



ACADEMIC PROGRAM – ORAL PRESENTATIONS
2022 SPORT MARKETING ASSOCIATION CONFERENCE
OCTOBER 26-28, IN CHARLOTTE, NC

WEDNESDAY, OCTOBER 26, 1:30 PM (25-minute oral presentations)

From Concept to Kraken: A Longitudinal Examination of a New Team Brand South/North Carolina

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

Using Eye-Tracking to Understand Real-time Consumer Behaviors During Division I Basketball Graves

Alicia Romano, University of Northern Colorado
Logan Schuetz, University of Northern Colorado
Alan Morse, University of Northern Colorado

Unique Effects of Employer Branding: Psychological Contract Fulfillment, League Credibility, and League Identification Ardwell

Akira Asada, Texas Tech University
Christopher McLeod, University of Florida
Akiko Arai, Tokyo University of Science

Mapping Sport Management Masters Programs: Supply-Side Typologies with Corresponding Demand-Side Outcomes Graham

Gregg Rich, Georgia Southern University
Dylan Williams, University of Alabama
Tyreal Y. Qian, Louisiana State University
Olivia Durham, Georgia Southern University

WEDNESDAY, OCTOBER 26, 2:00 PM (25-minute oral presentations)

Guardians of the Brand: Online Versus Offline Attitudes Towards a Rebrand South/North Carolina

Patrick Walsh, Syracuse University
Matthew Blaszka, Indiana State University

How Community Involvement in Event Sponsorship and Event-Sponsor Fit Drive Use: The Moderating Role of Sponsor Brand Trust Graves

Angeline Close Scheinbaum, Clemson University
Jiyun Huang, Clemson University
Brook Russell, Clemson University

“New Fan, What Do I Need to Know?” An Egocentric Sentiment Analysis of New Fan Socialization In Online Fan Communities Ardwell

Blaine Huber, University of Massachusetts Amherst
Matthew Katz, University of Massachusetts Amherst

Of Sponsors and Sharpies: The Curious Application of Rule 40 at Beijing 2022 Graham

John Grady, University of South Carolina
Ryan Dastrup, University of South Carolina

WEDNESDAY, OCTOBER 26, 2:30 PM (25-minute oral presentations)

*** PROFESSIONAL DEVELOPMENT SESSION ***

South/North Carolina

Mullin Award Presentation: The ACC and University of North Carolina at Chapel Hill

Nels Popp, University of North Carolina at Chapel Hill

Danielle Kushner Smith, University of North Carolina at Chapel Hill

Tim Lynde, Atlantic Coast Conference

Sport Spectatorship and Psychological Well-Being of Spectators: A Scoping Review

Graves

Hui Du, University of Georgia

Yiran Su, University of Georgia

Matthew Katz, University of Massachusetts Amherst

Kevin K. Byon, Indiana University-Bloomington

Thomas A. Baker III, University of Georgia

A Netnographic Study of Gender Disparity in the NIL Era Using Machine Learning

Ardwell

Carter Floyd, Florida State University

Susmit Gulavani, Florida State University

Thomas Henry, Florida State University

James Du, Florida State University

Jeffrey James, Florida State University

Athlete Activism: An Analysis from a Multi-Actor Perspective During the Olympic Games in Tokyo and Beijing

Graham

Matthias Anderski, University of Bayreuth

Lars Griebel, University of Bayreuth

Tim Ströbel, University of Bayreuth

WEDNESDAY, OCTOBER 26, 3:00 PM (25-minute oral presentations)

Miles of Trials: Membership Behavior in Community Running Groups

Graves

Austin Bogina, University of Central Missouri

Brian Gordon, University of Kansas

Examining Sport Fans Passions, Beliefs, And Behaviors Associated with CSR Themes

Ardwell

Danielle Kushner Smith, University of North Carolina at Chapel Hill

Jonathan Casper, North Carolina State University

Finding the Right Fit: An Examination of the Impact of Endemic Versus Non-Endemic Sports Media and Communication

Graham

Henry Wear, University of Oregon

Michael Naraine, Brock University

WEDNESDAY, OCTOBER 26, 3:30 PM (25-minute oral presentations)

Supplement or Replacement: Examining the Relationship Between Sports Betting and Team Loyalty

South/North Carolina

Brendan Dwyer, Virginia Commonwealth University
Stephen Shapiro, University of South Carolina

An Empirical Investigation of the Collaborative Course Development Method in Sport Marketing Pedagogy

Graves

Damon Aiken, Chico State University
Richard Campbell, Sonoma State University

Exploring Branding Barriers Experienced by Female Collegiate Athletic Coaches

Ardwell

Hailey Harris, Texas A&M University
Natasha Brison, Texas A&M University

Effects of Social Media Engagement and Perceived Value on Sport Consumers' Flourishing: An Empirical Model from Regulatory Engagement Theory

Graham

Yoon Tae Sung, University of Northern Colorado
Alan Morse, University of Northern Colorado
Hoyoon Jung, Texas Tech University
Bomin Paek, University of Northern Colorado

WEDNESDAY, OCTOBER 26, 4:00 PM (25-minute oral presentations)

Managing the Sponsorship Performance Cycle: Investigating the Link Between Organizational Performance and Managerial Decision-Making in Formula One

South/North Carolina

Jonathan Jensen, University of North Carolina at Chapel Hill
Joe Cobbs, Northern Kentucky University
B. David Tyler, University of Massachusetts Amherst

An Examination of Consumer's Brand Loyalty and Purchase Intention Towards Collaborations in the Sports Brand Footwear Industry

Graves

Yoon Heo, Indiana University-Bloomington
Zack Pedersen, Indiana University-Bloomington
Antonio Williams, Indiana University-Bloomington
Kevin K. Byon, Indiana University-Bloomington

Gamification New Frontier: Value Creation and Engagement In Esports Live Streaming

Ardwell

Tyreal Y. Qian, Louisiana State University
Robbie Matz, Belmont University
Lei Luo, Shanghai University of Sport
Chenglong Xu, Shanghai University of Sport

#Tokyo2021: Examination of International Athlete Disclosure of Brand Endorsements via Instagram

Graham

Natasha Brison, Texas A&M University
Akira Asada, Texas Tech University
Andrea Geurin, Loughborough University London
Lauren Burch, Loughborough University London
Nicholas Watanabe, University of South Carolina

WEDNESDAY, OCTOBER 26, 4:30 PM (25-minute oral presentations)

Fan Tokens in Sport: Perceptions of Fungible Tokens for Building Fan Loyalty And Engagement

South/North Carolina

Rebecca Achen, University of the Pacific
Lisa Rufer, Rider University
Greg Greenhalgh, University of South Florida
Chad Goebert, Kennesaw State University

Sport Consumers' Enjoyment of On-Field Aggression

Graves

Chris Greenwell, University of Louisville
Sin Wook Yoo, University of Louisville

Examining Greenwashing and Sport: A Scoping Review

Ardwell

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

The Legitimacy of Virtual Sports in the Olympics

Graham

Jun-Phil Uhm, Texas A&M University
Sanghoon Kim, Texas A&M University
Kun Chang, Texas A&M University
Sangchul Park, Texas A&M University
Hyun-Woo Lee, Texas A&M University

THURSDAY, OCTOBER 27, 9:00 AM (25-minute oral presentations)

*** SMA's PROFESSIONAL DEVELOPMENT SESSION ***

South/North Carolina

PhD Student Mentorship Session
TBD

Commercial Innovation in Sport Organizations: Do Fans Care?

Graves

Bri Newland, New York University
Ted Hayduk, New York University
Thomas Aicher, University of Colorado-Colorado Springs

Exploring the Formation and Management of Interorganizational Relationships Sponsorship

Ardwell

Zachary Evans, University of Windsor
Patti Millar, University of Windsor

Theory Utilization in Social Media Scholarship in Sport Management: A Critical Evaluation

Graham

Gashaw Abeza, Towson University

THURSDAY, OCTOBER 27, 9:30 AM (25-minute oral presentations)

*** PROFESSIONAL DEVELOPMENT SESSION ***

South/North Carolina

SBJ Atlas
TBD

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

Graves

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

Exploring the Audiovisual Effects on Sport Viewer Satisfaction: The Moderating Role of Psychological Connection

Ardwell

Yang Xu, Florida State University
James Du, Florida State University
Amy C. H. Kim, Florida State University
Jeffrey James, Florida State University

Viral Marketing in Esports: What Makes Esports Participants Disseminate Positive EWOM?

Graham

Deokkyung Ock, University of South Carolina
Yongjin Hwang, University of South Carolina
Woo-Young Lee, University of Central Missouri

THURSDAY, OCTOBER 27, 10:00 AM (25-minute oral presentations)

Sponsoring Social: Examining the Impact of Sponsorship on Social Media Engagement Behavior in Sport

South/North Carolina

Michael Naraine, Brock University
Jordan Bakhsh, University of Ottawa
Liz Wanless, Ohio University

More than Good Looking: A Conceptual Framework Assessing Athlete Physical Attractiveness

Ardwell

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

Ticket Price Determination and Consumer Perceptions of Ticket Prices in FCS College Athletics

Graham

Jason Reese, Stephen F. Austin State University

THURSDAY, OCTOBER 27, 10:30 AM (25-minute oral presentations)

Influence of Fathers as Socialization Agents on Gender Differences in Sport Fandom South/North Carolina
Brandon Mastromartino, San Diego State University
Katherine Sveinson, University of Massachusetts Amherst

**What Began as a Memorable Experience Became a Long-Standing Tradition:
Examining the Formation of Sport Fans' Traditions** Graves
Eric Hungenberg, University of Tennessee at Chattanooga
Mark Slavich, Grand View University
Ricardo Cayolla, Universidade Portucalense,

**Maximizing College Basketball Turnout: An Examination of Determinants of Actual
Attendance and No-Show Behavior as a Strategic Planning Tool** Ardwell
Nels Popp, University of North Carolina at Chapel Hill
Stephen Shapiro, University of South Carolina
Jason Simmons, University of Cincinnati

**Division I College Football Premium Seating: An Analysis of the Power Five and
Group of Five, Clientele, and Luxury Suite Price** Graham
K.C. Mayer, Roanoke College

THURSDAY, OCTOBER 27, 11:00 AM (25-minute oral presentations)

DisruptHERS: A Conceptual Model for Women's Sport South/North Carolina
Nancy Lough, University of Nevada, Las Vegas
Nicole LaVoi, University of Minnesota
Ann Pegoraro, University of Guelph
Katie Lebel, University of Guelph
Dunja Antunovic, University of Minnesota
Ceyda Mumcu, University of New Haven

The Antecedents and Consequences of Perceived Authenticity of Sport Related YouTube Channel Graves
Lydia Yun, University of Florida
Yong Jae Ko, University of Florida
Yonghwan Chang, University of Florida

**Corporate Naming Rights in College Athletics: Rights Fee Valuation and Impact on
Stakeholder Attendance and Donations** Ardwell
Brett Centracchio, University of North Carolina at Chapel Hill
Nels Popp, University of North Carolina at Chapel Hill
Jonathan Jensen, University of North Carolina at Chapel Hill

An Investigation of Outsourcing Ticket Sales in Division I College Athletics Graham
Kyle Brannigan, University of Wisconsin Parkside
Alan Morse, University of Northern Colorado

THURSDAY, OCTOBER 27, 11:30 AM (25-minute oral presentations)

The Dominance of Fandom: An Analysis of How Gender and Fandom Impact Live and Non-Live Sport Event Consumption Behaviors

South/North Carolina

Heather Kennedy, University of Massachusetts Boston

Jordan Bakhsh, University of Ottawa

Ann Pegoraro, University of Guelph

Marijke Taks, University of Ottawa

How Esports Gamers Tolerate Toxicity: The Mediation Effect of Positive Coping On Brand Performance Tolerance

Graves

Kun Chang, Texas A&M University

Jun-Phil Uhm, Texas A&M University

Hyun-Woo Lee, Texas A&M University

Gregg Bennett, Texas A&M University

Loyalty Program Factors: Implications on Satisfaction and Renewal

Ardwell

Liz Sattler, Illinois State University

Lisa Rufer, Rider University

Rebecca Achen, University of the Pacific

Calling the Plays off the Court: NCAA Coaches' Social Media Activism Impressions and Desired Strategy

Graham

Natalie Bunch, Georgia State University

Beth A. Cianfrone, Georgia State University

THURSDAY, OCTOBER 27, 3:30 PM (25-minute oral presentations)

*** PROFESSIONAL DEVELOPMENT SESSION (55 MINUTES) ***

SBRnet Partner Spotlight

South/North Carolina

TBD

Esports Extensions of Traditional Sports Club Brands: Opportunities for Brand Co-Creation Processes?

Graves

Lars Griebel, University of Bayreuth

Matthias Anderski, University of Bayreuth

Tim Ströbel, University of Bayreuth

Advertising NCAA Programs to International Student-Athletes

Ardwell

Tsu-Lin Yeh, University of South Carolina

Mark Nagel, University of South Carolina

THURSDAY, OCTOBER 27, 4:00 PM (25-minute oral presentations)

**The Impact of Pre-Mega Sport Event Programming on Physical Activity Participation:
The Case of the Qatar 2022 World Cup**

Saad Alshamari, University of South Carolina
Ryan Dastrup, University of South Carolina
Stephen Shapiro, University of South Carolina

Graves

**Social Media Analytics in Sport Marketing Research: Status, Challenges, and Methodological
Reporting Guidance**

Yiran Su, University of Georgia
Bradley Baker, Temple University
James Du, Florida State University

Ardwell

**It's Time to Emphasize Gamified Aspects of Wearable Devices to Increase Physical Activity
Among Sport Consumers**

Minseong Kim, Louisiana State University Shreveport
Sung Ik Kim, Louisiana State University Shreveport
Daewoung Choi, Louisiana State University Shreveport

Graham

THURSDAY, OCTOBER 27, 4:30 PM (25-minute oral presentations)

Is Hockey for Everyone? Inclusivity of Hockey and NHL

Ceyda Mumcu, University of New Haven
Andreas Xenofontos, University of New Haven
Ann Pegoraro, University of Guelph
Nancy Lough, University of Nevada, Las Vegas

South/North Carolina

NIL Marketing of Division I NCAA Athletics

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

Graves

**The Impact of Brand Image on Functional Attitude: The Moderator Role of Social
Comparison Tendency**

Philip Kang, University of Florida
Yong Jae Ko, University of Florida
Seong Jin Yoo, University of Florida

Ardwell

The Impact of Athlete Health-Related Activism on Sport Consumer Behavior

Molly Hayes Sauder, York College of Pennsylvania
Michael Mudrick, York College of Pennsylvania
Mellisa Davies, Ohio University

Graham

FRIDAY, OCTOBER 28, 9:00 AM (25-minute oral presentations)

Factors Shaping NCAA Student Athletes' Decision to Pursue NIL Sponsorships South/North Carolina
Nataliya Bredikhina, Temple University
Thilo Kunkel, Temple University

**A Study on Professional Players' Perceptions of Covid-19 Pandemic Risk Management Factors:
Taking the Chinese Baseball League 2020 Season as An Example** Graves
Yu-Ting Gu, National Taiwan Sport University
Kong-Ting Yeh, National Taiwan Sport University
Chih-Yang Wu, National Taiwan Sport University
Tsai-Yun Lee, National Taiwan Sport University
Tsu-Lin Yeh, University of South Carolina

Introducing Extended Self as a Predictor for Future Consumption Ardwell
Ken Sumida, Nihon Fukushi University
Kazunori Maeda, Kochi University of Technology
Sora Hayashi, Nihon Fukushi University

FRIDAY, OCTOBER 28, 9:30 AM (25-minute oral presentations)

*** PROFESSIONAL DEVELOPMENT SESSION *** South/North Carolina
TeamWork Online Faculty Development
TBD

Brain Activity during Experimental Sport Media Viewing: The Power of Suspense and Surprise Graves
Daniel Larson, University of Oklahoma
Travis Richardson, University of Tubingen
Grant Chesbro, University of Oklahoma
Hugo Pereira, University of Oklahoma
Rebecca Larson, University of Oklahoma

**Does One Endorsement Fit All? Examining the Role of Female Athletes' Race and Sport on
Instagram Sponsorship Effectiveness** Ardwell
Heather Kennedy, University of Massachusetts Boston
Yiran Su, University of Georgia

FRIDAY, OCTOBER 28, 10:00 AM (25-minute oral presentations)

New Policies and Restrictions: Secondary Market Ticket Prices in Major League Baseball Spring Training

South/North Carolina

Yohan Lee, University of Northern Colorado
Yoon Tae Sung, University of Northern Colorado
Alan Morse, University of Northern Colorado

The Categorization Effect on Goal Progress Perception and Motivation: The Moderating Role of Self-Efficacy

Graves

Seongjin Park, Texas A&M University
Hyun-Woo Lee, Texas A&M University
Yukyoun Kim, Seoul National University

Deciphering the Dynamic Nature of Human Brands in Sport: Evidence from a Natural Experiment

Ardwell

Susmit Gulavani, Florida State University
James Du, Florida State University
Jeffrey James, Florida State University

An Examination of Fan Attachment to Front Office Personnel

Graham

Molly Hayes Sauder, York College of Pennsylvania
Michael Mudrick, York College of Pennsylvania

FRIDAY, OCTOBER 28, 10:30 AM (25-minute oral presentations)

*** SPECIAL SESSION (75 MINUTES) ***

Ignite Talk Sessions presented by Sport Biz Groups
TBD

South/North Carolina

A Conceptual Framework for Understanding Perceived Severity of Athlete Scandal

Graves

Jin Woo Ahn, University of Florida
Joon Sung Lee, Yonsei University
Tae Won Park, Yonsei University
Yeo Jung Seo, Yonsei University

Shopping Orientation, Consumption Benefits, and Attributes Evaluation in Sportswear Consumption: A Cross-Cultural Comparison between U.S. and South Korean Students

Ardwell

Min Jung Kim, Fairleigh Dickinson University
Yong Wang, University of New Mexico
Luke Lunhua Mao, University of New Mexico

FRIDAY, OCTOBER 28, 11:00 AM (25-minute oral presentations)

Sensory Image Fit at the Sport Venue: Mediating Effects of Sense of Home And Tourist Experience

Yongjin Hwang, University of South Carolina
Khalid Ballouli, University of South Carolina
Matthew Bernthal, Florida Southern College

Graves

Relationships Between Fans and Student-Athletes in the NIL Era: A Parasocial Relationship Perspective

Xuan Guo, University of Georgia
Yiran Su, University of Georgia

Ardwell

“I Got into Wrestling Because of You”: The Production and Marketing of Identity in Professional Wrestling

Nicholas Davidson, Tusculum University
Tim Wilson, Bethel University

Graham