



**2019 SPORT MARKETING ASSOCIATION ANNUAL CONFERENCE
NOVEMBER 6TH – NOVEMBER 8TH IN CHICAGO, IL**

Academic Program – Oral Presentations

WEDNESDAY, November 6th, 1:30 PM (25-minute oral presentations)

Marketing Sport through an eSport Extension: Understanding the eSport Market Chi. River (A, B, C)
Glynn McGehee, Georgia State University
Beth Cianfrone, Georgia State University

#AmbushMarketing: An Assessment of the Social Media Ambush during the Sochi, Rio and PyeongChang Olympic Games Des Plaines River
Gashaw Abeza, Towson University
Jessica Braunstein-Minkove, Towson University
Beniot Seguin, University of Ottawa
Ari Kim, Towson University

Selective Influence of Virtual Reality Technologies in Spectator Sports Illinois River
Guyjik Han, University of Minnesota Twin Cities
Ericka Copeland, University of Minnesota Twin Cities
Yonghwan Chang, University of Minnesota Twin Cities

A Historical Study of Measuring the Effectiveness of NBA Marketing Techniques Used to Increase Home Game Attendance for the 2018-2018 Season Ohio River
Ronald Dick, Duquesne University
Kyle Ronkartz, George Mason University
Eric C. Schwarz, Victoria University- Melbourne, Australia

WEDNESDAY, November 6th, 2:00 PM (25-minute oral presentations)

Segmenting the Philanthropic Consumer: Bridging Theory and Practice Chi. River (A, B, C)
Liz Wanless, Ohio University
Jeffrey Stinson, Central Washington University
Brennon Basteau, Ohio University

A Hormonal Account of Spectators' Status-Seeking Behavior Des Plaines River
Yonghwan Chang, University of Minnesota
Daniel Wann, Murray State University

Substantiation Required: An Examination of FTC and NAD Sport Brand Case Proceedings Illinois River
Natasha Brison, Texas A&M University
Cyntrice Thomas, University of Florida

Expanding Measurement of Social Media in Sport: Cognitive, Affective, and Activational Dimensions Ohio River
Rebecca Achen, Illinois State University
Ashley Stadler-Blank, Xavier University

WEDNESDAY, November 6th, 2:30 PM (25-minute oral presentations)

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

Chi. River (A, B, C)

Innovating Community Engagement

Larry Jinkins, North Central
Jason Rice, North Central,
David Pierce, Indiana University-Purdue University Indianapolis

The Impact of Nostalgic Feelings on Retro Merchandise in Sport

Des Plaines River

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

The Influence of Self-presentation on Luxury Sportswear Purchase Decisions

Illinois River

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

Collaborative Economies in Sport: Value Experiences and Consumption Constraints

Ohio River

Eric Schwarz, Victoria University
Michael Goldman, University of San Francisco
Brandon Brown, New York University

WEDNESDAY, November 6th, 3:00 PM (25-minute oral presentations)

Belonging and Distinctiveness in Identifying with Multiple Sport Teams

Chi. River (A, B, C)

Elizabeth Delia, University of Massachusetts Amherst

Making "Sense" of the Stadium Experience: Mediating Effects of Sense of Home and Authentic Experience on Spectator Satisfaction

Des Plaines River

Yongjin Hwang, Arkansas State University
Khalid Ballouli, University of South Carolina

The Impact of Controversial Behaviors on Brand Image and Purchase Intentions: An Examination of Colin Kaepernick and Nike

Illinois River

Megan Shreffler, University of Louisville
Adam Cocco, University of Louisville
Samuel Schmidt, Wilkes University

How Instagram Disclosure of Advertising Formats Impacts Sport Consumers' Brand Evaluation: The Mediating Role of Source Credibility and the Moderating Role of Users' Motivation

Ohio River

Min Jung Kim, University of New Mexico
Luke Lunhua Mao, University of New Mexico
Sangil Lee, Sookmyung Women's University

WEDNESDAY, November 6th, 3:30 PM (25-minute oral presentations)

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

Chi. River (A, B, C)

Artificial Intelligence for the Non-Technical User

Elizabeth Wanless, Ohio University

The Implications of Wage Dispersion and Team Performance:

An Investigation of the National Basketball Association

Brian Fowler, University of Northern Colorado

Alan Morse, University of Northern Colorado

Des Plaines River

Consumers Aspects of Symbolic and Ingredient Co-Branding in Sports Context

Ho Yeol Yu, University of Houston

DongHun Lee, University of Houston

Michael Cottingham, University of Houston

Illinois River

Under Siege by Online Retailing: A Revisit to Service Quality of Sporting Goods Stores

Luke Mao, University of New Mexico

Ohio River

WEDNESDAY, November 6th, 4:00 PM (25-minute oral presentations)

**Do Mega-Events Matter? Examining Resident Perceptions
of the Gold Coast 2018 Commonwealth Games**

Chi. River (A, B, C)

Jason Doyle, Griffith University

Kevin Filo, Griffith University

Alana Thomson, Griffith University

Thilo Kunkel, Temple University

The Application of Social Live Streaming Services in Sports for Fans' Social Well-Being

Han Soo Kim, The University of Mississippi

Minjung Kim, The University of Mississippi

Young Do Kim, Elon University

Des Plaines River

**Self-Construal as a Moderator in Coping Mechanisms Between Severity
of Spectator Dysfunctional Behavior and Revisit Intention:**

A Repeated Measures Survey Experiment

Kyungyeol 'Anthony' Kim, Indiana University

Kevin K. Byon, Indiana University

Illinois River

**Sport-relatedness Bonding as a Tool for Community Brand Associations
and Sustainable Development Behavioral Outcomes**

Stavros Triantafyllidis, The Citadel, The Military College of South Carolina

Kostas Karadakis, Southern New Hampshire University

Ohio River

WEDNESDAY, November 6th, 4:30 PM (25-minute oral presentations)

Exploring Attitudes toward Naming-rights and Jersey Sponsors for an NBA Team Chi. River (A, B, C)
Terry Eddy, University of Windsor
Jean-Francois Scraire, University of Windsor
Keifer Bell, University of Windsor
James Caron, University of Windsor

The Aspirational Narcissist: The Impact of Athletic Images on Social Media Followers Des Plaines River
Yiran Su, University of Georgia
Thilo Kunkel, Temple University

Determinants of Charity Spectator Sport Event Participation Illinois River
Suhan Ku, Texas A&M University
Matthew Walker, University of North Texas

Motivators and Constraints: Examining Past-Attendee and Non-Attendee Behavior Ohio River
KC Mayer, Roanoke College

WEDNESDAY, November 6th, 5:00 PM (25-minute oral presentations)

*** SMA's PROFESSIONAL DEVELOPMENT SESSION *** Des Plaines River
Sutton and Stotlar PhD Student and Junior Faculty Mentor Session
William A. Sutton, University of South Florida
David K. Stotlar, University of Northern Colorado

Marketing Mix and the Need for a New Paradigm Shift: Practitioners Perspective Illinois River
Mohammed Alqahtani, King Saud University

Determinants of Golf Commitment, Participation Frequency, and Word-of-Mouth Behavior Among Recreational Golfers Ohio River
Seonghun Lee, University of Louisville
Chris Greenwell, University of Louisville

THURSDAY, November 7th, 9:00 AM (25-minute oral presentations)

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

Chi. River (A, B, C)

Building your Personal Brand on Social Media with Podcasts

Matt Huml, University of Cincinnati

Travis Smith, Indiana University-Purdue University Indianapolis

Comparing Gender Consumption Motives of eSports Fans

Des Plaines River

Bo Yu, Texas A&M University

Gregg Bennett, Texas A&M University

Natasha Brison, Texas A&M University

Shooting in the Dark: An Analysis of Niche Sport Property's Ability to Provide Sponsors with an Attractive Target Market

Illinois River

Greg Greenhalgh, VCU

Examining Gamified Fantasy Sport Engagement to Understand In-app Purchases

Ohio River

Keshav Gupta, Temple University

Yiran Su, University of Georgia

Thilo Kunkel, Temple University

Daniel Funk, Temple University

THURSDAY, November 7th, 9:30 AM (25-minute oral presentations)

Segmentation of Women's Sport Fans: Identification and Motivations

Chi. River (A, B, C)

Ceyda Mumcu, University of New Haven

Nancy Lough, University of Nevada Las Vegas

Examining Minor League Baseball Spectator Nostalgia: A Neuroscience Perspective

Des Plaines River

Eric Hungenberg, University of Tennessee at Chattanooga

Mark Slavich, Grand View University

Andrew Bailey, University of Tennessee at Chattanooga

Taylor Sawyer, University of Tennessee at Chattanooga

We're Good Now! How Newfound On-Field Success Impacts Fan Identity

Illinois River

Katherine R. N. Reifurth, University of South Carolina

Aaron C. Mansfield, University of Massachusetts, Amherst

Matthew Katz, University of Massachusetts, Amherst

Elizabeth B. Delia, University of Massachusetts, Amherst

Pay and Performance in Major League Soccer

Ohio River

Hoyoon Jung, University of Northern Colorado

Yoon Tae Sung, University of Northern Colorado

THURSDAY, November 7th, 10:00 AM (25-minute oral presentations)

An Examination of Consumer Reactance to Sports Gambling and Daily Fantasy Sport Regulatory Restrictions

Stephen Shapiro, University of South Carolina
Brendan Dwyer, Virginia Commonwealth University
Joris Drayer, Temple University

Chi. River (A, B, C)

The Critical Role of Gender when Examining Transactional and Non-transactional Fan Engagement

Marcel Huettermann, ZHAW Zurich University of Applied Sciences
Thilo Kunkel, Temple University

Des Plaines River

Tennis Fans' Empathic Concern to the US Open Finals: Roles of Agreeableness and Identification with Athletes

Hyun-Woo Lee, Texas A&M University
Sanghoon Kim, Texas A&M University
Jeffrey Liew, Texas A&M University

Illinois River

Home Fare Advantage: An Examination of the Role of Food and Beverages in Mercedes-Benz Stadium's Spectator Experience

Mark Slavich, Grand View University
Gregg Rich, Georgia Southern University
Dylan Williams, University of Alabama

Ohio River

THURSDAY, November 7th, 10:30 AM (25-minute oral presentations)

Assessing the Impact of Sponsor Asset Selection, Intangible Rights, and Activation on Sponsorship Effectiveness

Windy Dees, University of Miami
Nels Popp, University of North Carolina, Chapel Hill
Jonathan Jensen, University of North Carolina, Chapel Hill

Chi. River (A, B, C)

When to Post? Predicting Sport Consumer Engagement with Social Media Posts

Heather Kennedy, Temple University
Bradley Baker, University of Massachusetts
Daniel Funk, Temple University

Des Plaines River

An Examination of Partitioned Pricing and the Influence of Culture and Familiarity on Sport Consumer Behavior

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

Illinois River

The Consumer's Journey in Purchasing a Ticket via Smart Devices: Technology Acceptance and Readiness of Sport Spectators

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

Ohio River

THURSDAY, November 7th, 11:00 AM (25-minute oral presentations)

A New Reality: Augmented Reality Enhanced Sport Marketing

Chad Goebert, Virginia Commonwealth University
Greg Greenhalgh, Virginia Commonwealth University

Chi. River (A, B, C)

Are Sport Fans Really Fair?

A Moderation Impact of Perceived Athlete Value on Moral Judgment

Jinwoo Ahn, University of Florida
Joon Sung Lee, University of Florida

Des Plaines River

The Influence of Athlete and Team Loyalty on Sponsorship Effectiveness in eSports

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

Illinois River

**When Team Sponsorship of Cause-related Messages Leads to Unfavorable Fan Reactions:
The Interplay of Competency, Cause Orientation, and Message Source**

Yonghwan Chang, University of Minnesota
Dae Hee Kwak, University of Michigan
Sungho Cho, Bowling Green State University
June Won, Bowling Green State University

Ohio River

THURSDAY, November 7th, 11:30 AM (25-minute oral presentations)

*** SMA's PROFESSIONAL DEVELOPMENT SESSION #4 ***

Mullin Award Winner for Industry Engagement

Dan Rascher, University of San Francisco
Michael Goldman, University of San Francisco

Chi. River (A, B, C)

**Sport for All: Building an Integrative Model of Sport Consumption
among Ethnic Minority Groups through the Lens of Acculturation**

Ryan Kota, North Dakota State University
James Du, Florida State University
Jeffrey James, Florida State University

Des Plaines River

Why Didn't They Show Up?

An Examination of Factors Influencing No Show Rates at College Football Games

Nels Popp, University of North Carolina
Jason Simmons, University of Cincinnati
Nick Watanabe, University of South Carolina
Stephen Shapiro, University of South Carolina

Illinois River

Personal Branding on Instagram: An Examination of Iranian Professional Athletes

Zahra Sharifzadeh, Texas A & M University
Natasha Brison, Texas A & M University
Gregg Bennett, Texas A & M University

Ohio River

THURSDAY, November 7th, 3:30 PM (25-minute oral presentations)

No Name, No Logo, No Problem? Examining Early Fan Connections to NHL Seattle Chi. River (A, B, C)
Melissa Davies, Ohio University
Cole Armstrong, San Jose State University
Matthew Blaszk, Indiana State University

**Factors that Contribute to a Sense of Membership in a Sport Fan Community:
An Empirical Investigation into Fan Communities** Des Plaines River
Brandon Mastromartino, University of Georgia
James Zhang, University of Georgia

**Types of CSR Initiatives and Fans Social Outcomes:
The Case of Professional Sport Organization** Illinois River
Yoseph Mamo, Louisiana State University
Kwame Agyemang, Ohio State University
Damon Andrew, Florida State University

The Homogeneity and Heterogeneity of Fans Within Sports Brand Community Ohio River
Hui Du, University of Georgia
Thomas Baker, University of Georgia
Matthew Katz, University of Massachusetts Amherst

THURSDAY, November 7th, 4:00 PM (25-minute oral presentations)

*** ACADEMIC PANEL (60-MINUTE PANEL DISCUSSION) ***
**From Survive to Thrive: A Roundtable Discussion on Supporting Female Sport Marketing
Faculty as they Face Challenges in Academia** Chi. River (A, B, C)
Liz Sattler, Illinois State University
Rebecca Achen, Illinois State University
Nancy Lough, University of Nevada, Las Vegas
Beth Cianfrone, Georgia State University
Windy Dees, University of Miami

The Entrepreneurial Spirit: Examining Sport Entrepreneurship in a Crowded Marketplace Des Plaines River
Elizabeth Gregg, University of North Florida
Lindsay Pursglove, Swimtastick Swim School
Jason Lee, University of North Florida
Laura Taylor, Five Tool Training

**Assessing Fundraising Practices of Intercollegiate Athletic Departments:
An Empirical Analysis of Tiered Reward Systems** Illinois River
Javonte Lipsey, 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
Patrick Gray, University of Michigan

NBA Jersey Design: Examining the Role of Cultural Cues in Sport Apparel Purchase Decisions Ohio River
Daigo Yazawa, Florida State University
Nikolas Webster, Florida State University
James Du, Florida State University
Jeffrey James, Florida State University
Sindy Chapa, Florida State University

THURSDAY, November 7th, 4:30 PM (25-minute oral presentations)

**Factors Influencing Consumer Behaviors Preparing for Marathon Events:
A Longitudinal Study of Long-distance Runners**

Thomas Aicher, University of Colorado - Colorado Springs
Leeann Lower-Hoppe, Ohio State University
Bradley Baker, University of Massachusetts

Des Plaines River

Branding and Vertical Integration at a Small Private College

Glenn Steimling, Wm. Penn Universtiy
Nik Rule, Wm. Penn Universtiy
Bailey Rimes, Wm. Penn University

Ohio River

FRIDAY, November 8th, 9:00 AM (25-minute oral presentations)

Sports Apparel and Search Engines:

Using Big Data to Analyze Consumer Responses to Athletes' Political Expressions

Chi. River (A, B, C)

James Evans, Ohio State University
Mark Beattie, Ohio State University
Brian Turner, Ohio State University

Patriot, Role Model, or Winner? Exploring Olympic Athletes' Self-branding Strategies

Des Plaines River

Bo Li, Miami University
Olan Scott, Brock University
Stirling Sharpe, University of Canberra
Jerred Junqi Wang, University of West Georgia

Which League Does the Best Job of Retaining its Sponsors?

Results from a Semi-parametric Survival Model

Illinois River

Jonathan Jensen, University of North Carolina at Chapel Hill
David Head, University of North Carolina at Chapel Hill
Olivia Monroe, University of North Carolina at Chapel Hill
Scott Nestler, University of Notre Dame

The Impact of Authenticity on Promoted Social Media Posts by Celebrity Athletes

Ohio River

Eric Nichols, University of South Carolina
Stephen Shapiro, University of South Carolina

FRIDAY, November 8th, 9:30 AM (25-minute oral presentations)

*** SMA's PROFESSIONAL DEVELOPMENT SESSION #5 ***

Chi. River (A, B, C)

eSports is Here to Stay! Let's Discuss How We Can Embrace eSports and Help Bridge the Gap between Academics and Practitioners

Michelle Harrolle, University of South Florida
Janelle Wells, University of South Florida

Buy Now or Wait for Later? Examining the Fast and Frugal Decision Heuristics of Sport Fans Ticket Booking Behavior

Des Plaines River

Wonsok Jee, St. Joseph's College NY
Moonsup Hyun, Temple University
Joris Drayer, Temple University

A Motivational Model of Esports Consumption: A Self-Determination Theory Approach

Illinois River

Tyreal Yizhou Qian, Louisiana State University
James Zhang, University of Georgia

Is a Missed Call Part of the Game? Impact of the Missed Call on the Emotional Outcome: Focusing on the Excitation Transfer Theory

Ohio River

Jinwoo Ahn, University of Florida
Joon Sung Lee, University of Florida

FRIDAY, November 8th, 10:00 AM (25-minute oral presentations)

Managing Churn Rate for Professional Sport Teams: An Empirical Analysis

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

Chi. River (A, B, C)

**Antecedents and Consequences of the Perceived Value
of Virtual Sport Branded Merchandise**

Sean Davis, University of Florida
Yong Jae Ko, University of Florida

Des Plaines River

**The Impact of Functional Attitude on Volunteer Engagement:
A Case of the 2018 PyeongChang Winter Olympic Games**

Seongjin Yoo, University of Florida
Yong Jae Ko, University of Florida
Youngjin Hur, Konkuk University
Tae Ho Kim, Washington State University
Hyejin Bang, Florida International University

Illinois River

Rivalry and Player Involvement Effects in Cause-Related Sports Marketing

Joe Cobbs, Northern Kentucky University
Bridget Nichols, Northern Kentucky University
B. David Tyler, Western Carolina University

Ohio River