis to Explore Public Perceptions of Sport Organizations' Social Marketing Activities

Yoseph Mamo, *Tennessee State University*
Kwame Agyemang, *The Ohio State University*
Damon Andrew, *Florida State University*

#TeamOcean: Examining Athlete and Pro-environmental Nonprofit Partnership Activations on Social Media

Natasha T. Brison, *Texas A&M University*
Jessica R. Murfree, *Texas A&M University*

I Can Just Feel It: Biased Decision-Making Strategies that Influence Supporting a Non-Traditional Sport Team

Keshav Gupta, *Temple University*
Vinod Venkatraman, *Temple University*
Daniel Funk, *Temple University*

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21 **11:00AM (25 min oral presentations)**
THURS

**Game of Luck or Skill? The Cognitive Effect of
Gambler's Dispositional Attribution on Sport Betting
Decisions**

Frank Wonsok Jee, *Western Carolina University*
Moonsup Hyun, *Temple University*
James Du, *Florida State University*

**An Examination of Sport Consumer Perceptions Related
to Ticket Surcharges and Sustainable Venues**

Misun Won, *University of South Carolina*
Stephen Shapiro, *University of South Carolina*

Athlete Brand Image: A Systematic Literature Review

Bo Yu, *Texas A&M University*
Gregg Bennett, *Texas A&M University*
Natasha Brison, *Texas A&M University*

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Social Identity Complexity and Brand Authenticity Involving Multiple Professional Sport Leagues

Chanwook Do, *Texas A&M University* -
Jun-Phil Uhm, *Texas A&M University*
Kun Chang, *Texas A&M University*
Natasha Brison, *Texas A&M University*
Hyun-Woo Lee, *Texas A&M University*

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Examining the Growing Inventory of Sport Virtual Reality In-game Advertising (IGA)

Joshua Lupinek, *Montclair State University*
Eric Brownlee, *Gannon University*
Jinhee Yoo, *Gannon University*
Eugene Ohu, *Pan-Atlantic University*

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A Profile of Sport Consumer Needs

Philip Kang, *University of Florida*
Seong Jin Yoo, *University of Florida*
Sean Davis, *University of Florida*
Maria Huertas Gonzalez Serrano, *University of Valencia*
Yong Jae Ko, *University of Florida*

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PRESIDENTS LUNCHEON

12:00PM - 1:30PM

RENAISSANCE I & II



LAS VEGAS OCTOBER 2021

21
THURS

RAP SESSION #1 - *The Collective* 1:40PM - 2:30PM

RAP SESSION #2 - SPORTS GAMBLING 2:40PM - 3:20PM

21 **3:30PM (25 min oral presentations)**
THURS

**Social Media Brand Management During the COVID-19
Pandemic: A Case Study in Major League Baseball**

Natalie Bunch, *Georgia State University*
Beth A. Cianfrone, *Georgia State University*

**Exploring Consumer Responses to Athlete's Charity
Activities: Congruence Effect between Pre- and Post-
Transgression**

Myungwoo Lee, *Southeast Missouri State University*
Don Lee, *University of Houston*

**Investigating the Impact of Passion for eSports on
Wellbeing for UK College esports Players**

Xiuqi Zhu, *Loughborough University*
Do Young Pyun, *Loughborough University*
Elisavet Manoli, *Loughborough University*

Team Representation: Scale Development

Akira Asada, *Texas Tech University*

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21 **4:00PM (25 min oral presentations)**
THURS

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The Green Front Porch of the University: Examining Increased Brand Perception of the University as a Result of the Athletic Department's Environmental Initiatives

Brian McCullough, *Texas A&M University*
Timothy Kellison, *Georgia State University*

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First-Person Experience in Virtual Reality Sport Advertisement: Transportation of Embodied Empathy

Jun-Phil Uhm, *Texas A&M University*
Sanghoon Kim, *Texas A&M University*
Hyun-Woo Lee, *Texas A&M University*
Jin-Wook Han, *Kyung Hee University*

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Retention in Entry-Level Ticket Sales Position: A Survival Analysis

David Pierce, *Indiana University-Purdue University Indianapolis*
Elizabeth Wanless, *Ohio University*
Nels Popp, *University of North Carolina*
Liz Sattler, *Illinois State University*
Megan Shreffler, *University of Louisville*

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Fear of Missing Out as Antecedent of Fan Engagement of Sport Teams' Social Media

Sangwon Na, *Mississippi State University*
Dae-eun Kim, *Mississippi State University*
Younghan Lee (advisor), *Mississippi State University*

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21 **4:30PM (25 min oral presentations)**
THURS

Managing Social Media through Disruption: A Content Analysis of Adjustments Made During the COVID-19 Pandemic

Heather Kennedy, *University of Guelph*
Nataliya Bredikhina, *Temple University*
Grace Athanas-Linden, *Temple University*
Thilo Kunkel, *Temple University*
Daniel Funk, *Temple University*

Escape Motive of Mediated Sports Consumption and Social Media Engagement of NBA fans During COVID-19: A Coping Perspective

Yong Wang, *University of New Mexico*
Luke L Mao, *University of New Mexico*
Xi Gong, *University of New Mexico*

Emphasizing Effort Versus Talent in Personal Trainers' Performance: Consumption Response of Personal Fitness Training Customers

Sangchul Park, *Texas A&M University*
Hyun-Woo Lee, *Texas A&M University*

Toward an Understanding of Parent vs. Local Team Branding in Minor League Baseball

Matthew Bernthal, *Florida Southern College*
Khalid Ballouli, *University of South Carolina*
Nicholas Nugent, *Florida Southern College*

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22 **9:00AM (25 min oral presentations)**
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Behind a Love Story: Exploring the WAGs Phenomenon and the Impact of a Romantic Relationship on an Athlete's Brand

Nataliya Bredikhina, *Temple University*
Katherine Sveinson, *Temple University*
Elizabeth Taylor, *Temple University*
Caroline Heffernan, *Temple University*

“Drive On and Lay Up” - Setting up Women's Golf for Success

Ted Peetz, *Belmont University*
Michelle Coyner, *University of Nevada Las Vegas*
Jordan Bass, *University of Kansas*
Brittany Connor, *University of Kansas*
Christopher Cain, *University of Nevada Las Vegas*

Spectators' Perceptions of Fee Responsibility during Ticket Purchases

Armin Marquez, *Georgia State University*
Beth Cianfrone, *Georgia State University*
Stephen Shapiro, *University of South Carolina*

Under a Flag of Unity: Corporate Social Advocacy and Consumer Perceptions of the IOC's Refugee Olympic Team

Becca Grizzard, *Texas A&M University*
Natasha Brison, *Texas A&M University*
Hyun-Woo Lee, *Texas A&M University*

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LAS VEGAS
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22 **9:30AM (25 min oral presentations)**
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An Analysis of Identity Conflict Among Health-Conscious Sport Fans

Aaron C. Mansfield, *Merrimack College*
E. Nicole Melton, *University of Massachusetts Amherst*
Matthew Katz, *University of Massachusetts Amherst*

A Tale of Two Brands: Examining Elite Female Athletes' Branding and Self-presentation Strategies Over Time

Hailey Harris, *Texas A&M University*
Natasha T. Brison (advisor), *Texas A&M University*

Aggressive Behavior and Athlete Brand Authenticity: The Mediating Role of Empathic Concern

Bo Yu, *Texas A&M University*
Gregg Bennett, *Texas A&M University*
Hyun-Woo Lee, *Texas A&M University*
Natasha Brison, *Texas A&M University*

ACADEMIC SYMPOSIUM

10:00AM - 10:55AM

Lived Experiences of Sport Management Students and Early Professionals: The Voices of the (under)represented

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