



**2014 SPORT MARKETING ASSOCIATION ANNUAL CONFERENCE
OCTOBER 22ND TO 24TH, 2014 IN PHILADELPHIA, PA**

Academic Program – Oral Presentations

WEDNESDAY, October 22, 2014, 1:45 PM (25-minute oral presentations)

- Sport Sales Competency Assessment Model** Wyeth 1
David Pierce, Indiana University - Purdue University Indianapolis
Richard Irwin, University of Memphis
- Use of Athletes in “Image Advertising”** Whistler B
Steve McKelvey, University of Massachusetts Amherst
- Brand Identity Creation for Female Athletes** Homer
Jami Lobpries, Texas A&M University
Gregg Bennett, Texas A&M University
- Sponsorship Costs in the Athletic Apparel Industry** Whistler A
Jonathan A. Jensen, Ohio State University
Lane Wakefield, Texas A&M University
Joe Cobbs, Northern Kentucky University
Brian A. Turner, Ohio State University

WEDNESDAY, October 22, 2014, 2:15 PM (25-minute oral presentations)

- The Impact of Time and Ticket Price on Consumer Behavior** Wyeth 1
Stephen L. Shapiro, Old Dominion University
Brendan Dwyer, Virginia Commonwealth University
Joris Drayer, Temple University
- Driven to Ride: Analyzing Participant Behavior in the MS 150** Whistler B
Elizabeth A. Gregg, University of North Florida
Kristi Sweeney, University of North Florida
Jason W. Lee, University of North Florida
David Pierce, Indiana University - Purdue University Indianapolis
- The Sponsorship Secret Nobody Tells: Purchase Intentions Versus Actual Purchases** Homer
Noni Zaharia, University of Northern Colorado
David Stotlar (Advisor), University of Northern Colorado
Dianna Gray (Advisor), University of Northern Colorado
- Sponsor-Event Congruence Effects: The Moderating Role of Sport Involvement** Whistler A
Jakeun Koo, University of Massachusetts Amherst
Younghan Lee, University of Massachusetts Amherst

WEDNESDAY, October 22, 2014, 2:45 PM (25-minute oral presentations)

Examining the Rebranding Process of Professional Sport Teams

Wyeth 1

Patrick Walsh, Syracuse University
Matthew Studebaker, Indiana University
Hansol Hwang, Indiana University
Matthew Blaszk, Indiana University

I Am Not Loving It: Examining The Hijacking Of #Cheerstosochi

Whistler B

Ann Pegoraro, Laurentian University
Evan Frederick, University of New Mexico
Lauren Burch, Indiana University - Purdue University Columbus

Evaluation of Attitudes towards Women's Collegiate Basketball

Homer

Ceyda Mumcu, University of New Haven
Greg Greenhalgh, Virginia Commonwealth University

Out of the Loop and Alone Amongst 80,000 fans

Whistler A

Ben Larkin, University of Massachusetts Amherst
Janet Fink, University of Massachusetts Amherst
Galen Trail, Seattle University

WEDNESDAY, October 22, 2014, 3:15 PM (25-minute oral presentations)

An Examination of Sport Brand Associations via Online Consumer Reviews

Wyeth 1

Antonio S. Williams, Indiana University
Dae Yeon Kim, Indiana University
Byung Ik Park, Indiana University
Kwame J. A. Agyemang, Louisiana State University

Are Fans Created Equal? Motives and Brand Perceptions for AFL

Whistler B

Michelle Gacio Harrolle, North Carolina State University
Michael Farris, The Aspire Group
Philicia Douglas, University of South Florida

Assessing Sport Brand Equity through Use of the CVM

Homer

J. Lucy Lee, Florida State University
Jeffrey D. James, Florida State University

Television Broadcasts and Viewership Demands of Intercollegiate Men's Basketball Games Whistler A

Namhun Lim, Indiana University
Paul M. Pedersen, Indiana University

WEDNESDAY, October 22, 2014, 3:45 PM (25-minute oral presentations)

How Do You “Like” My Style?

Joseph Pederson, Texas A&M University
Courtney Hodge, Texas A&M University
Matthew B. Walker, Texas A&M University

Wyeth 1

Examining the Influence of Fantasy Sport Participation on “Non-Fans”

Andrew L. Goldsmith, Texas A&M University

Whistler B

Internal Brand Equity: Implications for Revenue Generation in Athletics

J. Michael Martinez, Troy University
Anthony W. Dixon, Troy University
Jeffrey L. Stinson, Central Washington University
John J. Miller, Troy University

Homer

Ticket Sales Outsourcing Performance Measures using BSC & AHP

Seungbum Lee, University of Akron
Eric Brownlee, Gannon University

Whistler A

WEDNESDAY, October 22, 2014, 4:15 PM (25-minute oral presentations)

Hat-tricks and Hamburgers: Premier League Endorser Effectiveness through Twitter

Natasha Brison, University of Georgia
Kevin K. Byon, University of Georgia
Thomas A. Baker, University of Georgia

Wyeth 1

Investigating Motivations of Involvement in University-Affiliated Alumni Sport Fan Clubs

Craig D. Schmitt, Elon University

Whistler B

Social Motivation to Participate in Sport Events

Brian D. Krohn, Indiana University - Purdue University Indianapolis

Homer

Moral Coupling Strategy: Focusing on Athlete Endorsers’ Transgression

Joon Sung Lee, University of Michigan
Dae Hee Kwak, University of Michigan

Whistler A

THURSDAY, October 23, 2014, 9:15 AM (25-minute oral presentations)

Sport Fan Engagement through Gamification in a Digital Media Environment Wyeth 1
Thilo Kunkel, Temple University
Daniel C. Funk, Temple University
Ferdinand Mueck, App Ventures

Do College Athletics Marketers Convert Social Media Growth Into Revenue? Whistler B
Nels Popp, University of North Carolina
Chad McEvoy, Syracuse University

A Comparative Analysis; Wheelchair and Non-adaptive Basketball Social Media Use Homer
Michael Cottingham, University of Houston
Brian Gearity, University of Southern Mississippi
Thomas Gianan, University of Houston

THURSDAY, October 23, 2014, 9:45 AM (25-minute oral presentations)

A Longitudinal Examination of New Fan Identification Wyeth 1
Matthew Katz, Miami University
Bob Heere, University of South Carolina

Influence of a New Intercollegiate Football Program on Rivalry Perceptions Whistler B
Cody T. Havard, University of Memphis
Stephen L. Shapiro, Old Dominion University
Lynn L. Ridinger, Old Dominion University

An Examination of Participants in Women's Specific Events Homer
Tara Q. Mahoney, State University of New York Cortland
Katherine M. Polasek, State University of New York Cortland

THURSDAY, October 23, 2014, 10:15 AM (25-minute oral presentations)

Developing and Validating an Emotional Attachment to Sport Team Scale Wyeth 1
Brendan Dwyer, Virginia Commonwealth University
Michael Mudrick, University of Connecticut
Greg Greenhalgh, Virginia Commonwealth University
Joris Drayer, Temple University
Carrie LeCrom, Virginia Commonwealth University

An Innovative Perspective of Marketing Implications in College Sport Whistler B
Barbara Osborne, University of North Carolina
Nancy Lough, University of Nevada Las Vegas

Conceptualization of Brand Authenticity in the Action Sports Industry Homer
Chrysostomos Giannoulakis, Ball State University
Artemisia Apostolopoulou, Robert Morris University

THURSDAY, October 23, 2014, 10:45 AM (25-minute oral presentations)

Leveraging Sponsorship through Music Festivals: Circuit of The Americas and Austin Fan Fest Wyeth 1
Khalid Ballouli, University of South Carolina
Todd Koesters, University of South Carolina
Todd Hall, Jacksonville University

Can A City's Reputation Cause Negative Image Transfer for Sponsors? Whistler B
Rick Burton, Syracuse University
Norm O'Reilly, Ohio University

Using Social Media to Generate Insight into Athlete Brand Influences Homer
T. Christopher Greenwell, University of Louisville
Rich Calabrese, Fizziology
Meg G. Hancock, University of Louisville

Examining Social Media and the 2014 Sochi Olympic Games (60-minute symposium) Whistler A
Ann Pegoraro, Laurentian University
Evan Frederick, University of New Mexico
Lauren Burch, Indiana University – Purdue University Columbus
Jimmy Sanderson, Clemson University
Marion E. Hambrick, University of Louisville
Brendan O'Hallarn, Old Dominion University

THURSDAY, October 23, 2014, 11:15 AM (25-minute oral presentations)

Exploring the Cognitive Effects of Ambush Marketing on Sport Sponsorship Wyeth 1
Cheri Bradish, Ryerson University
Nicholas Burton, Ryerson University

Analyzing Sport Spectators' Optimal Stimulation Levels and Viewing Satisfaction Whistler B
Kwangho Park, Indiana University
Susan Kim, Korean National Sport University
Paul M. Pedersen, Indiana University

Self-presentation, Twitter, and Sport: Analyzing BCS Championship Game Tweets Homer
Elizabeth B. Delia, Florida State University
Jordan R. Bass, University of Kansas

THURSDAY, October 23, 2014, 1:30 PM – 2:45PM (75-minute panel sessions)

MLS National Sales Center “Ignite” Presentations

Wyeth 1

Moderated by Brendan Dwyer, Virginia Commonwealth University

Through the Looking Glass: A Year in the Life of an Academic

Whistler B

Moderated by Liz Gregg, University of North Florida

Chad McEvoy, Syracuse University

Barbara Osborne, University of North Carolina

Beth Cianfrone, Georgia State University

Tywan Martin, University of Miami

David Pierce, Indiana University-Purdue University-Indianapolis

The Sales Game: Take a Test Drive

Homer

Presented by Sam Caucci, CEO Sales Huddle Group

THURSDAY, October 23, 2014, 3:00 PM (25-minute oral presentations)

A Bayesian Method Approach: Understanding Secondary Market Ticket Prices

Wyeth

Wonsok (Frank) Jee, Temple University

Mark Diehl, Temple University

Joris Drayer (Advisor), Temple University

U.S. Sport Managers on Channels to Industry-Academia Research Interaction

Whistler B

Noni Zaharia, University of Northern Colorado

David Stotlar (Advisor), University of Northern Colorado

The Role of Emotion in Sport Sponsorship

Homer

Minkyoo Lee, Indiana University

Jinwook Jason Chung, Grand View University

Ju Young Lee, Indiana University

Choonghoon Lim (Advisor), Indiana University

Paul M. Pedersen (Advisor), Indiana University

2014 SMA “Meet the Editors” (60-minute panel session)

Whistler A

Moderated by SMQ Editor Daniel C. Funk, Temple University

THURSDAY, October 23, 2014, 3:30 PM (25-minute oral presentations)

Roles of Flow and Involvement in Generating Positive Spectator Emotions

Wyeth 1

Hyun-Woo Lee, Florida State University

Dae Hwan Kim, Florida State University

Hwayong Son, Florida State University

Yu Kyoum Kim, Florida State University

The Past, Present, and Future of Cable Television in Sport

Whistler B

Mark Nagel, University of South Carolina

Marketing Implications of Playing Regular Season Games in International Markets

Homer

Eric Schwarz, Saint Leo University

THURSDAY, October 23, 2014, 4:00 PM (25-minute oral presentations)

Sonic Branding in Sport: A Model for Communicating Brand Identity Through Musical Fit Wyeth 1
Khalid Ballouli, University of South Carolina
Bob Heere, University of South Carolina

Member Willingness to Pay in Non-profit Sports Organizations Whistler B
Simon A. Brandon-Lai, Florida State University
Christine Wegner, Temple University

Examining the Suitability of Dynamic Ticket Pricing in the FBS Homer
Craig A. Morehead, Old Dominion University
Stephen L. Shapiro (Advisor), Old Dominion University

THURSDAY, October 23, 2014, 4:30 PM (25-minute oral presentations)

The Impact of Female Athlete Endorsers on Consumer Recognition Wyeth 1
Frank R. Veltri, Metropolitan State University of Denver
John J. Miller, Troy University
Clay Daughtrey, Metropolitan State University of Denver

Place Branding through Sport: A Case Study of Jacksonville, Florida Whistler B
Jason W. Lee, University of North Florida
Elizabeth Gregg, University of North Florida
Raymond K. Oldakowski, Jacksonville University
Kristi Sweeney, University of North Florida

Exploring Positive Psychology Domains of Wellbeing through Charity Sport Events Homer
Kevin Filo, Griffith University
Alexandra Coghlan, Griffith University

FRIDAY, October 24, 2014, 10:45 AM (25-minute oral presentations)

An Examination of Fan Reactions to NFL Cause Related Marketing

Wyeth 1

Ray Cotrufo, University of Connecticut
Michael Mudrick, University of Connecticut

Social Commerce in Sport: Evaluating the “Groupon” Effect

Whistler B

Beth Cianfrone, Georgia State University
Jessica R. Braunstein-Minkove, Towson University

Runners’ Personality Traits Influence on Event and Destination-related Outcomes

Homer

Kyriaki Kaplanidou, University of Florida
Dimitra Papadimitriou, University of Patras
Artemisia Apostolopoulou, Robert Morris University

FRIDAY, October 24, 2014, 11:15 AM (25-minute oral presentations)

Exploring Social Impacts of the 2014 FIFA World Cup Brazil

Wyeth 1

Wonyoung Kim, Wichita State University
Rafael Andreis, Universidade do Sul de Santa Catarina, Unisul, Brazil
Vanessa Francalacci, Universidade do Sul de Santa Catarina, Unisul, Brazil
Mauro Palmero, East Tennessee State University
Matthew B. Walker, Texas A&M University

Understanding Fan Perceptions of Male and Female MMA Fighters

Whistler B

Meg G. Hancock, University of Louisville
Rich Calabrese, Fizziology
T. Christopher Greenwell, University of Louisville

Why is Michael Jordan Suing a Grocery Store?

Homer

Kerri Cebula, Kutztown University of Pennsylvania
Mark Dodds, State University of New York Cortland

FRIDAY, October 24, 2014, 11:45 AM (25-minute oral presentations)

Mixed Methods Research in the Field of Sport Marketing

Wyeth 1

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

A Social Network Analysis Perspective of Brand Community Marketing

Whistler B

Joshua M. Lupinek, University of Minnesota
Stephen D. Ross, University of Minnesota

Advertising Baseball to African Americans Utilizing Relevant Heuristic Cues

Homer

Brandon Brown, University of Tampa
Jason Simmons, University of Cincinnati
Gregg Bennett, Texas A&M University