



**2017 SPORT MARKETING ASSOCIATION ANNUAL CONFERENCE
NOVEMBER 1ST TO 3RD, 2017 IN BOSTON, MA**

Academic Program – Poster Presentations

FRIDAY, November 3, 2017, 8:00 AM (50-minute poster presentations)

Washington Ballroom

Antecedents and Consequences of Playing eSports Games

William W. Jang, Indiana University-Bloomington

Kevin K. Byon (Advisor), Indiana University-Bloomington

The Effect of Consumer Participative Behavior on Employee Role Ambiguity and the Moderating Role of Employee Self-Efficacy: A Dyadic Analysis

Kyungyeol Kim, Indiana University-Bloomington

Kevin K. Byon (Advisor), Indiana University-Bloomington

The Effectiveness of Infomercials in the Golf Industry in Comparison to Traditional Spot-Commercials

Taeho Yoh, Southern Illinois University

Rammi Hazzaa, University of Northern Colorado

Incheol Jang, Southern Illinois University

The Structural Relationship of Perceived Virtual Advertising Intrusiveness to Consumers' Attitudes and Avoidance in the Sports Events

Hyeon Gil Jang, University of Florida

Song Hyun Cho (Advisor), Pusan National University

Yong Jae Ko (Advisor), University of Florida

Gwi Lyun An, Pusan National University

Investigating the Motivation of College Students in China and the United States to Participate in Physical Activities

Jongyeol Yoo, University of Arkansas

Sunyoong Kim, University of Arkansas

Wonyoung Kim, Wichita State University

Stephen W. Dittmore, University of Arkansas

Brand Evangelism in Participative Sport: Do CrossFitters Fit the Mold?

Timothy D. Campbell, Old Dominion University

Stephen L. Shapiro (Advisor), Old Dominion University

Barriers to College Students' Participation in Charity Affiliated Sporting Events

Meungguk Park, Southern Illinois University

Taeho Yoh, Southern Illinois University

Engagement in Fitness Industry: What Motives Impact Consumer Engagement

Tae Ho Kim, Washington State University

Yong Jae Ko (Advisor), University of Florida

Brian Mills (Advisor), University of Florida

Empowerment Marketing: Targeting the Participation Motivations of Female Fantasy Football Players

Joshua M. Lupinek, University of Alaska Fairbanks

Rebecca M. Achen, Illinois State University

The Impact of Online Source Credibility on Online Sport Consumption: A Study of Seller Profile Reputation on eBay

Geumchan Hwang, Western Michigan University

Jinhee Yoo, Gannon University

The Influence of Sport Consumption Emotions on Game and Service Satisfaction and Behavioral Intentions under Winning and Losing Situation: Moderating Effect of Team Identification

Brian H. Yim, Kent State University

Kevin K. Byon, Indiana University-Bloomington

Exploring Differences in NBA Fans' Motivation Following Sport Organizations on Twitter and Weibo

Bo Li, St. Ambrose University

Steve W. Dittmore, University of Arkansas

Wenjuo Lo, University of Arkansas

Olan Scott, University of Canberra

Sarah Stokowski, University of Arkansas

Examining Sport Participation and Spectatorship Diversity by Comparing College Sport Curriculum, Media Sport News, and Television Sport Programs between Taiwan and the United States

Li-Shiue Gau, Asia University

Hsien-Tsung Chen, Asia University

Jong-Chae Kim, Asia University

Pricing and Consumer Perceptions of a Non-Profit Bike Ride

Jason D. Reese, Stephen F. Austin State University

How to Utilize AR Devices for Sports Spectators: The Mediating Roles of Immersion and Perceived Usefulness

Oh Jung Heui, Yonsei University

Kim Han Soo, Yonsei University

Cho Kwang Min, Yonsei University

The Effects of Crisis Situation with Pyeongchang Winter Olympic Games on Olympic Expectancy and Supportive Intentions

Jung Min Lee, Sungkyunkwan University

Yong Jun An, Sungkyunkwan University

Taehee Kim, Sungkyunkwan University

Kyungro Chang (Advisor), Sungkyunkwan University

The Relationship between Regional Identification and Collegiate Athletic Apparel Brand Preference

C. Clifton Eason, Samford University

Nathan Kirkpatrick, Samford University

Joseph Pederson, Samford University

An Examination of the Constraints to Athletic Alumni Giving

Nathan Skuza, Eastern Washington University

Ken Halpin, Winthrop University

An Analysis on the Spectators Benefits for ICT Convergence Technology Services of Professional Sports Team: Using Contingent Valuation Method

Jaehyuk Cha, Sungkyunkwan University
Youngjun Kim, Sungkyunkwan University
Jisun Park, Sungkyunkwan University
Taehee Kim (Advisor), Sungkyunkwan University

Exploring the Relationship of Social Media to the Brand Personality of the NBA

Jiyoung Park, University of Northern Colorado
Alan L. Morse (Advisor), University of Northern Colorado

The Importance and Use of Digital Archives to Examine Sport Marketing History

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

Predicting Attendance in Minor League Baseball: An Exploration of Promotions, Timing, and Weather for the Carolina and Midwest Leagues

Steven M. Howell, Northern Illinois University
Addison M. Pond, Northern Illinois University

A Conceptual Framework of Emotional Labor in Participant Sport Service

Ye Hoon Lee, University of North Alabama

Exploring Attitude, Perception and Behavior Control towards Yoga Practice

Doris Lu-Anderson, San Diego University for Integrative Studies
John Bae, William Paterson University
Brenda Pitts, Georgia State University

A Factor Analysis of Personality Traits Both Applicable and Relevant to Sport Brands

Chanho Kang, University of North Alabama

Managing “Social Media Shaming” to Enhance Professional Sports Clubs’ Reputation toward Fans with Disabilities

Juan Luis Paramio-Salcines, Universidad Autónoma de Madrid
John Grady, University of South Carolina
Paul James Kitchin, Ulster University

Examining the Relationship between Integration in a Sport Brand Community (IBC) and Sport-based Brand Equity

Brian Gordon, University of Kansas
Olzhas Taniyev, University of Kansas
Zach Scola, University of Kansas

The Fathering Effect: The Effects of Physical and Perceived Father Involvement on Children’s Long-Term Team Identification

Katherine R.N. Reifurth, University of South Carolina
Khalid Ballouli (Advisor), University of South Carolina
Bob Heere (Advisor), University of South Carolina

A Conceptual Framework for Retro Marketing in Sport: The Five Practical Areas

Zach Scola, University of Kansas
Olzhas Taniyev, University of Kansas
Brian Gordon (Advisor), University of Kansas

I Want to vs. I Can't: Negotiation of Motives and Constraints in Younger Generations Watching the 2018 Winter Olympics and Playing Winter Sports

Jeeyoon Kim, Syracuse University

The 'Vote of Confidence' and English Premier League Managers: Media Impact and Performance Outcomes

James J. Harwood, Florida State University

Charles E. Reid III, Florida State University

Jeffrey James (Advisor), Florida State University

Amy Kim (Advisor), Florida State University

Time Series Analysis of Ticket Sales Revenue from Outsourcing Model in Intercollegiate Sport

Seungbum Lee, University of Akron

Yongjae Kim, Kutztown University

Eric Brownlee, Gannon University

Are Interruptive Commercials Good or Bad? The Role of Psychological Adaptation in Sports Media Consumption

Daehwan Kim, University of Florida

Yong Jae Ko (Advisor), University of Florida

Joon Sung Lee (Advisor), University of Florida

Trust Me? Relationship Management and Dissolution in Athlete Endorsements

Nicholas Burton, Brock University

Samantha Roberts, Texas A&M University-Commerce

My Team is MY Team! Exploring the Role of Psychological Ownership in Fan Governance

Ovidiu Cocieru, University of Massachusetts Amherst

Elizabeth Delia (Advisor), University of Massachusetts Amherst

Matthew Katz (Advisor), University of Massachusetts Amherst

We'll Sue the Stripes off You: An Adidas Case Study

Katie M. Brown, Texas A&M University

Natasha T. Brison, Texas A&M University

Paul J. Batista, Texas A&M University

Impact of Negative Media Stories on Fan Perceptions and Behavior toward Rival Teams

Cody T. Havard, University of Memphis

Terry Eddy, University of Arkansas

Authenticity and Engagement as a Marketing Tool to Attract Tourists to Destinations for Regular Season Sport Events

Eric C. Schwarz, Victoria University

Aurelie Pankowiak, Victoria University

Darren Walls, SportsHosts

The Influence of Controversial Sponsorships on Sport Teams

Kelly Evans, University of South Carolina

Walker J. Ross, University of South Carolina

Matthew T. Brown, University of South Carolina

The Role of Identity and Self-Sacrificial Leaders on Social Capital in Youth Sport Organizations

Dorothy Collins, University of South Carolina

Bob Heere (Advisor), University of South Carolina

The Impact of Sport Media Consumption on Psychological Energy and Sponsors' Ad Effectiveness

Daehwan Kim, University of Florida
Yong Jae Ko (Advisor), University of Florida
Joon Sung Lee (Advisor), University of Florida

More than Meets the Eye: Developing and Validating a Scale to Measure Sensory Stimuli and Local Image Fit

Yongjin Hwang, University of South Carolina
Khalid Ballouli (Advisor), University of South Carolina

Investigating Team Sponsored Cause Marketing: The Role of Team Identification and Success on Prosocial Behavioral Intentions Among College Sport Fans

Ronald Christian, Baker University
Zach Wilkerson, University of Kansas
Brian Gordon (Advisor), University of Kansas

Examining Sport Marketing's Position in Sport Communication/Media Academic Programs

Edward (Ted) M. Kian, Oklahoma State University

A Policy Analysis of the Better Online Ticket Sales (BOTS) Act of 2016

James T. Reese Jr., Drexel University

Promoting Socially Responsible Sporting Events Organized by Students: A Comparison of Wellness U Multisport Festival and the Generation Games

Peter Smolianov, Salem State University
Katharine Bloom, Salem State University
Steven Dion, Salem State University
Christopher Schoen, Salem State University
Stuart McMahon, Salem State University
Elizabeth Moseley, Salem State University
Christina O'Connor, Salem State University
James Forina, Salem State University
Nicholas Stone, Salem State University
Chad Alibozek, Salem State University
Brett Bodzinski, Salem State University
Aaron Lored, Salem State University
Alanis Tirabassi, Salem State University
Nicholas Salamida, Salem State University
Frans van Gameren, Rotterdam University
Laura Kock, Rotterdam University
Ida Nipius, Rotterdam University
Dick Vierling, Rotterdam University

The Effectiveness of Anthropomorphized Mascots in Sport Team Branding

Yong Jae Ko, University of Florida
Wonseok (Eric) Jang, Texas Tech University
Yonghwan Chang, University of Minnesota
Akira Asada, University of Florida

Connecting Sponsors to Fans: Assessing Effectiveness of Sport Sponsorships at Historically Black Colleges and Universities

Kelly Elliott, Georgia State University
Beth A. Cianfrone (Advisor), Georgia State University
Timothy B. Kellison (Advisor), Georgia State University

We the North: A Longitudinal Examination of the Millennial Sport Consumer

Cheri L. Bradish, Ryerson University

Nick Burton, Brock University