



**2023 SPORT MARKETING ASSOCIATION CONFERENCE
OCTOBER 25-27, TAMPA-ST. PETERSBURG, FLORIDA**

Academic Program – Poster Presentations

WEDNESDAY, October 25, 2023, 2:00-2:50 PM

Grand Bay Ballroom

SPACE 1

A Content Analysis Of The LPGA Tour Players' Self-Presentation On Instagram

Wonyul Bae, Ithaca College

Minseok Cho, University Of Houston

SPACE 2

Facilitating WNBA & MLS League Expansion Through A Sport Management Pedological Exercise

David Perricone, Centenary University

Nicholas Smith, Florida International University

SPACE 3

Explaining Parents Perceptions Of Pricing Within Youth Sports

Zachary Beldon, Missouri Southern State University

Joseph Walker, University Of North Texas

SPACE 4

Variables Affecting Psychological Ownership For Spectators: Moderating Roles Of Gender And Relationship Length

Taegeu Bok, Indiana University Bloomington

Wooyoung William Jang, University Of West Georgia

Kevin K. Byon, Indiana University Bloomington

SPACE 5

Effective Use Of A Ticket Priority System As One Component Of A Comprehensive College Athletic Program Fund-Raising And Marketing Strategy

Robert Case, Old Dominion University

SPACE 6

The Power Of Sharing: Enhancing Social Connectedness In Fitness Apps Through Social Media And Feedback

Jaewon Chang, SUNY Brockport

Kayoung Kim, Jeju National University

Daniel Connaughton, University Of Florida

SPACE 7

Beyond Performance: Applications Of Data Analytics In The Sport Industry

Minseok Cho, University Of Houston

SPACE 8

Artificial Intelligence Based Baseball Analysis By Using Convolutional Neural Network

Wanyong Choi, University Of North Florida

Joo-Hak Kim, Myong Ji University

Sun-Mi Cho, Myong Ji University

Ji-Yeon Kang, Myong Ji University

SPACE 9

Exploring Fandom Development Among Adolescent And Young Adult Sport Participants

Zachary Evans, University Of Windsor

Terry Eddy, University Of Windsor

Sarah Gee, University Of Windsor

Patti Millar, University Of Windsor

SPACE 10

Breaking The Ice: Winter Olympic Athletes' Personal Branding Strategies And The Power Of New Media Affordance

Xuan Guo, University Of Georgia

Yiran Su, University of Massachusetts Amherst

James J. Zhang, University Of Georgia

Xiaochen Zhou, East Stroudsburg University

SPACE 11

How And When Is A Sports Team Logo Effective? The Mediating Effect Of The Stereotype Content Model And The Moderating Effect Of Gender And Contextual Cue

Yihan Huang, Pukyong National University

Daehwan Kim, Pukyong National University

Yong Jae Ko, University Of Florida

SPACE 12

How And When CSR-Linked Event Type Influences Retail Product Purchase

Sangchul Park, Alma College

Sungsook Ahn, University Of Seoul

Sanghoon Kim, Michigan State University

Kwangho Park, The Citadel

SPACE 13

Music And Esports: Developing Esports Team Brand Image Via Music

Yongjin Hwang, University Of South Carolina

Khalid Ballouli, University Of South Carolina

Kemardo Tyrell, University of South Carolina

SPACE 14

Betting Online Or In-Person? Exploring The Interaction Effects Of Sportsbook Modality And Betting Motivation On Compulsive Sport Betting Behaviors

Frank Wonsok Jee, Western Carolina University

Moonsup Hyun, Utica University

SPACE 15

The Motivations For Sport Fans Purchasing Sport Non-Fungible Tokens (NFT) Products

Benqiao Jiang, Indiana University Bloomington

Kevin K. Byon, Indiana University Bloomington

SPACE 16

Biased Commentary Effect: Exploring Factors That Impact Sport Event Streamers' Income

Jiho Kim, Indiana University Bloomington

Antonio Williams, Indiana University Bloomington

SPACE 17

Constraints and negotiation strategies for winter sport participation: A case study with the 2018 PyeongChang Winter Olympics

Jeeyoon Kim, Syracuse University

Mi Ryoung Chung, Florida International University

SPACE 18

Understanding Top Earning Female NIL Athletes: What Makes Them So Popular?

Chelsea Jones, Texas A&M University

Natasha Brison, Texas A&M University

SPACE 19

An Examination Of Major League Baseball Teams' Accommodation Of Food Allergies

Mark Julien, Brock University

Craig Hyatt, Brock University

Mark Slavich, Grand View University

SPACE 20

Team And Coach Gender: The Effect Of The Expletive Halftime Speech

Hoyoon Jung, Texas Tech University

Carrington Ream, Emporia State University

SPACE 21

A Comparison Of Millennials And Generation Z In Terms Of Purchase Intentions For CSR-Friendly Products Based On Utilitarian And Hedonic Values

Jun Woo Choi, Indiana University Bloomington

Kevin. K. Byon, Indiana University Bloomington

SPACE 22

LGBTQ Sport Consumers' Internalized Homonegativity And Product Design Preference: The Moderating Effect Of Self-Esteem And Perceived Self-Discrepancy

Yong Jae Ko , University Of Florida

Philip Kang , University Of Florida

SPACE 23

Memorable Tourism Experiences, Double Mediating Effects, And Golf Tourists

Euisoo Kim, Texas A&M University-Corpus Christi

Yunduk Jeong, Kookmin University

Doyeon Won, Texas A&M University-Corpus Christi

SPACE 24

Greenwashing Risks In The Sports Market? The Role Of Message Type And Message Sidedness In Green Advertising

Han Soo Kim, University Of Central Arkansas

Bumsoo Park, University Of Nevada, Las Vegas

Young Do Kim, Elon University

Taeho Kim, University North Florida

SPACE 25

No More Controversial Calls? Exploring The Perception And Impact Of Technology-Assisted Decision-Making System

Han Soo Kim, University Of Central Arkansas

Hoyeol Yu, Arkansas State University

Young Do Kim, Elon University

FRIDAY, October 27, 2023, 8:00-8:50 AM

Grand Bay Ballroom

SPACE 1

An Examination Of “Best Practices” Used To Market And Recruit Future Undergraduate Sport Management Students

Robert Case, Old Dominion University

SPACE 2

Building A Sport Participation Legacy For The Winter Olympics: A Latent Profile Analysis Based On Motivations And Constraints For Skiing

Jeeyoon Kim, Syracuse University

Yongjae Kim, Kutztown University Of Pennsylvania

Jaewon Chang, SUNY Brockport

Younghan Lee, Mississippi State University

SPACE 3

AR/VR Gaming And Psychological Well-Being: A Study Of The Relationship Between Game Involvement, Social Presence, Social Isolation, And Psychological Well-Being

Sanghoon Kim, Michigan State University

Joon Young Han, Yeungnam University

Sangchul Park, Alma College

Sungsook Ahn, University Of Seoul

SPACE 4

The Impact Of A Personal Trainer’s Social Servicescape On Rapport, Loyalty: Focusing On The Moderating Effect Of Gender

Siye Kim, Pukyong National University

Jiachen Bi, Pukyong National University

Damián Frías, Pukyong National University

Daehwan Kim, Pukyong National University

Daehee Kim, Pukyong National University

SPACE 5

SMU: Ponying Up To Be Dallas’ University

Jason Lee, University Of North Florida

Brandon Mastromartino, San Diego State University

Emily Cobb, Southern Methodist University

SPACE 6

The Power Of Tweets: How Official Tweets Affect Major League Baseball Secondary Market Sellers’ Ticket Pricing Decisions

Yohan Lee, University Of Northern Colorado

Yoon Tae Sung, University Of Northern Colorado

Alan Morse, University Of Northern Colorado

Bomin Paek, University Of Kansas

Moonsup Hyun, Utica University

Minhong Kim, University Of North Texas

SPACE 7

Who's In And Who's Out? An Examination Of Rivalry In Women's Sport Fandom

Danielle McArdle, University Of Massachusetts Amherst

Elizabeth Delia, University Of Massachusetts Amherst

SPACE 8

The Impact Of Financial Stability On Soccer Fan's Behavioral Engagement

Braden Melveney, SUNY Cortland

Seongjin Yoo, SUNY Cortland

SPACE 9

Red, Blue, Old, And New: How Political Ideology And Time Orientation Affect Sport Consumer Preferences For Retro Versus Modern Logos

Sophia Min, University Of New Hampshire

Zach Scola, University Of Massachusetts Boston

Ryan Wang

Salve Regina

Woong Kwon

SPACE 10

Developing The Student Athlete For Wellness And Workplace Success

Matthew Ohlson, University Of North Florida

Elizabeth Gregg, University Of North Florida

SPACE 11

Assessing Sports Consumer Flourishing: Focusing On Fantasy Baseball And Social Media Engagement

Bomin Paek, University Of Kansas

Alan Morse, University Of Northern Colorado

Yoon Tae Sung, University Of Northern Colorado

Hoyoon Jung, Texas Tech University

SPACE 12

How And When CSR-Linked Event Type Influences Retail Product Purchase

Sangchul Park, Alma College

Sungsook Ahn, University Of Seoul

Sanghoon Kim, Michigan State University

Kwangho Park, The Citadel

SPACE 13

Red Bull Vs. Evian: Will Sponsors' Brand Masculinity Influence Consumers' Attitude Towards Esports?

Han Ma, Wilkes University

Woojun Lee, Wilkes University

HyeRyeon Lee, Wilkes University

Marianne Rexer, Wilkes University

Ge Xiao, Wilkes University

SPACE 14

Femvertising And Consumers' Intentions: An Examination Of Sport Ads

Zahra Sharifzadeh, Texas A&M University

Natasha Brison, Texas A&M University

Hyun-Woo Lee, Texas A&M University

SPACE 15

The Structural Relationship Among Sensation Seeking, Fear Of Missing Out, And Online Sports Betting Intention: Moderated Mediating Effect Of Sales Promotion

Hyunseok Song, University Of West Georgia

Wonjun Choi, Guilford College

Wooyoung William Jang, University Of West Georgia

Min Jung Kim, Mcpherson College

Kevin K. Byon, Indiana University Bloomington

SPACE 16

The International Olympic Committee & Broadcast Marketing: The Olympic Games As A Social Endeavor Or A Commercial Brand?

Matthew Walker, University Of North Texas

Stephen Hills, London Metropolitan University

SPACE 17

NIL Endorsements Among NCAA DI Football Athletes: Examining The Influence Of Master And Sub-Brands

Trevor Wilkey, University Of Tennessee

Anton Schulz, University Of Tennessee

Jeff Graham, University Of Tennessee

SPACE 18

When Hockey Becomes Funny: Examining Viewer Experience And Marketing Outcome Of Animated Game Presentation

Yang Xu, Stephen F. Austin State University

SPACE 19

Athlete Impression Management On Twitch: A Content And Sentiment Analysis

Bo Yu, University Of New Haven

Gregg Bennett, Texas A&M University

SPACE 20

Exploring Esports Consumers Perceptions Of Non-Fungible Tokens-Based Items And Skins In-Game

Ho Yeol Yu, Arkansas State University

Kyu-Soo Chung, Kennesaw State University

Sam Schelfhout, Sacred Heart University

Neal Terns, Arkansas State University

SPACE 21

“That’s A Dealbreaker”: Examining Fan Factors Which Both Attract And Repel Fans

Tyler Zaubi, University Of Tennessee

Anton Schulz, University Of Tennessee

Jeff Graham, University Of Tennessee

SPACE 22

Understanding The Media Consumption Associated With Distant Domestic Sport Fans

Min Jung Kim, McPherson College

Wooyoung William Jang, University Of West Georgia

Hyunseok Song, University Of West Georgia

Wonjun Choi, Guilford College

Kevin K. Byon, Indiana University Bloomington

SPACE 23

What Are The Drivers Of Willingness To Pay For Esports Hotels Customers? A Combination Of Symmetrical And Asymmetrical Approaches

Tyreal Yizhou Qian, Louisiana State University

Mike Martinez, Louisiana State University

Lei Luo, Shanghai University Of Sport

Brandon Mastromartino, San Diego State University

SPACE 24

Branding Across Borders: A Comparative Analysis Of Brand Communication By League-Affiliated Domestic And International Instagram Accounts

Melissa Davies, Ohio University

Lars Griebel, University Of Bayreuth

Cole Armstrong, San Jose State University

SPACE 25

Wearable Technology: Community Building Among Users

Lisa Rufer, Rider University

Anubha Mishra, Rider University