



# ACADEMIC PROGRAM



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



**LAS VEGAS**  
**OCTOBER 2021**

**20** **5:00PM (50 min poster presentations)**  
**WED**

**ROOM - RENAISSANCE I & II**

**- Paying for the Pandemic: An Exploration of COVID-19 Fundraising Campaigns within NCAA Division I Athletic Departments**

Craig Morehead, *Indiana State University*

Parker Michael, *Indiana State University*

Chad Witkemper, *Indiana State University*

**- The Effects of Sensory Experience on Brand Loyalty: Attitudinal and Behavioral Consequences and Role of Involvement**

Daigo Yazawa, *Florida State University*

James Du, *Florida State University*

Jeffrey James, *Florida State University*

Jaejin Lee, *Florida State University*

**- Doing My Part: Understanding Attempts by Sport Fans to Influence the Outcome of Sporting Events Involving a Favorite Team**

Daniel Wann, *Murray State University*

Frederick Grieve, *Western Kentucky University*

Ted Peetz, *Belmont University*

Ryan Zapalac, *Sam Houston State University*

**- Investigation of the Relationships among Fan Associations, Fan Identification, and Behavioral Intention: Reflective-Formative Approach**

Ho Yeol Yu, *Arkansas State University*

Neal Ternes, *Arkansas State University*

Jeremy Foreman, *University of Louisiana at Lafayette*

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**ROOM - RENAISSANCE I & II**

**- Integration of esports in Educational Innovation: A Design-based Research Approach**

Michelle Harrolle, *University of South Florida*  
Greg Greenhalgh, *University of South Florida*  
Doreen MacAulay, *University of South Florida*  
Janelle Wells, *University of South Florida*

**- How Sport Celebrities Promote College Students' COVID-19 Prevention Behaviors: Persuasion of Powerful and Powerless Message on Social Media**

Kyu-soo Chung, *Kennesaw State University*

**- Impact of COVID-19 on Sport Digital Media Consumption: Generational Comparison**

Brian Yim, *Kent State University, Kent Ohio*  
Kevin Byon, *Indiana University, Bloomington Indiana*

**- The Effect of Social and Individual Factors on Value Co-creation**

Cecilia Zhang, *Limestone University*  
Kevin Byon, *Indiana University*

**- An Analysis of Research Methods in Leading Sport Marketing Journals: The Continued Paucity of Historical Methods**

Dylan Williams, *The University of Alabama*  
Patrick Tutka, *Niagara University*

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**ROOM - RENAISSANCE I & II**

- **Strategic Marketing Changes to Super Bowl LV  
Advertisements of Select Brands Due to COVID-19**

Eddie Walker II, *University of Minnesota Crookston*

Courtney Bergman, *University of Minnesota Crookston*

- **Effects of Game Type on Emotional Ambivalence in  
the Context of Spectator Sports: A Time Series  
Approach using Growth Curve Analysis**

Gyujik Han, *University of Florida*

Yonghwan Chang, *University of Florida*

- **The Effects of Safety Climate on the Productivity and  
Safety Behaviors Among Sports Employees in the  
COVID-19 Pandemic**

Han Soo Kim, *Texas A&M University*

Dylan Dobbs, *University of Mississippi*

Andre Simmond, *University of Mississippi*

Seomgyun Lee, *University of Mississippi*

Minjung Kim, *Texas A&M University*

- **Does "Athlanthropy" Work? Exploring the  
Effectiveness of Athlete Promotion on Philanthropy**

Juliet Ball, *Texas A&M University*

Gregg Bennett, *Texas A&M University*

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**ROOM - RENAISSANCE I & II**

**- Do Fans Care about Playoff Structure? The Impact of  
Playoff Format on Fan Demand in Major League  
Soccer**

Hoyoon Jung, *Texas Tech University*

Bomin Paek, *University of Northern Colorado*

Yoon Tae Sung, *University of Northern Colorado*

**- The Influence of the Mega Sport Event Service  
Quality on Satisfaction and Destination Re-visitation:  
Focusing on the Moderating Effect of Cultural  
Differences**

Huang Yihan, *Pukyong National University*

Yun Kyung Jeon, *Pukyong National University*

Jin Jae Kim, *Pukyong National University*

Chaoyu Yin, *Pukyong National University*

Daehwan Kim, *Pukyong National University*

Taegy Kim, *Pukyong National University*

Jong-Chul Park, *Pukyong National University*

**- A Conceptual Framework for Assessing Brand Equity  
in Women's Sport**

Isabell Mills, *University of Indianapolis*

**- Every Day is Game Day: Understand Needs in Daily  
Fantasy Sport Consumers**

Jackson Sears, *Georgia State University*

Philip Kang, *University of Florida*

Joon Sung Lee, *Yonsei University*

Yong Jae Ko, *University of Florida*

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**ROOM - RENAISSANCE I & II**

**- Peanuts, Cracker Jack, and Cotton Candy Hot Dogs:  
The role of Novelty Food Items in the Minor League  
Baseball Experience**

Mark Slavich, *Grand View University*  
Craig Morehead, *Indiana State University*  
Scott Bull, *Grand View University*  
Ryan Kota, *Southern Methodist University*

**- Brand Experience and Switching Costs: Golf  
Equipment Industry**

Mi Ryoung Chung, *Florida International University*  
Hyejin Bang, *Florida International University*  
Soyoun Lim, *Mississippi State University*

**- Employee-organizational Influences on Employee  
Brand Citizenship and Employee Brand Commitment  
among Fitness Center Employees**

Michael Martinez, *Louisiana State University*

**- The Role of Network Centrality and Psychological  
Ownership to the Local Community: A Case of 2020  
Houston Astros Cheating Scandal**

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

**- Is eSport an Effective Brand Extension? An Analysis  
of Sport Consumer Evaluations**

Derek Walton, *The Ohio State University*

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**ROOM - RENAISSANCE I & II**

**- Experiential Learning Projects from Students and Employers Perspectives**

David Perricone, *Centenary University*

Matt Garrett, *Loras College*

Anne C. Marx Scheuerell, *Loras College*

**- Buenos Aires 2018 Youth Olympic Games Awareness and Consumption Intention: An Analysis of Local Residents**

Lawrence Judge, *Ball State University*

Jeffrey Petersen, *Baylor University*

**- Celebrity Entrepreneurism from the Consumer Perspective**

Eric Nichols, *University of South Carolina Athletics*

Stephen Shapiro, *University of South Carolina*

**- Can Fans Experience Mixed Emotions in an Inadmissible Game Situation? Impacts of Missed Calls and Game Results.**

Jin Woo Ahn, *University of Florida*

Joon Sung Lee, *Yonsei University*

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**ROOM - RENAISSANCE I & II**

- **The Social Implications of Sponsorship by Gambling Companies in the English Premier League (EPL)**

Jaime Orejan, *Limestone University*

- **Salute to Service or Salute to Skepticism? An Empirical Analysis of Military Members' Perceptions of the NFL's Military Campaign**

Keevan Statz, *University of Kansas*  
Jennifer Schmult, *University of Kansas*  
Austin Bogina, *University of Kansas*  
Brian Gordan, *University of Kansas*

- **Golf's "Existential Crisis" – Examining the Potential Marketing Impact of Equipment Bifurcation**

Jordan Bass, *University of Kansas*  
Kyle Bunds, *North Carolina State University*  
Kirby Boehm, *University of Kansas*  
Adam Pfleegor, *Belmont University*

- **Introducing the Sport Marketing Portfolio Matrix**

K. Damon Aiken, *California State University, Chico*  
Ajay Sukhdial, *Oklahoma State University*  
Richard Campbell, *California State University, Sonoma*

- **Examining the Next Generation of Sports Spectatorship: the Impact of Adapting Virtual Reality (VR) on Fan experience, Enjoyment, Satisfaction, and Intention to Use**

Woojun Lee, *Wilkes University*

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## **ROOM - RENAISSANCE I & II**

- **“Bridging the Divide: An Updated Review of Academic Research and Industry Articles in Sport Sponsorship”**

Ryan Dastrup, *University of South Carolina*  
Todd Koesters, *University of South Carolina*  
Stephen Shapiro, *University of South Carolina*  
Sung-Bae Park, *Hanyang University*

- **Examining Conspicuous Consumption in eSports through the Lens of Emotional Sentiments**

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

- **Hoops vs. Pigskin: How Sense of Community Differs Between a University’s Men’s Basketball and Football Supporters**

Lucas Christiansen, *East Tennessee State University*  
Amanda Greene, *East Tennessee State University*  
Charles Jones, *East Tennessee State University*  
Natalie Smith, *East Tennessee State University*

- **Revisiting the Effects of Satisfaction and Service Quality Moderated by Switching Costs in Fitness Centers**

Kyungyeol 'Anthony' Kim, *Indiana University-Bloomington*  
Kevin K. Byon, *Indiana University-Bloomington*  
Hyunseok Song, *Indiana University-Bloomington*

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**ROOM - RENAISSANCE I & II**

- **Using a Logistic Regression Model to Predict Customer Retention: An Empirical Analysis in the Health and Fitness Club Industry**

Lei Ouyang, *Marshall University*  
Ryan Thomas, *Marshall University*  
Tanner Mullins, *Marshall University*

- **Satisfaction and Repurchase Intentions in the Health and Fitness Club Industry: The Moderating eEffect of Switching Barriers**

Lei Ouyang, *Marshall University*  
Tanner Mullins, *Marshall University*

- **Sport Literacy: Linking Sport-themed Video Games to Sport Spectating and Participation**

Jeeyoon Kim, *Syracuse University*  
Younghan Lee, *Mississippi State University*  
Mi-Lyang Kim, *Soonchunhyang University*  
Woong Kwon, *Jeju National University*  
Miryoung Chung, *Florida International University*

- **Childhood Brand Nostalgia and it's Influence on Consumers Feelings towards Sport Merchandise**

Zach Scola, *University of New Hampshire*  
Brian Gordon, *University of Kansas*  
Brendan Dwyer, *Virginia Commonwealth University*

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**ROOM - RENAISSANCE I & II**

**- College Esports: How a Small DIII Conference Grew to Over 90 Members**

Kostas Karadakis, *Southern New Hampshire University*

Doug Blais, *Southern New Hampshire University*

Jacob VanRyn, *New England Collegiate Conference*

**- Nation Branding Through a FIFA World Cup**

Naeem Ahmed, *University of Ottawa*

Eric MacIntosh, *University of Ottawa*

**- Strategies for Increasing Graduate Student Retention through Faculty Mentoring**

James T. Reese, *American Public University System*

Brian Freeland, *American Public University System*

Jennifer Douglas, *American Public University System*

**- Athlete's Perspectives of Media Promotion of Wheelchair Rugby**

Tiao Hu, *University of Houston*

Michael Cottingham, *University of Houston*

Deborah R Shapiro, *Georgia State University*

Don Lee, *University of Houston*

**- The Influence of a Professional Sport Club's Socially Responsible Initiatives on the Future Moral Behavior of Fans**

Young Suk Oh, *Clemson University*

Skye Arthur-Banning, *Clemson University*

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**ROOM - RENAISSANCE I & II**

**- A Video is Worth a Thousand Words: Professional Sport Organizations Branding on Novel Digital Media Platforms**

Xuan Guo, *University of Georgia*  
Yiran Su, *University of Georgia*  
Anthony Pizzo, *La Salle University*

**- Does Time Matter? How Major League Baseball Secondary Market Sellers Make Ticket Pricing Decisions**

Yohan Lee, *University of Northern Colorado*  
Alan Morse, *University of Northern Colorado*  
Joris Drayer, *Temple University*  
Moonsup Hyun, *Temple University*

**- Strategic Planning for Sport Associations' Sustainable Development: A Project Management Perspective**

Tsu-Lin Yeh, *University of South Carolina*

**- Predicting Demand for UFC Events to Unlock New Revenue with Dynamic Pricing**

Rishi Chandran, *Indiana University-Purdue University Indianapolis*  
David Pierce, *Indiana University-Purdue University Indianapolis*

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**ROOM - RENAISSANCE I & II**

**- Check the Comments Section: Exploration of Consumer Brand Associations in the Fitness Sector of the Sport Industry**

Yoon Heo, *Indiana University*  
Zack Pedersen, *Indiana University*  
Kelly Brummett, *Indiana University*  
Antonio Williams, *Indiana University*

**- Content Characteristics and Consumer Engagement on Social Media: A Big Data Examination of Six Professional Sport Leagues for oral presentation**

Yoseph Mamo, *Tennessee State University*  
Gashaw Abeza, *Towson University*  
Norm O'Reilly, *University of Guelph*

**- Uniqueness of eSports: Exploring the Omni-channel Consumption Experience Ecology**

Kun Chang, *Texas A&M University*  
Hyun-Woo Lee, *Texas A&M University*  
Gregg Bennett, *Texas A&M University*

**- Toward a Better Understanding of Core and Peripheral Market Demand for Women's Sporting Events: An Importance-performance Map Analysis Approach**

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

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**LAS VEGAS**  
**OCTOBER 2021**

**22** **8:00AM (50 min poster presentations)**  
**FRI**

**ROOM - 1st FLOOR PRE-FUNCTION AREA**

- **College Football Premium Seating: An FBS Investigation of Motivations to Purchase Luxury Suites and Club-Level Seating**

KC Mayer, *Roanoke College*  
Olzhas Taniyev, *Roanoke College*  
Corinne McPadden, *Roanoke College*

- **How Does Service Environment Contribute to Consumer Loyalty in the Sport Fitness Industry?: The Role of Servicescape, Consumption Motivation, Emotional and Flow Experiences**

Yun Kyung Jeon, *Pukyong National University*  
Daehwan Kim, *Pukyong National University*  
Taegy Kim, *Pukyong National University*  
Yong-Gwan Song, *Pukyong National University*  
Jong Chul Park, *Pukyong National University*  
Yihan Huang, *Pukyong National University*  
Jin Jae Kim, *Pukyong National University*

- **Vision Becomes Reality: Exploring the Adoption, Implementation, and Future Possibilities of the Elam Ending Format**

Nick Elam, *Ball State University*

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**22** **8:00AM (50 min poster presentations)**  
**FRI**

**ROOM - 1st FLOOR PRE-FUNCTION AREA**

- **Influencers, Influential or Influenced? A Comprehensive Analysis of WNBA Athletes' Self-Presentation on Social Media**

Alexia Pedo Lopes, *University of South Carolina*  
Michael Seidman, *University of South Carolina*  
Wil Fisackerly, *University of South Carolina*

- **Interaction Effect of Team Identification and Student Involvement on Intentions to Attend Football games: A Moderated Mediation model**

Chanwook Do, *Texas A&M University - College Station*  
Sanghoon Kim, *Texas A&M University - College Station*  
Sangchul Park, *Texas A&M University - College Station*  
Heetae Cho, *Nanyang Technological University*  
Hyun-Woo Lee, *Texas A&M University - College Station*

- **Research on the Contribution of Chinese Professional Baseball on-site Spectators' Consumption to Taiwan's Economy during the COVID-19 Pandemic**

Tsai-Yun Lee, *National Taiwan Sport University*  
Tsu-Lin Yeh, *University of South Carolina*  
Kong-Ting Yeh, *National Taiwan Sport University*

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**ROOM - 1st FLOOR PRE-FUNCTION AREA**

- **Baseball Simulation: The Impact of Sensory Experience on Interest, Athletic Identity, and Participation Intention**

Kyu-soo Chung, *Kennesaw State University*

- **The Effect of Consumers' Causal Inferences and Scandalized Entities' Communication Strategies on Consumers' Reactions to Athlete Scandals**

Jin Jae Kim, *Pukyong National University*

Dong Ik Bae, *Pukyong National University*

Byung Jae Min, *Pukyong National University*

Daehwan Kim, *Pukyong National University*

Jae Chul Seo, *Pukyong National University*

Dae Hee Kim, *Pukyong National University*

Young Hoon Kim, *Pukyong National University*

- **An Analysis of the Instagram Usage Behavior of Top Seven Korean LPGA Tour players**

Wonyul Bae, *Ithaca College*

Minseok Cho, *University of Houston*

- **An Exploration of Esports Gamer Clusters via Experiences**

Wooyoung W. Jang, *University of West Georgia*

Kevin K. Byon, *Indiana University*

Jennifer Pecoraro, *University of West Georgia*

Yosuke Tsuji, *Rikkyo University*

Charles W. Jones, *East Tennessee State University*

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**FRI**

**ROOM - 1st FLOOR PRE-FUNCTION AREA**

**- Reflections on the Importance of Fan Identity Amid the COVID-19 Pandemic**

Katherine Sveinson, *Temple University*

Aaron C. Mansfield, *Merrimack College*

Elizabeth B. Delia, *University of Massachusetts Amherst*

Emma Calow, *Bowling Green State University*

**- Integrating the Kano Model and Text Mining for Service Quality Improvement: An Application to the Fitness Industry**

Luke Mao, *University of New Mexico*

Eddie Lam, *Cleveland State University*

Yong Wang, *University of New Mexico*

**- Sport Analytics Business - The Effect of Analytics Content to Increase Sport Fan Engagement**

Minseok Cho, *University of Houston*

Michael Cottingham, *University of Houston*

Don Lee, *University of Houston*

**- Marketing and Communicating Sustainability through College Athletics: The effects of Pro-environmental Initiatives on the Belief-attitude-intention Hierarchy**

Young Do Kim, *Elon University*

Changhyun Nam, *Florida State University*

Ashley LaPlaca, *Elon University*

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**FRI**

## **ROOM - 1st FLOOR PRE-FUNCTION AREA**

**- What's Behind a Retro Brand: What Type of Fans Prefer Throwback Merchandise**

Zach Scola, *University of New Hampshire*

Brian Gordon, *University of Kansas*

**- The Influence of Sport Team Owner on Fans' Team Perceptions: A Leadership Diversity Prototype Perspective**

Xiaochen Zhou, *East Stroudsburg University*

**- Re-defining the Sport Fan Interpretation: Examining Sport Fandom Post-Covid-19**

Cheri Bradish, *Ryerson University*

Nick Burton, *Brock University*

David Legg, *Mt. Royal University*

Matt Soteroff, *Ryerson University*

**- Effects of Virtual Reality on In-Game Advertising in Esports**

Yongjin Hwang, *University of South Carolina*

Mark Nagel, *University of South Carolina*

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