



**2015 SPORT MARKETING ASSOCIATION ANNUAL CONFERENCE
OCTOBER 28TH TO 30TH, 2015 IN ATLANTA, GA**

Academic Program – Oral Presentations

WEDNESDAY, October 28, 2:00 PM (25-minute oral presentations)

Motivations for Twitter Use: An Examination of College Athletes through Impression Management Atlanta
Megan Shreffler, University of Louisville
Samuel Schmidt, University of Louisville
Gin Presley, University of Louisville

How Do Fans Evaluate WNBA's "Pride" Campaign? Columbia
Ceyda Mumcu, University of New Haven
Nancy Lough, University of Nevada, Las Vegas

Meta-Analysis in Sport Marketing: The Case of Ambush Marketing Phoenix Ballroom Salon VI
Mark R. Lyberger, Kent State University
Larry McCarthy, Seton Hall University
Benoit Seguin, University of Ottawa
Andy Gerow, Kent State University

Motivations and Mediated Consumption Habits of Online MMA Message Board Users Tallahassee
Terry Eddy, University of Arkansas
Lamar Reams, Old Dominion University

WEDNESDAY, October 28, 2:30 PM (25-minute oral presentations)

An Analysis of Corporate Sponsorship Activation in Texas Interscholastic Football Atlanta
Jeffrey C. Petersen, Baylor University
David A. Pierce, Indiana University-Purdue University Indianapolis

Motives Underlying Active Sport Tourism Behavior: A Market Segmentation Approach Columbia
Eric M. Hungenberg, University of Tennessee at Chattanooga
Dianna P. Gray, University of Northern Colorado
James Gould, University of Northern Colorado
David K. Stotlar, University of Northern Colorado

What is the "Team" in Team Identification? Phoenix Ballroom Salon VI
Elizabeth B. Delia, University of Massachusetts Amherst
Jeffrey D. James (advisor), Florida State University

Carry a Basketball—Not a Blade: The Marketing Pilgrimage of the Plymouth Raiders Tallahassee
Elizabeth A. Gregg, University of North Florida
Kristi Sweeney, University of North Florida

WEDNESDAY, October 28, 3:00 PM (25-minute oral presentations)

Attentional Influence on Recall and Choice Consideration of Endorsed Brands: Illumination of the Effectiveness of “Mismatched” Endorsements

Atlanta

Yonghwan Chang, University of Florida
Yong Jae Ko (advisor), University of Florida

IOC’s Social Media Regulation and Its Effectiveness in Protecting Ambush Marketing: The Case of the Sochi 2014 Olympic Games

Columbia

Gashaw Abeza, University of Ottawa
Benoit Seguin, University of Ottawa
Norm O’Reilly, Ohio University

Pay-What-You-Want: An Empirical Test in the Context of Professional Softball

Phoenix Ballroom Salon VI

Jason D. Reese, Stephen F. Austin State University
Jami Lobpries, University of Tampa

Do Millennial Endorser Preferences Still Match-Up When Considering Race and Gender?

Tallahassee

Gregg Rich, University of Georgia
Billy J. Hawkins, University of Georgia

WEDNESDAY, October 28, 3:30 PM (25-minute oral presentations)

Practical Class Experience: An Analysis of the Usage of Experiential Learning Projects in Sport Marketing and Sport Communication Classes

Atlanta

Dylan Williams, The University of Alabama
Kenon Brown, The University of Alabama
David Vinturella, The University of Alabama
John Vincent, The University of Alabama

Carryover Effects of Emotions on Consumer Decisions in the Secondary Ticket Market

Columbia

Khalid Ballouli, University of South Carolina
Jason D. Reese, Stephen F. Austin State University
Brandon Brown, University of Tampa

Can Concessions Take You out to the Ballpark? Analysis of Concessions Motivation

Phoenix Ballroom Salon VI

Mark A. Slavich, Virginia Commonwealth University
Lisa S. Rufer, Virginia Commonwealth University

High Profile Athletic Success as a Predictor for Total Athletics Revenue in NCAA Division I FBS Institutions

Tallahassee

Elizabeth Wanless, Ball State University
Roger Wessel (advisor), Ball State University
Ryan Brewer (advisor), Indiana University-Purdue University Columbus
David Pierce (advisor), Indiana University-Purdue University Indianapolis

WEDNESDAY, October 28, 4:00 PM (25-minute oral presentations)

The Mutually Reinforcing Nature of Multiple Foci of Identification Atlanta
B. David Tyler, Western Carolina University

Are We in the Top 4? Examining the Influence of the College Football Playoff Rankings on Secondary Ticket Market Prices Columbia
Stephen L. Shapiro, Old Dominion University
Craig Morehead, Old Dominion University

Fan and Nonfan Participation in a Suburban Stadium Strategy: An Analysis of the Atlanta-Cobb No-Vote Subsidy Case Phoenix Ballroom Salon VI
Timothy B. Kellison, University of Florida
Elodie Wendling, University of Florida

Fantasy Sport as a Complement to FIFA World Cup Viewership Tallahassee
Nicholas M. Watanabe, University of Missouri
Pamela Wicker, German Sport University Cologne
Grace Yan, University of Missouri

WEDNESDAY, October 28, 4:30 PM (25-minute oral presentations)

Forgetting or Forgiving? A Longitudinal Assessment of Post-Transgression Behaviors on Athlete Trust Restoration Atlanta
Joon Sung Lee, University of Michigan
Dae Hee Kwak (advisor), University of Michigan

Examining the Impact of Ticket Sales Training in NCAA Division I Athletics Departments Columbia
Nels Popp, University of North Carolina at Chapel Hill
Chad D. McEvoy, Northern Illinois University
Jason Simmons, University of Cincinnati

Ephemeral Social Media or Damage Control: “Y’know, You Can’t Please All the People All the Time... and Last Night, All Those People Were at My Show” Phoenix Ballroom Salon VI
Lane T. Wakefield, Texas A&M University
Gregg Bennett (advisor), Texas A&M University

The Importance of the Fantasy Football League Community: Understanding the Dynamics of a Fantasy Football League and Its Effects on How We Consume Our Football Tallahassee
Joris Drayer, Temple University
Matthew Walker, Texas A&M University
Thomas Aicher, University of Cincinnati
Bob Heere, University of South Carolina
Matthew Katz, University of Massachusetts Amherst
Daniel Drane, Winthrop University
Brianna Newland, University of Delaware
Joseph Mahan, Temple University
Aubrey Kent, Temple University
Adam Pflieger, Mississippi State University
Adam Cohen, Texas Tech University

WEDNESDAY, October 28, 5:00 PM (25-minute oral presentations)

If You Brand it, Will They Come? Examining the Role of Team and University Identity and Sponsorship Activation on Official Sportswear Sponsor Brand Attitudes

Henry Wear, University of South Carolina
Bob Heere (advisor), University of South Carolina

Atlanta

What's Your Favorite App? Comparing Sport and Non-Sport Mobile Technology Usage

Lisa S. Rufer, Virginia Commonwealth University
Mark A. Slavich, Virginia Commonwealth University

Columbia

Analyzing Buyer Objections Across Season Ticket Sales Territories

Clinton J. Warren, Illinois State University
Elizabeth A. Sattler, Illinois State University

Phoenix Ballroom Salon VI

Going to the Extreme? A Case Study on Perceived Legitimacy and Reaching a Segment of Millennial Generation through Extreme Racing Events

Margaret C. Keiper, Central Michigan University
Dylan Williams, The University of Alabama
R. Douglas Manning, Southern Mississippi University

Tallahassee

THURSDAY, October 29, 8:00 AM (25-minute oral presentations)

The Social Identity Complexity of Sport Fans

Atlanta

Dirk Meyer, University of Pretoria
Michael M. Goldman, University of San Francisco

Player-Inflicted Violence: Potential Red Zone Fumble for NFL

Columbia

Kristi Sweeney, University of North Florida
Elizabeth A. Gregg, University of North Florida
Harriet Stranahan, University of North Florida

An Analysis of MLS's Post-CBA Image Repair Efforts

Phoenix Ballroom Salon VI

Matthew H. Zimmerman, Auburn University
Edward (Ted) M. Kian, Oklahoma State University
Lauren M. Burch, Indiana University-Purdue University Columbus
Jimmy Sanderson, Clemson University

Relating Corporate Social Responsibility (CSR) and Corporate Sport Sponsorships

Tallahassee

Shelley Buck, Concordia University
Joshua Lupinek (advisor), University of Minnesota
Lana L. Huberty (advisor), Concordia University

THURSDAY, October 29, 8:30 AM (25-minute oral presentations)

Effects of Team Identification on Word of Mouth Persuasiveness: A Self-Categorization Perspective Atlanta

Akira Asada, University of Florida
Yong Jae Ko (advisor); University of Florida
Spiro Kioussis, University of Florida

The Same but Different: A Comparative Analysis of Marketing Approaches in Men's and Women's Large-Scale Sporting Events

Columbia

Dana Ellis, Laurentian University
Becca Leopkey, University of Georgia

A Hierarchical Approach for Predicting Sport Consumption Behavior

Phoenix Ballroom Salon VI

Yong Jae Ko, University of Florida
Wonseok Jang, University of Florida
Michael Sagas, University of Florida
John O. Spengler, University of Florida
Songhyun Cho, Pusan National University

Factors Influencing the Price of Luxury Suites in Collegiate Football

Tallahassee

Kurt C. Mayer Jr., Roanoke College
Alan L. Morse, University of Northern Colorado
Timothy D. DeSchraver, University of Delaware

THURSDAY, October 29, 9:00 AM (25-minute oral presentations)

Bridging the Academic-Practice Divide: Developing and Validating a Participatory Sport Brand Association Scale

Atlanta

Jason A. Rice, University of Louisville
James Du, Temple University

Sport Demographic Implications for the Sport Industry

Columbia

Nancy Lough, University of Nevada, Las Vegas
Jennifer Pharr, University of Nevada, Las Vegas

The Influence of Altruism and Team Identification on Consumers' Attitude Change in a Cause-Related Sport Marketing Campaign

Phoenix Ballroom Salon VI

Soyoung Joo, University of Massachusetts Amherst
Janet S. Fink (advisor), University of Massachusetts Amherst
Jakeun Koo, University of Massachusetts Amherst

More than Stretchy Pants and Burpees? A Brand Community Comparative Analysis of CrossFit and Lululemon

Tallahassee

Katie M. Brown, Texas A&M University
Zach Damon, Texas A&M University
Matthew Walker (advisor), Texas A&M University

THURSDAY, October 29, 9:30 AM (25-minute oral presentations)

Sport Consumers in the Smartphone Age: Examining Motivations, Constraints, and Technological Perceptions Related to Smartphone Usage

Atlanta

Sun J. Kang, Manchester University
T. Christopher Greenwell (advisor), University of Louisville
Marion E. Hambrick (advisor), University of Louisville
Jae-Pil Ha (advisor), Gyeongsang National University

Brand Community in the Box: A Time-Series Approach to Measuring the Influences of Organizational Identification and Leadership on Brand Community

Columbia

Zach Damon, Texas A&M University
Katie M. Brown, Texas A&M University
Matthew Walker (advisor), Texas A&M University

Exploring the Usage of Sport Daily Deals: A Market Analysis

Phoenix Ballroom Salon VI

Jessica R. Braunstein-Minkove, Towson University
Beth A. Cianfrone, Georgia State University
Alyssa L. Tavormina, University of Florida
Dylan Rice, Georgia State University

A Case of Multiple (Brand) Personalities: Assessing Source and Perceptions among Fans and Non-Fans

Tallahassee

Gregory P. Greenhalgh, Virginia Commonwealth University
Brendan Dwyer, Virginia Commonwealth University
Carrie LeCrom, Virginia Commonwealth University

THURSDAY, October 29, 10:00 AM (25-minute oral presentations)

Investigating Rivalry in United States Professional Sport

Atlanta

Cody T. Havard, The University of Memphis
Michael Hutchinson, The University of Memphis

Sunday Afternoon Social Capital: An Ethnographic Study of the Capital City Jets Club

Columbia

Dorothy R. Collins, University of South Carolina
Bob Heere (advisor), University of South Carolina

Buyer Uncertainty in Advance Selling: An Investigation with Marathon Runners

Phoenix Ballroom Salon VI

Bradley Baker, Temple University
Jeremy S. Jordan (advisor), Temple University
Daniel C. Funk (advisor), Temple University

Feminism and the Shifting Target Markets of the National Women's Soccer League (NWSL)

Tallahassee

Chris Henderson, University of Georgia
James J. Zhang (advisor), University of Georgia
Becca Leopkey, University of Georgia

THURSDAY, October 29, 10:30 AM (25-minute oral presentations)

An Examination of Partitioned Pricing of Sport Event Tickets and Environmental Fees

Atlanta

Joris Drayer, Temple University
Gregory P. Greenhalgh, Virginia Commonwealth University
Won Sok (Frank) Jee, Temple University

Presentations of Women in Violent Sport

Columbia

T. Christopher Greenwell, University of Louisville
Jason Simmons, University of Cincinnati
Meg Hancock, University of Louisville
Megan Shreffler, University of Louisville
Dustin Thorn, Coastal Carolina University

Rebranding Big-Time College Sport: The NCAA's Marketing and Public Relations Responses to O'Bannon, Northwestern, and Athletes as Employees

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Richard Southall, University of South Carolina
Mark Nagel, University of South Carolina

Mentorship Matters: Mentoring Early Career Researchers and Educators in Sport Marketing (50-minute symposium)

Tallahassee

Brandon Brown (moderator), University of Tampa
Bill Sutton, University of South Florida
Gregg Bennett, Texas A&M University
Khalid Ballouli, University of South Carolina
Jonathan Jensen, Merrimack College
Chad McEvoy, Northern Illinois University

THURSDAY, October 29, 11:00 AM (25-minute oral presentations)

Assessing Major League Soccer's Growth Strategy through Stadium Design: Key Stakeholders' Rationales for Soccer-Specific Stadium Capacities

Atlanta

Elodie Wendling, University of Florida
Timothy B. Kellison (advisor), University of Florida

Ephemeral Social Media in Relational Marketing

Columbia

Lane T. Wakefield, Texas A&M University
Gregg Bennett (advisor), Texas A&M University

Power (Fore)Words: Qualitative and Cluster Evaluation of the Twitter Lexicon of the NBA's Social Universe

Phoenix Ballroom Salon VI

Galen Clavio, Indiana University
Ann Pegoraro, Laurentian University

THURSDAY, October 29, 3:00 PM (25-minute oral presentations)

Flattery and Teams? Social Tactics to Influence Others in Sport and in Marketing

Atlanta

Lynn R. Kahle, University of Oregon
Cindy Wang, University of Oregon
Namika Sagara, Duke University

Exploring the Diversity of Sport Fans: A Multi-Cultural Examination of Sport Consumer Behavior

Columbia

Cheri Bradish, Ryerson University
Nicholas Burton, Ryerson University
Melanie Dempsey, Ryerson University

Strength and Stability of Brand Associations and Their Influence on Team Loyalty

Phoenix Ballroom Salon VI

Thilo Kunkel, Temple University
Jason Doyle, Griffith University
Daniel C. Funk, Temple University
James Du, Temple University
Heath McDonald, Swinburne University

Motivations for eSport Consumption: A Road Map for Traditional Sports Online Spectating

Tallahassee

Samuel Schmidt, University of Louisville
Megan Shreffler (advisor), University of Louisville

THURSDAY, October 29, 3:30 PM (25-minute oral presentations)

Fantasy vs. Reality: A Look at BIRGing and CORFing through Experience Sampling Atlanta
Brendan Dwyer, Virginia Commonwealth University
Rebecca M. Achen, Illinois State University
Joshua M. Lupinek, University of Minnesota

Brand Management and Protection Under Trademark Dilution Law: The Emerging Influence of Brand Image on Trademark Jurisprudence Columbia
Sungho Cho, Bowling Green State University
Thomas A. Baker III, University of Georgia
Kevin Byon, Indiana University
Natasha Brison, Georgia State University

Effects of Corporate Social Responsibility on Attitudinal and Behavioral Loyalty Phoenix Ballroom Salon VI
Yuhei Inoue, University of Minnesota
Daniel C. Funk, Temple University
Heath McDonald, Swinburne University

Examining Perceived Fit and Attitudes Towards Athlete Brand Extensions Tallahassee
Patrick Walsh, Syracuse University
Antonio S. Williams, Indiana University

THURSDAY, October 29, 4:00 PM (25-minute oral presentations)

Attitudes Toward Bandwagon Sponsors: A Resource-Matching Perspective Atlanta
Yosuke Tsuji, Rikkyo University
Windy Dees, University of Miami
Todd Hall, Jacksonville University

Sport Consumer Interest and Web 2.0: An Analysis of Determinants of Online Traffic for Collegiate Sport Teams Columbia
Nicholas M. Watanabe, University of Missouri
Grace Yan, University of Missouri
Nels Popp, The University of North Carolina at Chapel Hill
Dustin Steller, University of Missouri

The Psychological Continuum Model and Serious Leisure Participation: A Study of Athletes' Involvement in the World Senior Games Phoenix Ballroom Salon VI
Lei Ouyang, University of Northern Colorado
Dianna Gray (advisor), University of Northern Colorado

What's LEED Got to Do with It? Reflections of Marketers within LEED Certified Public Sport Facilities as it Pertains to Sponsorship Solicitation Tallahassee
Lana L. Huberty, Concordia University

THURSDAY, October 29, 4:30 PM (25-minute oral presentations)

Effect of Facebook Engagement on Relationship Quality and Consumer Behavioral Intentions Atlanta
Rebecca M. Achen, Illinois State University

Building Brand Strength through Brand Alliances in Major League Baseball Columbia
Ronald Christian, Baker University
Samer Sarofim, University of Kansas

Promotive Politics and the Minnesota Stadium Campaign Phoenix Ballroom Salon VI
Lana L. Huberty, Concordia University
Timothy B. Kellison, University of Florida
Mike Mondello, University of South Florida

Justifying the Dynamic Price Discrepancy to Consumers: Consumer Values and Price Fairness Judgment Tallahassee
Wang Suk Suh, University of Oregon
Lynn Kahle, University of Oregon

THURSDAY, October 29, 5:00 PM (25-minute oral presentations)

Soaring for Success: Fan Avidity and Stadium Facilities on Fans' Satisfaction with Live Game Attendance Atlanta
Shaun M. Anderson, West Virginia University
Nicholas David Bowman, West Virginia University
Brian Larson, Widener University

Assessing Market Demand Factors Associated with Table Tennis Clubs in North America Columbia
Mandy Yi Zhang, Shanghai University
Minkil Kim, Troy University
Lin Zhang, Shanghai University of Sport
James J. Zhang, University of Georgia

BIRGing as a Self-Esteem Mechanism Phoenix Ballroom Salon VI
Jonathan A. Jensen, Merrimack College
Brian A. Turner, The Ohio State University

An Experimental Assessment of Hiring Decision Factors in Minor League Baseball Tallahassee
Steven M. Howell, Northern Illinois University
Chad D. McEvoy, Northern Illinois University
Daniel Sheppard, Northern Illinois University