



2022 SMA ANNUAL CONFERENCE
OCTOBER 26-28, IN CHARLOTTE, NC

Academic Program – Poster Presentations

WEDNESDAY, October 26, 2022, 5:00-5:50 PM

2nd Floor Plaza Atrium

Exploring the Experiences of Novice Golfers at Topgolf and Their Perceptions of the Brand

Jackson Sears, Georgia State University
Beth Cianfrone, Georgia State University
Euisoo Kim, Georgia State University

The Covid-19 Hiring Freeze is Over: Examining 2021/2022 Sport Marketing Faculty Job Market

Joshua Lupinek, Montclair State University
Natalie Smith, East Tennessee State University
Hunter Gray, East Tennessee State University
Nicholas Juzdan, Montclair State University

'Times are a-Changing': Conference USA Undergraduate Sport Management Student Perceptions of NIL

Rachel Silverman, Troy University
Nicholas Smith, Troy University and Florida International University

Recruiting and Marketing Student-Athletes at Small Colleges and Universities (D-II)

Jaime Orejan, Limestone University

Advising Baby Docs (ABDs) Leaving for B-Schools: Stay Away from High Numbers

Peter Schlittenhardt, Montclair State University
Joshua Lupinek, Montclair State University

Circle's Edge: Consumer Motivations of Disc Golf

Kirby Boehm, University of Kansas
Austin Bogina, University of Central Missouri
Jordan Bass, University of Kansas

Coach Branding as a Competitive Strategy in Division I HBCU Football: Using Topic Modeling and Thematic Analysis

Yoseph Mamo, Tennessee State University

Media Framing of Dual National Athletes' Choice of Country Representation

Becca Grizzard, Texas A&M University
Melody Alanis, Texas A&M University
Natasha Brison, Texas A&M University

Effect of COVID-19 on Sense of Community at Collegiate Athletic Events

Lucas Christiansen, East Tennessee State University

Impact of Fantasy Basketball Participation on NBA Live Games' Viewership

Robert Wright Jr.
Aaron Livingston

Game Attendance in Luxury: Purchase Motivations of Suites and Club Level Seating in Division I College Football

K.C. Mayer, Roanoke College
Olzhas Taniyev, Roanoke College
Corinne McPadden, Roanoke College

Love It, Hate It, Learn to Tolerate It: Understanding Fans' Experiences of Sport Activism Through a Multiple Social Identity Lens

Keegan Dalal, Brock University
Michael Naraine, Brock University

Get Your Tickets Here! An Examination of How Reputation of Ticket Sellers Affects Consumers' Willingness to Purchase Sport Tickets

Koo Yul Kim, Temple University
Colin Lopez, Temple University

Information Frenzy: Sorting Through the Abundance of Online Media Platforms Utilized by Casual, Devoted, and Fanatic Consumers of Sport

Lucas Christiansen, East Tennessee State University
Amanda Greene, East Tennessee State University
Charles Jones, East Tennessee State University

Power, Wealth, and Influence: A Conceptualization of the Impacts of Competition, Team, and Media on Esports Athletes' Compensation

Colleen Dibble, University of South Carolina
Michael Seidman, University of South Carolina
Alexia Pedo Lopes, University of South Carolina

A New Sport Marketing Tool: Non-Fungible Tokens

Derek Walton, The Ohio State University

HOT Communication: Examining the Effectiveness of a Communication Suite in Online Education for Sport Marketing Courses

Idris Mayo, University of North Florida
Elizabeth A. Gregg, University of North Florida

Escape the Hedonic Treadmill: Examining the Nomological Net among Ego Depletion, Team Identification, Performance Priming, Self-Licensing, and Hedonic Consumption

Thomas Raffin, Florida State University
Jiaying Wang, Florida State University
Chelsea Ale, Florida State University
Jeffrey James, Florida State University
James Du, Florida State University

Building Bridges: Connecting Sport Marketing and Critical Social Science Research

Zachary Evans, University of Windsor
Terry Eddy, University of Windsor
Sarah Gee, University of Windsor

**The Effect of an Athletic Department's Pro-Environmental Initiatives on the Tri-Component Attitude Model:
An Experimental Examination**

Young Do Kim, Elon University
HoYeol Yu, Arkansas State University
Kasper Lehm, Elon University

**The Effect of Metaverse Telepresence on Avatar Identification and Purchase Intention of Sports Products in
Real Life: A Focus on the Moderating Effect of Self-Esteem**

DongIk Bae, Pukyong National University
ByungJae Min, Pukyong National University
Jinjae Kim, Pukyong National University
Munho Lee, Pukyong National University
Younggi Yang, Pukyong National University
DaeHwan Kim, Pukyong National University
Daehee Kim, Pukyong National University

Using Social Norms to Increase Millennials' Interest in Olympic Sports

Junwoo Choi, Indiana University
Kevin Byon, Indiana University

**The Relationship between Value Co-creation, Revisit Intention, and Word-of-mouth: A Case Study of
Indianapolis 500**

Jingxian Cecilia Zhang, Limestone University
Kevin Byon, Indiana University

**The Application of Machine Learning to Identify Major Factors for Attendance: In the Context of MLB and
NBA Teams**

Juho Park, Texas A&M University
Junghwan Cho, Yonsei University
Han Soo Kim, Texas A&M University
Alex Gang, Midway University
Hyun-Woo Lee, Texas A&M University

Street Outlaws: The Impact of a Reality Television Show on Niche Sport Consumer Behavior

Lamar Reams, Old Dominion University
Yilun Zhou, Old Dominion University

POSTERS & PASTRIES

presented by



MARK H. McCORMACK
Department of Sport Management

College Basketball Championships and Sponsored Athletic Brands' Stock Prices: An Empirical Investigation Using the Event Study Analysis

Minyong Lee, North Carolina A&T State University
Taewoo Kim, Cal State University, San Bernardino
Sungho Cho, Bowling Green State University
Ji-Ho Kim, Wingate University

When Does Trainer Performance Attribution Lead to Customer Service Participation? The Role of Customer Implicit Theories

Sangchul Park, Texas A&M University
Sanghoon Kim, Texas A&M University
Juho Park, Texas A&M University
Hyun-Woo Lee, Texas A&M University

Brands in the Metaverse: Best Practices on Brand Management and Protection in the Virtual Sphere

Katie Brown, Texas Tech University
Sarah Brown, Southern Methodist University

Antecedents of Mega Sporting Events' Volunteer Satisfaction with a Binary Dependent Variable of Volunteers' Retention Behavior

Minseok Cho, University of Houston
Wonyul Bae, Ithaca College
Hahn Kim, Arkansas State University

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

Nicholas Davidson, Tusculum University
Tim Wilson, Bethel University

The Impact of Nostalgia on Sport fans' Feelings towards Merchandise

Zach Scola, University of New Hampshire
Mark Slavich, Grand View University

If You Build It, They Will Come: How Marketing Venues as 365-day Mixed-Use “Mini” Cities has Reshaped the Facility Landscape

Patrick Tutka, Niagara University

Dylan Williams, University of Alabama

Do You Believe in CGI? Evaluating the Believability and Authenticity of Athlete Virtual Influencers

Sarah Brown, Southern Methodist University

Katie Brown, Texas Tech University

An Examination of the Impact of Reference Price on Fairness Perceptions: Assessing the Influence of Self-Construal and Relational Value

Deukmook Bae, University of South Carolina

Stephen Shapiro, University of South Carolina

When Will You Get Your Ticket? The Categorization Effect on Time Perception and Ticket Purchase Intention

Seongjin Park, Texas A&M University

Hyun-Woo Lee, Texas A&M University

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

Angeline Close Scheinbaum, Clemson University

Jiyun Huang, Clemson University

Brook Russell, Clemson University

Understanding LPGA Tour Players' Self-Presentation on Social Media Profile

Minseok Cho, University of Houston

Wonyul Bae, Ithaca College

Hahn Kim, Kent State University

Attempts by Sport Fans to Influence the Outcome of Sporting Events: An Extension and Field Replication

Daniel Wann, Murray State University

Frederick Grieve, Western Kentucky University

Ted Peetz, Belmont University

Ryan Zapalac, Sam Houston State University

Shopping Orientation, Consumption Benefits, and Attributes Evaluation in Sportswear Consumption: A Cross-cultural Comparison Between the U.S. and South Korean College Students

Min Jung Kim, Fairleigh Dickinson University

Yong Wang, University of New Mexico

Luke Lunhua Mao, University of New Mexico

The Conditional Effect of Servicescape and Aesthetic Labor in a Fitness Center on Flow Experience, Satisfaction, and Repurchase Intentions depending on Gender

Yunkyung Jeon, PuKyung National University

Yihan Huang, PuKyung National University

Jihyeon Oh, Seoul National University

Dae-hee Kim, PuKyung National University

DaeHwan Kim, PuKyung National University

What Motivates Sport Spectators? A Deeper Look into Consumer Motivations in Traditional Sport Versus Esport

Yash Padhye, University of Northern Colorado
Yohan Lee, University of Northern Colorado
Alan Morse, University of Northern Colorado

Football Video Game Play's Link to Physical Well-Being, Psychological Well-Being, and Football Appreciation: The Synergistic Effect with Football Physical Play

Jeeyoon Kim, Syracuse University

Fan Motivation for In-Play Micro-betting

Benqiao Stella Jiang, Indiana University
*Kevin Byon, Indiana University

Understanding Esport Participation's Link to Psychological Well-Being via Need Fulfillment Based on the Dualistic Model of Passion

Jeeyoon Kim, Syracuse University
Bhavneet Walia, Syracuse University
Shane Sanders, Syracuse University

Sport Sponsorship and Fan Perceptions: A Cross-Cultural Examination of Four Countries

Yoseph Mamo, Tennessee State University

Examining Relationship Marketing Practices in Premium Seating

Keifer Bell, Judo.app
Terry Eddy, University of Windsor

Self-Brand Connection and Its Influence on Nostalgic Feelings and Preference towards Sport Merchandise in Sport Fans

Zach Scola, University of New Hampshire
Brian Gordon, University of Kansas

The Effect of Livestreaming Media on Viewer Satisfaction, Flow Experience, and Media Loyalty: A Focus on the Moderating Effect of Esports Involvement

Yihan Huang, Pukyong National University
Chaoyu Yin, Pukyong National University
Yunkyung Jeon, Pukyong National University
Byungjae Min, Pukyong National University
Jihyeon Oh, Seoul National University
Daehee Kim, Pukyong National University

Comparison of PC and Mobile Platforms in Esports Players Behavioral Intention: Flow and Clutch Experiences

Wooyoung William Jang, University of West Georgia
Ssu-Yun Chou, National Cheng Kung University
Shang Chun Ma, National Cheng Kung University
Kevin Byon, Indiana University
Ching-Hung Chang, National Cheng Kung University

Understanding Risk Taking Behaviors in High Altitude Mountaineering Activities: A Well-Being Approach

Thomas Henry, Florida State University
James Du, Florida State University
Amy C. H. Kim, Florida State University