

Thursday 8:00 AM – 8:35 AM

Lightning Talks

Thursday, June 02, 2022

8:00 AM - 8:10 AM

Hope I

Lightning 1

10-minute lightning talk (including questions)

**Division II international tennis student-athletes, perceptions of adapting to higher education in the United States**

*Karina Gurgenyany, Georgia State University*

*Sarah Stokowski, Clemson University ADVISOR*

*Beth Solomon, Auburn University ADVISOR*

*Amanda Paule-Koba, Bowling Green State University ADVISOR*

Thursday, June 02, 2022

8:00 AM - 8:10 AM

Hope II

Lightning 2

10-minute lightning talk (including questions)

**Mass Diffusion of Modern Digital Technologies as the Main Driver of Change in Sports-Spectating Audiences**

*Ekaterina Glebova, Paris Saclay University*

*Michel Desbordes, Paris Saclay University, EM Lyon Business School ADVISOR*

8:00 AM - 8:10 AM

Thursday, June 02, 2022

Hope III

Lightning 3

10-minute lightning talk (including questions)

**A qualitative exploration of perceived greenwashing underlying facility naming rights sponsorship as a sport sustainability campaign: The case of Amazon's Climate Pledge Arena**

*Wen-hao Winston Chou, University of Georgia*

*James J. Zhang, University of Georgia ADVISOR*

8:00 AM - 8:10 AM

Thursday, June 02, 2022

Trippe I

Lightning 4

10-minute lightning talk (including questions)

**Mental Health Policy in College Athletics: A Legal and Institutional Logics Approach**

*Hannah Plummer, Florida State University*

Thursday, June 02, 2022

8:00 AM - 8:10 AM

Trippe II

Lightning 5

10-minute lightning talk (including questions)

**Increasing Sport Fans' Responsiveness to Sustainability Messaging through the Enhancement of Brand Trust**

*Chanwook Do, Texas A&M University*

*Jasmine Hill, Texas A&M University*

*Minjung Kim, Texas A&M University ADVISOR*

*Brian McCullough, Texas A&M University ADVISOR*

*Hyun-Woo Lee, Texas A&M University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022

8:00 AM - 8:10 AM

Trippe III

Lightning 6

10-minute lightning talk (including questions)

### **Perspectives of the Surveilled: The Effects of Data Analytics on Intercollegiate Athletes**

*Erienne Weight, The University of North Carolina at Chapel Hill*

*Hannah Cabre, The University of North Carolina at Chapel Hill*

*Tamara Clegg, The University of Maryland*

*Daniel Greene, The University of Maryland*

*Beard Nate, The University of Maryland*

*Niklas Elmqvist, The University of Maryland*

8:12 AM - 8:22 AM

Thursday, June 02, 2022

Hope I

Lightning 1

10-minute lightning talk (including questions)

### **Two voices is beneficial: Team teaching in a virtual sport management classroom**

*Sarah Stokowski, Clemson University*

*Alison Fridley, University of Southern Mississippi*

*Michael Godfrey, Clemson University*

*Peyton Stensland, University of Cincinnati*

*Andrew Goldsmith, Colorado State University*

*Matthew Zimmerman, Mississippi State University*

Thursday, June 02, 2022

8:12 AM - 8:22 AM

Hope II

Lightning 2

10-minute lightning talk (including questions)

### **Who cares? Student perspectives on empathy's role in the classroom and workplace**

*Amy Rundio, Georgia Southern University*

*Cara Hawkins-Jedlicka, Washington State University*

*Megan Everritt, Georgia Southern University*

Thursday, June 02, 2022

8:12 AM - 8:22 AM

Hope III

Lightning 3

10-minute lightning talk (including questions)

### **Bringing LinkedIn into sport management classrooms to develop students' professional profile**

*Samuel Lopez-Carril, Universidad de Castilla-La Mancha, Toledo, Spain*

*Enrique Colino, Universidad Francisco de Vitoria. Madrid, Spain*

*Nicholas Watanabe, University of South Carolina*

8:12 AM - 8:22 AM

Thursday, June 02, 2022

Trippe I

Lightning 4

10-minute lightning talk (including questions)

### **Sport Management Graduates and Sport Entrepreneurship: The Future is Now**

*Robert Case, Old Dominion University*

Thursday, June 02, 2022

8:12 AM - 8:22 AM

Trippe II

Lightning 5

10-minute lightning talk (including questions)

### **Not like the rest of them: How to Increase Career Satisfaction and Psychological Well-Being among Generation Z Sport Employees**

*Jasmine Hill, Texas A&M University*

*Chanwook Do, Texas A&M University*

*Minjung Kim, Texas A&M University ADVISOR*

*Hyun-Woo Lee, Texas A&M University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Trippe III

8:12 AM - 8:22 AM

Lightning 6

10-minute lightning talk (including questions)

### **Model of Organizational Capacity to Investigate Barriers and Facilitators to Disability Sport Development: The International Federation of Cerebral Palsy Football Membership Perspective**

*Margaret Domka, Clemson University*

*Young Suk Oh, Clemson University*

*Skye Arthur-Banning, Clemson University ADVISOR*

Thursday, June 02, 2022 (virtual)  
Hope I

8:24 AM - 8:34 AM

Lightning 1

10-minute lightning talk (including questions)

### **The professionalisation of women's team sport: Meanings of success and sustainability**

*Tracy Taylor, Victoria University*

*Clare Hanlon, Victoria University*

*Kristine Toohey, Griffith University*

Thursday, June 02, 2022  
Hope II

8:24 AM - 8:34 AM

Lightning 2

10-minute lightning talk (including questions)

### **The influence of gender bias on sport organization leadership**

*Kaho Machida, Juntendo University*

*Etsuko Ogasawara, Juntendo University ADVISOR*

*Akane Mikura, Kanazawa Medical University*

*Mika Takezawa, Juntendo University*

Thursday, June 02, 2022  
Trippe I

8:24 AM - 8:34 AM

Lightning 4

10-minute lightning talk (including questions)

### **The Privilege of Scholarship: Passing the Mic**

*Ashlyn Hardie, Texas A&M University*

Thursday, June 02, 2022  
Trippe II

8:24 AM - 8:34 AM

Lightning 5

10-minute lightning talk (including questions)

### **The History of NCAA Athletics Scholarship Limits**

*Kate Kantor, The University of North Carolina at Chapel Hill*

*Barbara Osborne, The University of North Carolina at Chapel Hill*

*Erienne Weight, The University of North Carolina at Chapel Hill ADVISOR*

*Molly Harry, The University of Virginia*

Thursday, June 02, 2022  
Trippe III

8:24 AM - 8:34 AM

Lightning 6

10-minute lightning talk (including questions)

### **Academic Success: Examining the Relationship of Goal Orientation and Satisfaction**

*Taylor Rozantz, Troy University*

## Thursday 8:40 AM – 9:50 AM 20-Minute Presentations

Thursday, June 02, 2022  
Hope I

8:40 AM - 9:00 AM

Management 1

20-minute oral presentation (including questions)

2022 North American Society for Sport Management Conference (NASSM 2022)

**Examining issues related to parental involvement, scheduling, specialization, and sportsmanship in interscholastic athletics**

*Michael Fraina, Farmingdale State College*

*Eric Forsyth, Bemidji State University*

*James Johnson, Ball State University*

*Warren Whisenant, University of Miami*

Thursday, June 02, 2022

Hope II

8:40 AM - 9:00 AM

Management 2

20-minute oral presentation (including questions)

**A global assessment of professional sports organizations' CSR Performance: A Delphi study**

*Lisa Kihl, University of Minnesota*

*Cleo Schyvinck, Ghent University*

*Geraldine Zeimers, University Catholique de Louvain*

*Michael Jonas, University of Minnesota*

*Matt Hlina, University of Minnesota*

Thursday, June 02, 2022 (virtual)

Hope III

8:40 AM - 9:00 AM

Sport Development 1

20-minute oral presentation (including questions)

**The Professionalization of Sport Organizations as Event Legacy**

*Kyu Ha Choi, Paul Smith's College*

*Becca Leopkey, University of Georgia ADVISOR*

Thursday, June 02, 2022

Trippe I

8:40 AM - 9:00 AM

Communications 1

20-minute oral presentation (including questions)

**Impact of same-language subtitles in social media contents on sport fans**

*Andrew Kim, University of Georgia*

*James J. Zhang, University of Georgia ADVISOR*

Thursday, June 02, 2022

Trippe II

8:40 AM - 9:00 AM

Socio-cultural 1

20-minute oral presentation (including questions)

**Exploring Physical Activity Oases and Food Swamps in NYC**

*Gidon Jakar, University of Florida*

*Brianna Newland, New York University*

Thursday, June 02, 2022

Trippe III

8:40 AM - 9:00 AM

Facilities/Events 1

20-minute oral presentation (including questions)

**Event Leverage: A Systematic Review and New Research Agenda**

*Guangzhou Chen, University of Illinois at Urbana-Champaign*

*Nico Schulenkorf, University of Technology Sydney*

*Jon Welty Peachey, University of Illinois at Urbana-Champaign*

*Anja Hergesell, University of Technology Sydney*

Thursday, June 02, 2022

Venetian I

8:40 AM - 9:00 AM

Marketing 1

20-minute oral presentation (including questions)

**Authentic Communication in eSport Sponsorships: Will Message Source and Sponsorship Fit Change Perceptions?**

*Se Jin Kim, University of Massachusetts Amherst*

*Janet Fink, University of Massachusetts Amherst ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

8:40 AM - 9:00 AM

Thursday, June 02, 2022  
Venetian IV

Marketing 2

20-minute oral presentation (including questions)

**Exploring Consumers' League and Team Preferences Across Men's and Women's Sport**

*Jason Doyle, Griffith University*  
*Yiran Su, University of Georgia*  
*Thilo Kunkel, Temple University*  
*Sarah Kelly, University of Queensland*  
*Kevin Filo, Griffith University*

Thursday, June 02, 2022  
Hope I

9:05 AM - 9:25 AM

Management 1

20-minute oral presentation (including questions)

**Exploring the Mediatization of Action Sport Organizations**

*Jinsu Byun, The University of Alabama*  
*Sehwan Kim, The University of Georgia*  
*Kyu Ha Choi, Paul Smith's College*  
*Jepkorir Rose Chepyator-Thomson, The University of Georgia*

Thursday, June 02, 2022  
Hope II

9:05 AM - 9:25 AM

Management 2

20-minute oral presentation (including questions)

**The rooted fan: Exploring suggested improvements to a professional sport team's sustainability initiatives**

*Ricardo Cayolla, Universidade Portucalense*  
*Timothy Kellison, Georgia State University*  
*Brian P. McCullough, Texas A&M University*  
*Rui Biscaia, University of Bath*  
*Marco Escadas, University of Minho*  
*Teresa Santos, FC Porto*

Thursday, June 02, 2022  
Hope III

9:05 AM - 9:25 AM

Sport Development 1

20-minute oral presentation (including questions)

**Holistic Athlete Development: Toward an Interdisciplinary Research Agenda**

*Andre Andrijiw, N/A*

Thursday, June 02, 2022  
Trippe I

9:05 AM - 9:25 AM

Communications 1

20-minute oral presentation (including questions)

**Get Vaccinated or You are Benched: A Sentiment and Thematic Analysis of Tweets Responding to Kyrie Irving's Vaccine Stance and Suspension**

*Zhijing Chen, University of Michigan*  
*Dae Hee Kwak, University of Michigan ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022 (virtual)  
Trippe II

9:05 AM - 9:25 AM

Socio-cultural 1

20-minute oral presentation (including questions)

### **Effects of the Olympic Games on Residents' Universal-Diverse Orientation: A Social Identity**

#### **Approach**

*Yuhei Inoue, Manchester Metropolitan University*

*Masayuki Yoshida, Hosei University*

*Steve Swanson, Deakin University*

Thursday, June 02, 2022

9:05 AM - 9:25 AM

Trippe III

Facilities/Events 1

20-minute oral presentation (including questions)

### **Pursuing Event Travel Careers through Amateur Sport Participation: Development of the Competing Priorities Scale**

*Richard Buning, The University of Queensland*

*Matthew Lamont, Griffith University*

*Millicent Kennelly, Griffith University*

Thursday, June 02, 2022

9:05 AM - 9:25 AM

Venetian I

Marketing 1

20-minute oral presentation (including questions)

### **Understanding the Lack of Diversity in Sport Consumer Behavior Research**

*Elizabeth Delia, University of Massachusetts Amherst*

*Nicole Melton, University of Massachusetts Amherst*

*Katherine Sveinson, Temple University*

*George Cunningham, Texas A&M University*

*Daniel Lock, Bournemouth University*

Thursday, June 02, 2022

9:05 AM - 9:25 AM

Venetian IV

Marketing 2

20-minute oral presentation (including questions)

### **Good governance needs to access and inclusion: Examining the disabled fans perception about their experience at the stadium.**

*Thiago Santos, Universidade Europeia*

*Miguel Nery, Universidade Europeia*

*Joanna Deagle, Centre for Access to Football in Europe*

*Amy Wilson, Centre for Access to Football in Europe*

*Isobel Robins, Centre for Access to Football in Europe*

Thursday, June 02, 2022

9:30 AM - 9:50 AM

Hope I

Management 1

20-minute oral presentation (including questions)

### **As Normal as Normal Can Be? A Multi-Study Perspective on Gambling Practices and Policies in Sports Clubs**

*Bram Constandt, Ghent University*

*Vidar Stevens, The Mulier Institute*

*Annick Willem, Ghent University*

2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022

9:30 AM - 9:50 AM

Hope II

Management 2

20-minute oral presentation (including questions)

**The impact of conference group change on the defecting member's economic performance**

*Stephanie Herbst-lucke, Georgia State*

*Avi Turetsky, Case Western Reserve ADVISOR*

*Robert Mayberry, Georgia State*

Thursday, June 02, 2022

9:30 AM - 9:50 AM

Trippe I

Communications 1

20-minute oral presentation (including questions)

**The Influence of Personality Traits, Fear of Missing Out, and Continuous Partial Attention on Sport Fans' Online Fan Engagement while Watching Sports**

*Sangwon Na, Mississippi State University*

*Dae-eun Kim, Mississippi State University*

*Younghan Lee, Mississippi State University ADVISOR*

Thursday, June 02, 2022

9:30 AM - 9:50 AM

Trippe II

Socio-cultural 1

20-minute oral presentation (including questions)

**Self-Presentation and BlackCrit: Utilizing Black Male College Athlete Experiences to Inform Sport Industry Practices**

*Jonathan Howe, Temple University*

Thursday, June 02, 2022

9:30 AM - 9:50 AM

Trippe III

Facilities/Events 1

20-minute oral presentation (including questions)

**Examining the Social Return on Investment from Hosting a Major Sport Event: Vancouver Residents' Willingness-to-Pay, 11 Years Post-Event**

*Jordan Bakhsh, University of Ottawa*

*Marijke Taks, University of Ottawa ADVISOR*

*Milena Parent, University of Ottawa ADVISOR*

9:30 AM - 9:50 AM

Thursday, June 02, 2022

Venetian I

Marketing 1

20-minute oral presentation (including questions)

**Team Identification and Happiness: Moderating Role of Stadium Attendance Frequency in Professional Sport**

*Mikihiro Sato, University of Illinois at Urbana-Champaign*

*Masayuki Yoshida, Hosei University*

*Jason Doyle, Griffith University*

*Wonjun Choi, Guilford College*

Thursday, June 02, 2022

9:30 AM - 9:50 AM

Venetian IV

Marketing 2

20-minute oral presentation (including questions)

**The Impacts of Environmental Claim Types on Eco-friendly Sportswear Advertisement Effectiveness: Moderating Impacts of Cross-generational Time Perspectives**

*Ji Hoon Kim, Yonsei University*

*Kyu Ha Lee, Yonsei University*

*Hee Sung Byun, Yonsei University*

*Keon Woo Kim, Yonsei University*

*Joon Sung Lee, Yonsei University ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

**Thursday 9:55 AM – 10:55 AM**

*Zeigler Lecture*

Thursday, June 02, 2022  
Windsor Ballroom  
*Larena Hoeber, University of Regina*

9:55 AM – 10:55 AM  
Zeigler Lecture

**Thursday 11:15 AM – 12:00 PM**

*20-min Presentations*

Thursday, June 02, 2022  
Hope I

11:15 AM - 11:35 AM  
Management 3

20-minute oral presentation (including questions)

**Mapping Australian Capital Territory local sports clubs' integrity systems**

*Catherine Ordway, University of Canberra*  
*Adam Masters, Australian National University*  
*Bram Constandt, Ghent University*  
*Joung Hwa Son, University of Minnesota*  
*Jingyi (Alice) Kang, University of Minnesota*  
*Sheila Galloway, Deakin University*  
*Lisa Kihl, University of Minnesota*

Thursday, June 02, 2022  
Hope II

11:15 AM - 11:35 AM  
Management 4

20-minute oral presentation (including questions)

**Sportsmanship Attitudes as a Moderator of the Relationship Between Team Identification and Spectator Aggression**

*Andrew Rudd, Lincoln Memorial University*

Thursday, June 02, 2022  
Hope III

11:15 AM - 11:35 AM  
Sport Development 2

20-minute oral presentation (including questions)

**Effect of Scholarships on Collegiate Esports Athletes**

*William Fisackerly, University of South Carolina*  
*Yongjin Hwang, University of South Carolina ADVISOR*

Thursday, June 02, 2022  
Trippe I

11:15 AM - 11:35 AM  
Communications 2

20-minute oral presentation (including questions)

**Exclusion in the Name of Dissuasion: Moral Panic, Disposable Gamers, and Esport in China**

*Yiming Chen, Florida State University*  
*Shushan Dai, Florida State University*  
*Joshua Newman, Florida State University ADVISOR*

Thursday, June 02, 2022  
Trippe II

11:15 AM - 11:35 AM  
Socio-cultural 2

20-minute oral presentation (including questions)

**Crime and the “captive audience”: Examining the relationship between professional sport viewership and criminal incidents in the Dallas Metroplex**

*Gidon Jakar, University of Florida*  
*Kiernan Gordon, University of New England*



2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Trippe III

11:15 AM - 11:35 AM  
Facilities/Events 2

20-minute oral presentation (including questions)

**Innovative Practices of Mega Sport Event Organizing Committees: An Exploratory Multi-Case Study Approach**

*Kristina Hoff, University of Georgia*

*Becca Leopkey, University of Georgia ADVISOR*

Thursday, June 02, 2022  
Venetian I

11:15 AM - 11:35 AM  
Marketing 3

20-minute oral presentation (including questions)

**Exploring Fan Experience with Multiple Cases of Expansion and Relocation**

*Brett Parent, Brock University*

*Craig Hyatt, Brock University*

Thursday, June 02, 2022  
Venetian IV

11:15 AM - 11:35 AM  
Marketing 4

20-minute oral presentation (including questions)

**Exploring Motivations and Psychological Outcomes in Backpacking: A Systematic Review**

*Thomas Henry, Florida State University*

*Carly Skenian, Florida State University*

*Amy Chan Hyung Kim, Florida State University ADVISOR*

*James Du, Florida State University ADVISOR*

Thursday, June 02, 2022  
Hope I

11:40 AM - 12:00 PM  
Management 3

20-minute oral presentation (including questions)

**A vicious cycle: Women's experiences with hostile work environments in the professional sport industry**

*Elizabeth Taylor, Temple University*

*Katie Sveinson, Temple University*

*Despina Evangelopoulos, Temple University*

*Meghan O'Donnell, Philadelphia Eagles*

Thursday, June 02, 2022  
Hope II

11:40 AM - 12:00 PM  
Management 4

20-minute oral presentation (including questions)

**Examining the Relationship Between Ethical Leadership and Moral Judgments of Sport Managers**

*Andrew Rudd, Lincoln Memorial University*

Thursday, June 02, 2022  
Hope III

11:40 AM - 12:00 PM  
Sport Development 2

20-minute oral presentation (including questions)

**Why do sport coaches quit? A multilevel examination of sport coach role conflict**

*Edward Horne, University of New Mexico*

*Charles Provencio, University of New Mexico*

Thursday, June 02, 2022  
Trippe I

11:40 AM - 12:00 PM  
Communications 2

20-minute oral presentation (including questions)

**Exploring media platform preferences by interests in sport analytics**

*Minseok Cho, University of Houston*

*Don Lee, University of Houston ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Trippe II

11:40 AM - 12:00 PM  
Socio-cultural 2

20-minute oral presentation (including questions)

### **Are we (in)visible?: Experiences of Asian women faculty in the U.S. sport management**

*NaRi Shin, University of Connecticut*

*Hanhan Xue, Florida State University*

*Ari Kim, Towson University*

*Amy Chan Hyung Kim, Florida State University*

Thursday, June 02, 2022  
Trippe III

11:40 AM - 12:00 PM  
Facilities/Events 2

20-minute oral presentation (including questions)

### **Tokyo 2020 Olympics Sustainability: An Elusive Concept or Reality?**

*Sylvia Trendafilova, University of Tennessee*

*Walker Ross, Florida Southern College*

*Stavros Triantafyllidis, Triantafyllidis Sport Academy*

*Jamee Pelcher, University of Tennessee*

Thursday, June 02, 2022  
Venetian I

11:40 AM - 12:00 PM  
Marketing 3

20-minute oral presentation (including questions)

### **A meta-analytic approach to sponsor decision-making: Developing a generalizable sponsorship ROI model**

*Jonathan Jensen, University of North Carolina at Chapel Hill*

Thursday, June 02, 2022  
Venetian IV

11:40 AM - 12:00 PM  
Marketing 4

20-minute oral presentation (including questions)

### **The Era of Athlete Celebrity: The Impacts of Athlete Brand Image, Congruency, and Articulation on Consumer Evaluations**

*Hyung Joon Sohn, Yonsei University*

*Yeo Jung Seo, Yonsei University*

*Shin Yeong Ahn, Yonsei University*

*Yuna Kim, Yonsei University*

*Joon Sung Lee, Yonsei University ADVISOR*

12:00 PM – 1:00 PM  
*Lunch*

1:05 PM – 2:15 PM  
*20-min Presentations*

Thursday, June 02, 2022  
Hope I

1:05 PM - 1:25 PM  
Management 5

20-minute oral presentation (including questions)

### **Shifting logics and changing actors; How the merging pro-am logic is shaping actor types and their relation to the collegiate athletic field**

*Charles Macaulay, University of Massachusetts - Amherst*

*Sarah Woulfin, University of Texas – Austin*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022

Hope II

1:05 PM - 1:25 PM

Management 6

20-minute oral presentation (including questions)

### **The Influence of Servant Leadership on Athletic Performance: A Self-determination Theory Perspective**

*Sean Dahlin, Central Washington University*

*James Avey, Central Washington University*

*Brent Oja, West Virginia University*

Thursday, June 02, 2022

Trippe I

1:05 PM - 1:25 PM

Communications 3

20-minute oral presentation (including questions)

### **Cracking the Glass Ceiling One Post at a Time: Exploring the Determinants of Female Soccer Players' Instagram Popularity**

*Nataliya Bredikhina, Temple University*

*Thilo Kunkel, Temple University ADVISOR*

*Francesca Fumagalli, Temple University*

Thursday, June 02, 2022

Trippe II

1:05 PM - 1:25 PM

Socio-cultural 3

20-minute oral presentation (including questions)

### **Analyzing Determinants and Educational Outcomes of Openness to Diversity Through Sports**

*Kibaek Kim, Korea Institute of Sport Science*

*Andrew Pickett, University of South Dakota*

*Xinya Liang, University of Arkansas*

Thursday, June 02, 2022

Trippe III

1:05 PM - 1:25 PM

Facilities/Events 3

20-minute oral presentation (including questions)

### **A Glimpse Into the Experience of a Youth Sport Tourism Consumer: An Analysis of Parents vs. Coaches**

*Eric Hungenberg, University of Tennessee at Chattanooga*

*Tommy Aicher, University of Colorado - Colorado Springs*

*Taylor Sawyer, University of Northern Colorado*

Thursday, June 02, 2022

Venetian I

1:05 PM - 1:25 PM

Marketing 5

20-minute oral presentation (including questions)

### **Value from Youth Sport and Physical Activity Post-Pandemic: A Families' Perspective**

*Georgia Teare, University of Ottawa*

*Marijke Taks, University of Ottawa ADVISOR*

Thursday, June 02, 2022

Venetian IV

1:05 PM - 1:25 PM

Marketing 6

20-minute oral presentation (including questions)

### **The marketing and outcomes of NBA FIT**

*W. Andrew Czekanski, Western Kentucky University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022

1:30 PM - 1:50 PM

Hope I

Management 5

20-minute oral presentation (including questions)

### **Spillover Effects From Macro-Economic Factors to a Critical Mass of Women in the Boardroom of Sport Governing Bodies**

*Lara Lesch, Bielefeld University, Department of Sports Science*

*Pamela Wicker, Bielefeld University, Department of Sports Science*

*Shannon Kerwin, Brock University, Department of Sport Management ADVISOR*

Thursday, June 02, 2022

1:30 PM - 1:50 PM

Hope II

Management 6

20-minute oral presentation (including questions)

### **How NCAA Division I FBS Hiring Practices Are Impacted by Unconscious Bias and Proximity Effect**

*Chris Hanna, Georgia Southern University*

*Chris Barnhill, Georgia Southern University*

*Ella Monsey, Georgia Southern University*

Thursday, June 02, 2022

1:30 PM - 1:50 PM

Hope III

Sport Development 3

20-minute oral presentation (including questions)

### **Understanding the Student-Athlete Experience at the Olympic Games: A Pre-Post Test**

*Grace Kazmierski, University of South Carolina*

*Khalid Ballouli, University of South Carolina ADVISOR*

Thursday, June 02, 2022

1:30 PM - 1:50 PM

Trippe I

Communications 3

20-minute oral presentation (including questions)

### **A retrospective study on social media usage, physical activity, and mental health during the COVID-19 lockdown: US adult age groups**

*Amy Chan Hyung Kim, Florida State University*

*James Du, Florida State University*

*Damon Andrew, Florida State University*

Thursday, June 02, 2022

1:30 PM - 1:50 PM

Trippe II

Socio-cultural 3

20-minute oral presentation (including questions)

### **Intercollegiate Sport Spectatorship: A Model of Team Identification, Social Support, and Acculturation Among International Students**

*Kibaek Kim, Korea Institute of Sport Science*

*Sarah Stokowski, Clemson University*

*Ali Fridley, University of Southern Mississippi*

*Jinwook Han, Kyung Hee University*

*Minsoo Kim, Korea Institute of Sport Science*

Thursday, June 02, 2022

1:30 PM - 1:50 PM

Trippe III

Facilities/Events 3

20-minute oral presentation (including questions)

### **Examining the Olympic legacy on host communities: the trickle-down effect on sport participation and support behaviors**

*Tiago Ribeiro, Faculty of Human Kinetics - University of Lisbon*

*Thiago Santos, European University of Lisbon*

*Abel Correia, Faculty of Human Kinetics - University of Lisbon*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Venetian I

1:30 PM - 1:50 PM

Marketing 5

20-minute oral presentation (including questions)

### **Promoting Wheelchair Tennis: Perspectives from Team USA**

*Michael Cottingham, University of Houston*

*Tiao Hu, University of Houston*

*Dote Williams, University of Houston*

*Don Lee, University of Houston*

*Joyce Olushola Ogunrinde, University of Houston*

Thursday, June 02, 2022  
Venetian IV

1:30 PM - 1:50 PM

Marketing 6

20-minute oral presentation (including questions)

### **The Impact of Actor Embeddedness on Digital Engagement Platforms in Sport Marketing ,Äi An Experimental Study on Actor Engagement Behavior**

*Pascal Stegmann, University of Bern*

*Norm O'Reilly, University of Maine*

*Tim Strobel, University of Bayreuth*

Thursday, June 02, 2022  
Hope I

1:55 PM - 2:15 PM

Management 5

20-minute oral presentation (including questions)

### **Quid Ethics in Gymnastics?**

*Cleo Schyvinck, Ghent University*

*Felien Laureys, Ghent University*

Thursday, June 02, 2022  
Hope II

1:55 PM - 2:15 PM

Management 6

20-minute oral presentation (including questions)

### **NCAA Division I FBS Staff Members' Views of Sexual Harassment Policy Following #MeToo and Title IX Changes**

*Chris Barnhill, Georgia Southern University*

*Chris Hanna, Georgia Southern University*

*Ella Monsey, Georgia Southern University*

Thursday, June 02, 2022  
Hope III

1:55 PM - 2:15 PM

Sport for Development 1

20-minute oral presentation (including questions)

### **COVID-19, innovation, and the sport-for-development and peace sector: Conceptualizing an entrepreneurial mindset for the future of the field**

*Justin Robar, Western University*

*Mitchell McSweeney, University of British Columbia*

Thursday, June 02, 2022  
Trippe I

1:55 PM - 2:15 PM

Communications 3

20-minute oral presentation (including questions)

### **The social aspects of sport AR/VR gaming: The relationship between game involvement, interpersonal relationship, psychological capital, and physical/psychological well-being**

*Sanghoon Kim, Texas A&M University*

*Jun-Phil Uhm, Texas A&M University*

*Juho Park, Texas A&M University*

*Hyun-Woo Lee, Texas A&M University ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Trippe II

1:55 PM - 2:15 PM  
Socio-cultural 3

20-minute oral presentation (including questions)

**The Dark Side of National Team Identity: Ethnocentrism and Xenophobia**

*Fei Gao, Coastal Carolina University*  
*Bob Heere, University of North Texas ADVISOR*  
*Yongjin Hwang, University of South Carolina*  
*Khalid Ballouli, University of South Carolina*

Thursday, June 02, 2022  
Trippe III

1:55 PM - 2:15 PM  
Facilities/Events 3

20-minute oral presentation (including questions)

**The impacts of Camp Nou stadium's operations in Barcelona (Catalunya, Spain): An analysis of the managerial operations and its stakeholders**

*Jonathan Oliveira, University of Illinois at Urbana-Champaign*  
*Andre Capraro, Federal University of Parana*  
*Jon Welty-Peachey, University of Illinois at Urbana-Champaign ADVISOR*

Thursday, June 02, 2022  
Venetian I

1:55 PM - 2:15 PM  
Marketing 5

20-minute oral presentation (including questions)

**eSports Consumer Interest and Emotion: An Examination of Real-time Spectator Comments on Live Streaming eSports Games**

*Wenche Wang, University of Michigan*  
*Jiajia Fan, University of Michigan*

Thursday, June 02, 2022  
Venetian IV

1:55 PM - 2:15 PM  
Marketing 6

20-minute oral presentation (including questions)

**Striking equity: A critical examination of the marketing portrayals of professional female athletes**

*Laura Lozinski, Brock University*  
*Dawn Trussell, Brock University ADVISOR*

**2:20 PM – 3:20 PM**  
**Teaching & Learning Fair I**

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM  
TLF1

Teaching & Learning Fair

**An Olympic Effort: The Incorporation of an Olympic Bidding Project into a Sport Governance Course**

*Chad Goebert, Kennesaw State University*  
*Jennifer Willett, Kennesaw State University*

2:20 PM - 3:20 PM

Thursday, June 02, 2022  
Park Lane

TLF1  
Teaching & Learning Fair

**WIN WIN: A multi-facet sport marketing assignment designed to benefit both student and practitioners through innovative skill development and application**

*Amanda Greene, East Tennessee State University*  
*Molly Perry, East Tennessee State University*  
*Charles Jones, East Tennessee State University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Assessing the Feasibility of Creating and Selling Sport-Related Non-Fungible Tokens (NFTs)**

*Michael Dalgety, Ball State University*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Student career development: Utilizing interview role play to improve student preparedness**

*Robert P. Mathner, Troy University*

*Nicole Sellars, Troy University*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Sport leadership: born or made?**

*Neil Malvone, Caldwell University*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Developing Students' Research Questions Through Hybrid Teaching Pedagogy**

*Joel Cormier, ECU Exercise and Sport Science*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Creating your own experience: Preparing for the sport industry during an economic downturn**

*Brandon Mastromartino, Southern Methodist University*

*Walker J. Ross, Florida Southern College*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Enhancing Sport Management Student Engagement Through Technology**

*Alison Fridley, University of Southern Mississippi*

*Sarah Stokowski, Clemson University*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Inspire Sport Management Students to Learn by Doing**

*Aimee Vlachos, University of New England*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM

TLF1

Teaching & Learning Fair

### **Integrating Ted Lasso into an organizational behavior in sport class**

*Natalie L. Smith, East Tennessee State University*

*Nikki Stewart, East Tennessee State University*

2:20 PM – 3:20 PM

Poster Presentation I

Thursday, June 02, 2022

Venetian

2:20 PM - 3:20 PM

Poster Presentation 1

Poster

**Exploring the dark side of esports online spectatorship: The mediating role of passion and the moderating role of collective narcissism**

*Tyreal Yizhou Qian, Louisiana State University*

*Katja Sonkeng, Western Illinois University*

*Lei Luo, Shanghai University of Sport*

Thursday, June 02, 2022

Venetian

2:20 PM - 3:20 PM

Poster Presentation 1

Poster

**Indefinitely Delayed Penalty: Professional Hockey Fans' Reactions to Native American Imagery**

*Sean Pradhan, Menlo College*

*Dae Hee Kwak, University of Michigan*

*Marianne Marar Yacobian, Menlo College*

Thursday, June 02, 2022

Venetian

2:20 PM - 3:20 PM

Poster Presentation 1

Poster

**On the green: Fan perceptions of returning to golf spectatorship amidst the COVID-19 pandemic**

*P. Joseph Miller, University of Windsor*

*Jess C. Dixon, University of Windsor ADVISOR*

Thursday, June 02, 2022

Venetian

2:20 PM - 3:20 PM

Poster Presentation 1

Poster

**"They (Won't) Stick to Sports": Sports Fans' Attitudes toward Activism by Professional Athletes**

*Aaron M. Flores, San Jose State University*

*Cole Armstrong, San Jose State University ADVISOR*

*Sean Pradhan, Menlo College ADVISOR*

Thursday, June 02, 2022

Park Lane

2:20 PM - 3:20 PM

Poster Presentation 1

Poster

**Anticipating Our Future: Aspiring Sport Professionals' Views on Diversity, Equity and Inclusion Initiatives in the Industry**

*Molly Hayes Sauder, York College of Pennsylvania*

*Michael Mudrick, York College of Pennsylvania*

Thursday, June 02, 2022

Venetian

2:20 PM - 3:20 PM

Poster Presentation 1

Poster

**Political Identity, Risk Perception, and Sport Participation during the COVID Pandemic**

*Sungho Cho, Bowling Green State University*

*Lucy J. Lee, Bowling Green State University*

*June Won, Bowling Green State University*

*Dae Hee Kwak, University of Michigan*



2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**The Modernization of Financing Stadia: A History of Atlantic Coast Conference (ACC) Football 19th Century to Present**

*Tiffany Demiriz, Louisiana State University*  
*Chad Seifried, Louisiana State University ADVISOR*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Ready for Life-After Sport Transition? Examining the Association Between Resources and Well-Being in Collegiate Athletes**

*Morgan Ferrara, University of Houston*  
*Dr. David Walsh, University of Houston ADVISOR*  
*Dr. Craig Johnston, University of Houston ADVISOR*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Securitization of Major Sporting Events in Los Angeles: Determining Vulnerable Spaces Using Machine-Learning-Based Spatial Analysis**

*Brian Avery, University of Florida*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Virtual Reality and Socially Anxious Individuals' Sport Fanship: How Team Identification, Sporting Event Visit Intentions, and Social Anxiety Change by VR Experience**

*Kyu-soo Chung, Kennesaw State University*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Student Memberships of Professional Associations: A Social Exchange Theory Perspective**

*Swarali Patil, Western University*  
*Jeff Farr, Frostburg State University*  
*Ehren Green, University of Louisville*  
*Georgia Teare, University of Ottawa*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Dual Career Management in Women's Professional Ice Hockey**

*Andre Andrijiv, N/A*  
*Matthew Pink, Australian Catholic University*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**I See It, I Bought It: College Students' Athletic Identity Dimensions and Sports Spending**

*Huan Li, University of San Francisco*

2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Sport brand association types in the absence of brand logos**

*Minseok Cho, University of Houston*  
*Michael Cottingham, University of Houston ADVISOR*  
*Don Lee, University of Houston ADVISOR*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Sport Management Students' Beliefs and Awareness of Environmental Sustainability**

*Jamee Pelcher, University of Tennessee*  
*Sylvia Trendafilova, University of Tennessee ADVISOR*  
*Jeffrey Graham, University of Tennessee ADVISOR*  
*James Bemiller, University of Tennessee ADVISOR*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Sport Volunteerism during COVID-19: Weighing Career Interests against Public Health Risks**

*Kyu-soo Chung, Kennesaw State University*  
*Jennifer Willett, Kennesaw State University*  
*Christine Green, George Mason University*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Esports and Energy Drinks: Marketing, Consumption, and Health Impacts**

*Haozhou Pu, University of Dayton*  
*Dana Roscoe, University of Dayton*  
*Diana Cuy Castellanos, University of Dayton*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Promoting Civic Participation among Mandatory Volunteers: The Roles of Organizational Climate Factors, Attitudes, and Self-Efficacy toward Service**

*Hyejin Bang, Florida International University*  
*Cindy Lee, West Virginia University*  
*Mi Ryoung Chung, Florida International University*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**The Effects of Sports Content Creators' Public Trust on Viewers' Immersion, Satisfaction and Viewing Intention**

*Hyun-Kyu Lee, Kyung Hee University*  
*Hye-Kyung Cho, Kyung Hee University*  
*Yoonki Chun, University of Florida*  
*Jeong-Hak Lee, Kyung Hee University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

### **Identifying Constraints Associated with Spectator Attendance of CTSL Game Events**

*Mandy Y. Zhang, Shanghai University*  
*Tyreal Y. Qian, Louisiana State University*  
*James J. Zhang, University of Georgia*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

### **Influence factors on future behavioral intentions of Trail Running participants**

*Salvador Angosto, University of Murcia*  
*Gonzalo A. Bravo, West Virginia University*  
*David J. Shonk, James Madison University*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

### **Navigating institutional complexity in innovation adoption: A multiple case study of developing collegiate eSports programs**

*Landy Lu, University of Minnesota - Twin Cities*  
*Kathryn Heinze, University of Michigan - Ann Arbor*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

### **The Differences in e-Sport Spectatorship Behavior between Fans with Collectivism and Individualism Cultural Background**

*Taeyeon Oh, University of Mississippi*  
*Seungmo Kim, Hong Kong Baptist University*  
*Moonsup Hyun, Utica College*  
*Soonhwan Lee, Indiana University ,À Purdue University Indianapolis*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

### **Athlete to Referee Career Path**

*Stacy Warner, East Carolina University*  
*Claire Zvosec, Louisiana State University*  
*Vanessa Bright, East Carolina University*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

### **An examination of awareness of naming rights and jersey sponsors**

*Terry Eddy, University of Windsor*  
*Zachary Evans, University of Windsor*

2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Structural Relationship among Job insecurity, Job Satisfaction, and Turnover Intention for Employees in the Sport Service Industry: Focused on Moderation Effect of Perception of Fairness under COVID-19**

*Seungmo Kim, Hong Kong Baptist University*  
*Bumsoo Park, University of South Florida*  
*Sanghyun Park, Korea National Open University*  
*Adam Love, University of Tennessee*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Comparing Attitudes Toward Activewear between Veiled Muslim Females and Non-Muslim Females: An Application of the Theory of Planned Behavior**

*Tae Ho Kim, University of North Florida*  
*Wanyong Choi, University of North Florida*  
*Kwang Ho Park, Yonsei University*  
*Jong Eun Lee, University of North Florida*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Knowledge Management and Transfer Processes for Sport Event Impacts: A Conceptual Model**

*Erin Pearson, Western University*  
*Laura Misener, Western University ADVISOR*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Sustainability in Sport: Examining Attitudes Toward LEED Status and Fan Experience**

*Woojun Lee, Wilkes University*

Thursday, June 02, 2022  
Venetian

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Malicious and Benign Envy in Sports: Majority/Minority Relationship**

*Umer Hussain, Texas A&M University*

Thursday, June 02, 2022  
Park Lane

2:20 PM - 3:20 PM  
Poster Presentation 1  
Poster

**Name, Image, and Likeness Effects on Team Dynamics in Women's College Sports**

*Hailey Harris, Texas A&M University*  
*Natasha Brison, Texas A&M University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Park Lane

2:20 PM - 2:40 PM  
Poster Presentation 1  
Poster

### **An Exploration of the Individual Effects of Esports on Brand Experience Dimensions**

*Yelena Wang, University of Georgia*  
*Thomas Baker, University of Georgia ADVISOR*  
*Jepkorir Chepyator-thomson, University of Georgia ADVISOR*  
*Kevin Byon, Indiana University-Bloomington ADVISOR*

3:35 PM - 4:45 PM  
20-min Presentations

Thursday, June 02, 2022 (virtual)  
Hope I

3:35 PM - 3:55 PM  
Management 7

20-minute oral presentation (including questions)

### **The impact of strategic approaches on membership growth in community sport organizations**

*Kristen A. Morrison, University of Toronto*  
*Micheal L. Shier, University of Toronto*  
*Katie E. Misener, University of Waterloo*

Thursday, June 02, 2022  
Hope II

3:35 PM - 3:55 PM  
Management 8

20-minute oral presentation (including questions)

### **An Exploration of the Relationship Between Vertical Development and Value Perception Among Canadian Commercial Sport Leaders**

*Liam McCrory, Brock University*  
*Kirsty Spence, Brock University ADVISOR*  
*Michael Van Bussel, Brock University*

Thursday, June 02, 2022 (virtual)  
Hope III

3:35 PM - 3:55 PM  
Sport for Development 2

20-minute oral presentation (including questions)

### **University-Organization Collaborations in the Sport for Development Field: Practitioners' Experiences with Research and Evaluation Partnerships**

*Meredith Whitley, Adelphi University*  
*Julia Leitermann, New Heights Youth, Inc.*  
*Adam Cohen, University of Technology Sydney*

Thursday, June 02, 2022  
Trippe I

3:35 PM - 3:55 PM  
Communications 4

20-minute oral presentation (including questions)

### **How Fans Negotiate the Issue of CTE in Professional Football: A Communication Quasi-Experiment Examining Confirmation Bias**

*Joanna Tweedie, Florida State University*

Thursday, June 02, 2022  
Trippe II

3:35 PM - 3:55 PM  
Socio-cultural 4

20-minute oral presentation (including questions)

### **The Racialized and Multidimensional Identities of Student-Athletes**

*Trevor Bopp, University of Alabama*  
*Joshua Vadeboncoeur, University of North Carolina, Asheville*  
*Rhema Fuller, University of Memphis*

Thursday, June 02, 2022

3:35 PM - 3:55 PM

2022 North American Society for Sport Management Conference (NASSM 2022)

Trippe III

Facilities/Events 4

20-minute oral presentation (including questions)

**The Development and Validation of the Olympic Consumption Value Scale**

*Geumjeong Lim, Seoul National University*

*Inae Oh, Winthrop University*

*Sangbin Lee, Seoul National University*

*Choong Hoon Lim, Seoul National University ADVISOR*

Thursday, June 02, 2022

3:35 PM - 3:55 PM

Venetian I

Marketing 7

20-minute oral presentation (including questions)

**An integrative review of partitioned and drip pricing literature: How do sport consumers respond to fees?**

*Misun Won, University of North Texas*

*Stephen Shapiro, University of South Carolina ADVISOR*

Thursday, June 02, 2022

3:35 PM - 3:55 PM

Venetian IV

Marketing 8

20-minute oral presentation (including questions)

**Factors Influencing the Social Media NIL Value of College Athletes**

*Adam Cocco, University of Louisville*

*Thilo Kunkel, Temple University*

*Bradley Baker, Temple University*

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Hope I

Management 7

20-minute oral presentation (including questions)

**Signaling Sports and Athletic Success in Entrepreneurial Communication**

*Ted Hayduk, NYU*

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Hope II

Law

20-minute oral presentation (including questions)

**Extending Sports Wagering Studies Outside of the NCAA Student-athlete Population: High School student-athletes Gambling and Sport Wagering Behaviors.**

*Robert Mathner, Troy University*

*Christina Martin, Troy University*

*Kwang-Ho Park, Viterbo University*

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Hope III

Sport for Development 2

20-minute oral presentation (including questions)

**Managing Competition in Sport for Development: How Much is too Much, and How Much is not Enough?**

*Jon Welty Peachey, University of Illinois at Urbana-Champaign*

*Jake Simms, University of Illinois at Urbana-Champaign*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Trippe I

Communications 4

20-minute oral presentation (including questions)

### **The Athletics Department's Role in Racial Justice Movements on Social Media: Perceptions of NCAA Coaches**

*Natalie Bunch, Georgia State University*

*Beth A. Cianfrone, Georgia State University ADVISOR*

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Trippe II

Socio-cultural 4

20-minute oral presentation (including questions)

### **The COVID Year: Examining Differences in Perceived Stress and Satisfaction with Life between Students and Student-Athletes**

*Jessica Brougham, University of Florida*

*Rebecca Achen, University of the Pacific*

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Trippe III

Facilities/Events 4

20-minute oral presentation (including questions)

### **Differences in Motivation Between Competitive and Recreational Participants at a Small-Scale Participatory Sports Event**

*Mark Beattie, Fort Lewis College*

*Susumu Iwasaki, Fort Lewis College*

*Jordan Koewler, Fort Lewis College*

*Jenna Pearce, Fort Lewis College*

*Kristin Troncosa, Fort Lewis College*

*Joyce Yazzie, Fort Lewis College*

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Venetian I

Marketing 7

20-minute oral presentation (including questions)

### **Strategizing Content Generation for Enhanced Social Media Engagement: Empirical evidence from Indian Premier League 2021 tweets**

*Deep Prakash Chellapilla, Indian Institute of Management, Ahmedabad*

*Sanjay Verma, Indian Institute of Management, Ahmedabad ADVISOR*

Thursday, June 02, 2022

4:00 PM - 4:20 PM

Venetian IV

Marketing 8

20-minute oral presentation (including questions)

### **Understanding Athlete Endorser Characteristics: The Mediating Role of Source Credibility and Source Attractiveness**

*Sungjai Hong, University of Illinois at Urbana-Champaign*

*Mikihiro Sato, University of Illinois at Urbana-Champaign ADVISOR*

Thursday, June 02, 2022

4:25 PM - 4:45 PM

Hope I

Management 7

20-minute oral presentation (including questions)

### **Task and Social Frustration of Volunteers in European Grassroots Football**

*Pamela Wicker, Bielefeld University*

*Tim F. Thormann, Bielefeld University*

*Larissa E. Davies, Sheffield Hallam University*

*Katrin Scharfenkamp, Bielefeld University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022

4:25 PM - 4:45 PM

Hope II

Management 8

20-minute oral presentation (including questions)

### **The Causal Relationship between Job Characteristics, Organizational Support, Stress and Performance**

*Sahar Hosseini, University of Ottawa*

*Eric MacIntosh, University of Ottawa ADVISOR*

Thursday, June 02, 2022

4:25 PM - 4:45 PM

Hope III

Sport for Development 2

20-minute oral presentation (including questions)

### **Capacity for Newcomer Integration in Community Sport Clubs in Canada**

*Justin Robar, Western University*

*Alison Doherty, Western University ADVISOR*

Thursday, June 02, 2022

4:25 PM - 4:45 PM

Trippe I

Communications 4

20-minute oral presentation (including questions)

### **The Effects of Sport Commentary on Viewer Attention, Arousal, and Fan Development**

*B. Christine Green, George Mason University*

*Derrick S. Wong, George Mason University*

*Craig Esherick, George Mason University*

*Laurence Chalip, George Mason University*

*Robert Baker, George Mason University*

Thursday, June 02, 2022

4:25 PM - 4:45 PM

Trippe II

Socio-cultural 4

20-minute oral presentation (including questions)

### **Discovering Cultural Intelligence (CQ) from International Student-Athletes' Transitional Experiences**

*Tsu-Lin Yeh, University of South Carolina*

*Mark Nagel, University of South Carolina ADVISOR*

Thursday, June 02, 2022

4:25 PM - 4:45 PM

Trippe III

Facilities/Events 4

20-minute oral presentation (including questions)

### **Public Funding for Major League Sports Facilities: The End of an Era?**

*Judith Grant Long, University of Michigan*

*Sidney Johnson, University of Michigan*

Thursday, June 02, 2022

4:25 PM - 4:45 PM

Venetian I

Marketing 7

20-minute oral presentation (including questions)

### **An investigation of the survival of commercial fitness centers: Service quality, market sociodemographics, and competition**

*Luke Mao, University of New Mexico*



2022 North American Society for Sport Management Conference (NASSM 2022)

Thursday, June 02, 2022  
Venetian IV

4:25 PM - 4:45 PM

Marketing 8

20-minute oral presentation (including questions)

**Exploring motives for Twitch streaming and viewership related to exergames**

*Anthony Montanaro, University of Louisville*

*Adam Cocco, University of Louisville*

*Marion Hambrick, University of Louisville*

*Evan Frederick, University of Louisville*

Friday, June 3

8:00 AM – 9:10 AM

20-min Presentations

Friday, June 03, 2022

8:00 AM - 8:20 AM

Hope I

Management 9

20-minute oral presentation (including questions)

**An Exploration of Canadian Multisport Service Organizations' Response to Healthy Living mandate: Integrating Institutional and Archetype Theories**

*Taylor Sutherland, Western University*

*Landy Lu, University of Minnesota - Twin Cities*

*Laura Misener, University of Minnesota - Twin Cities ADVISOR*

Friday, June 03, 2022

8:00 AM - 8:20 AM

Hope II

Management 10

20-minute oral presentation (including questions)

**COVID-19 Pandemic Stress and Occupational Turnover Intentions of NCAA Academic Service Professionals: The Mediating Role of Organizational Support and Job Burnout**

*Yoonki Chun, University of Florida*

*Skyler Fleshman, University of Florida*

*Michael Sagas, University of Florida ADVISOR*

*Elodie Wendling, University of Florida ADVISOR*

Friday, June 03, 2022

8:00 AM - 8:20 AM

Hope III

Sport for Development 3

20-minute oral presentation (including questions)

**"Not Slaves to the NCAA": College Athlete Activism**

*Molly Harry, University of Virginia*

Friday, June 03, 2022

8:00 AM - 8:20 AM

Trippe I

Communications 5

20-minute oral presentation (including questions)

**The Motivational Drivers of Sport Fans' Athlete Live Streaming Behavior**

*Benqiao(Stella) Jiang, Indiana University*

*Junwoo Choi, Indiana University*

*Braden E. Norris, Indiana University*

*Kevin K. Byon, Indiana University ADVISOR*

*Antonio S. Williams, Indiana University ADVISOR*

*Paul M. Pedersen, Indiana University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

8:00 AM - 8:20 AM

Trippe II

Socio-cultural 5

20-minute oral presentation (including questions)

### **Athletic Administrators' Perspectives on College Athlete Activism via Stakeholder Theory**

*Samuel Schmidt, University of Wisconsin - La Crosse*

*Yannick Kluch, Virginia Commonwealth University*

*Evan Brody, University of Kentucky*

Friday, June 03, 2022

8:00 AM - 8:20 AM

Trippe III

Facilities/Events 5

20-minute oral presentation (including questions)

### **What are Shadow Stadia and their Environmental Impacts?**

*Taryn Barry, University of Alberta*

*Daniel S. Mason, University of Alberta ADVISOR*

*Lisi Heise, City of Edmonton*

Friday, June 03, 2022

8:00 AM - 8:20 AM

Venetian I

Marketing 9

20-minute oral presentation (including questions)

### **Role of Explainability in Developing the AI-based Fitness Recommendation Services**

*Bomin Kim, Sungkyunkwan University*

*Young Ji Lee, Sungkyunkwan University*

*Youjin Chang, Sungkyunkwan University*

*Seung-Chan Kim, Sungkyunkwan University ADVISOR*

*Wonseok (Eric) Jang, Sungkyunkwan University ADVISOR*

Friday, June 03, 2022

8:00 AM - 8:20 AM

Venetian IV

Marketing 10

20-minute oral presentation (including questions)

### **Assessing the landscape of ticket sales research in sport management: An integrated review**

*Amanda Barefoot, Louisiana State University*

*Jeff White, Louisiana State University*

*J. Michael Martinez, Louisiana State University ADVISOR*

Friday, June 03, 2022

8:25 AM - 8:45 AM

Hope I

Management 9

20-minute oral presentation (including questions)

### **Racial and Gender Inequality Regimes in Sport: Occupational Segregation and Wage Gaps in the U.S. Spectator Sports Industry**

*Lauren C. Hindman, Stonehill College*

*Richard J. Paulsen, Bloomsburg University of Pennsylvania*

Friday, June 03, 2022

8:25 AM - 8:45 AM

Hope II

Management 10

20-minute oral presentation (including questions)

### **Exploring Campus Recreation Employees' Work Experiences during the COVID-19 Pandemic**

*Incheol Jang, University of Illinois at Urbana-Champaign*

*Mina Woo, University of Illinois at Urbana-Champaign*

*Byron Juma, University of Illinois at Urbana-Champaign*

*K. Andrew R. Richards, University of Illinois at Urbana-Champaign ADVISOR*

*Jon Welty Peachey, University of Illinois at Urbana-Champaign ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

Hope III

8:25 AM - 8:45 AM

Sport for Development 3

20-minute oral presentation (including questions)

**The Experiences of a Domestic Sport-Based Youth Development (SBYD) Organization with Culturally Responsive Practices**

*Julian Alonso Restrepo, University of Florida*

*Christine Wegner, University of Florida ADVISOR*

Friday, June 03, 2022

Trippe I

8:25 AM - 8:45 AM

Communications 5

20-minute oral presentation (including questions)

**How do Participations' Willingness be formed towards the Online Marathon? : Based on Structural Equation Model**

*Xinyu Han, Wuhan University*

*Yanni Xu, Beijing Sport University ADVISOR*

*Wanpeng Gao, Beijing Sport University*

Friday, June 03, 2022

Trippe II

8:25 AM - 8:45 AM

Socio-cultural 5

20-minute oral presentation (including questions)

**Students' Identification with Contemporary Muscular Christian Values**

*Zachary Smith, Pennsylvania State University, Harrisburg*

*Robin Hardin, University of Tennessee*

*Steven Waller, University of Tennessee*

Friday, June 03, 2022

Trippe III

8:25 AM - 8:45 AM

Facilities/Events 5

20-minute oral presentation (including questions)

**Human Rights and Large-scale Sport Events: A Scoping Review**

*Stacy-Lynn Sant, University of Michigan*

*Kathryn Vanderboll, University of Michigan*

*Christine Maleske, University of Michigan*

Friday, June 03, 2022

Venetian I

8:25 AM - 8:45 AM

Marketing 9

20-minute oral presentation (including questions)

**Effects of Sport Enjoyment, Involvement Opportunities, Sport Identity, and Sport Satisfaction on Sport Commitment in Adult Tennis League Participants**

*Seonghun Lee, McKendree University*

*Youngjik Lee, Kookmin University*

*Stephen Hankil Shin, Belmont University*

Friday, June 03, 2022

Venetian IV

8:25 AM - 8:45 AM

Marketing 10

20-minute oral presentation (including questions)

**Multiple social identities, identity threats, and coping: A case of Chinese fans' reactions to "little fresh meat" in NBA advertisements**

*Yong Wang, University of New Mexico*

*Luke L. Mao, University of New Mexico ADVISOR*

*Allison B. Smith, University of Massachusetts Boston ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

8:50 AM - 9:10 AM

Hope I

Management 9

20-minute oral presentation (including questions)

### **Gendered Divisions in the Men's Professional Sport Workplace**

*Lauren Hindman, Stonehill College*

*Nefertiti A. Walker, UMass Amherst*

Friday, June 03, 2022

8:50 AM - 9:10 AM

Hope II

Management 10

20-minute oral presentation (including questions)

### **Supporting Sustainable Development Goals in Sport Management: Results from an International Delphi Study**

*Iva Glibo, Technical University of Munich*

*Joerg Koenigstorfer, Technical University of Munich ADVISOR*

Friday, June 03, 2022

8:50 AM - 9:10 AM

Hope III

Sport for Development 3

20-minute oral presentation (including questions)

### **Decision-Making Styles and Elaboration on Potential Outcomes in Sport for Development**

*Per G. Svensson, Louisiana State University*

Friday, June 03, 2022

8:50 AM - 9:10 AM

Trippe I

Communications 5

20-minute oral presentation (including questions)

### **Finding a niche: The Basketball Africa League's early attempts to gain an audience on streaming**

*Kelsey Slater, North Dakota State University*

*Matthew Zimmerman, Mississippi State University ADVISOR*

*Elika Preston, Mississippi State University*

*Shannon McCarthy, University of Central Missouri*

Friday, June 03, 2022

8:50 AM - 9:10 AM

Trippe II

Socio-cultural 5

20-minute oral presentation (including questions)

### **Is college sport an at-risk community? Examining student- and school-level predictors of sexual violence victimization and perpetration among intercollegiate, recreational, and non-athlete populations.**

*Kristy McCray, Otterbein University*

*Jim Evans, University of North Alabama*

*Ashley Ryder, Cawtawba College*

*Shea Brgoch, Western Kentucky University*

*Leeann Lower-Hoppe, Ohio State University*

Friday, June 03, 2022

8:50 AM - 9:10 AM

Trippe III

Facilities/Events 5

20-minute oral presentation (including questions)

### **Developing Quality Inclusive and Accessible Training for Paraspport Event Volunteers**

*Megan Kalbfleisch, Western University*

*Laura Misener, Western University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Venetian I

8:50 AM - 9:10 AM

Marketing 9

20-minute oral presentation (including questions)

### **Rise of Robot Umpire: Will Fans Forgive if Robot Umpire Makes Inaccurate Judgments?**

*Haram Lee, Sungkyunkwan University*

*Young Woo Kang, Sungkyunkwan University*

*Kyuri Hong, Sungkyunkwan University*

*Wonseok (Eric) Jang, Sungkyunkwan University ADVISOR*

Friday, June 03, 2022  
Venetian IV

8:50 AM - 9:10 AM

Marketing 10

20-minute oral presentation (including questions)

### **Status seeking and identity fusion in conspicuous sport consumption: Development of a conceptual model**

*Yong Wang, University of New Mexico*

*Luke L. Mao, University of New Mexico ADVISOR*

9:15 AM – 10:15 AM  
*President's Keynote Panel*

10:35 AM – 12:00 PM  
*60-min Symposia I*

Friday, June 03, 2022  
Hope I

10:35 AM - 11:35 AM

Symposium 1

60-minute symposium, roundtable, or workshop

### **Teaching Diversity, Equity & Inclusion in the Sport Management Classroom: Tools & Techniques**

*Jaime DeLuca, Towson University*

*Molly Hayes Sauder, York College of Pennsylvania*

Friday, June 03, 2022  
Hope II

10:35 AM - 11:35 AM

Symposium 1

60-minute symposium, roundtable, or workshop

### **Scholarship of Teaching and Learning: Effective Strategies for Publishing in Sport Management**

*David Shonk, James Madison University*

*Leigh Ann Danzey-Bussell, Trevecca Nazarene University*

*Zack Damon, University of Central Arkansas*

*Robin Hardin, University of Tennessee*

*Joshua Pate, James Madison University*

*David Pierce, Indiana University, Purdue University Indianapolis*

*Megan Shreffler, University of Louisville*

Friday, June 03, 2022  
Hope III

10:35 AM - 11:35 AM

Symposium 1

60-minute symposium, roundtable, or workshop

### **Issues Regarding Confidentiality, Pseudonym use, and Representation in Sport Management Qualitative Research**

*Craig Hyatt, Brock University*

*Michele Donnelly, Brock University*

*Nick Burton, Brock University*

*Mark Julien, Brock University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

10:35 AM - 11:35 AM

Trippe I

Symposium 1

60-minute symposium, roundtable, or workshop

### **Mental Health in Sport Management Higher Education: Breaking the Silence**

*Jessica Brougham, University of Florida*

*Kerri Bodin, University of Ottawa*

*Erika Gray, University of Ottawa*

*Swarali Patil, Western University*

*Zachary Evans, University of Windsor*

*Derrick Wong, George Mason University*

Friday, June 03, 2022

10:35 AM - 11:35 AM

Trippe II

Symposium 1

60-minute symposium, roundtable, or workshop

### **Enhancing Leadership by Embedding Leader Character in Sport Organizations**

*Corey Crossan, Western University*

*Karen Danylchuk, Western University* ADVISOR

Friday, June 03, 2022

10:35 AM - 11:35 AM

Trippe III

Symposium 1

60-minute symposium, roundtable, or workshop

### **Roundtable: The State of Sports Venues Education and Research**

*Judith Grant Long, University of Michigan*

*Tim Kellison, Georgia State University*

*Dan Mason, University of Alberta*

*Kiki Kaplanidou, Florida State University*

*Luke Potwarka, University of Waterloo*

*Derek Hillestad, Arizona State University*

*Kiernan Gordan, University of New England*

11:40 AM – 12:00 PM

20-min Presentations

Friday, June 03, 2022

11:40 AM - 12:00 PM

Hope I

Management 11

20-minute oral presentation (including questions)

### **Exploring the Impact of the 2021 Sport Leaders Retreat on Canadian Amateur Sport Leaders**

*Kirsty Spence, Brock University*

*Michael Van Bussel, Brock University*

*Liam McCrory, Brock University*

Friday, June 03, 2022

11:40 AM - 12:00 PM

Hope III

Sport for Development 4

20-minute oral presentation (including questions)

### **Mindfulness, Employee Engagement, and Innovation in Sport for Development**

*Per G. Svensson, Louisiana State University*

*Shinhee Jeong, Louisiana State University*

*Michael Clemons, University of Louisville*

*Brad Shuck, University of Louisville*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

11:40 AM - 12:00 PM

Trippe I

Communications 6

20-minute oral presentation (including questions)

### **Rational Shirking as Team Performance Management**

*Brian Mills, University of Texas at Austin*

Friday, June 03, 2022

11:40 AM - 12:00 PM

Trippe II

Socio-cultural 6

20-minute oral presentation (including questions)

### **The Anti-racism Industrial Complex in Sport**

*Doo Jae Park, University of Illinois at Urbana-Champaign*

Friday, June 03, 2022

11:40 AM - 12:00 PM

Trippe III

Facilities/Events 6

20-minute oral presentation (including questions)

### **Bounded impacts: A comparison of perceived social impacts from traditional and digital sport event consumption**

*Heather Kennedy, University of Massachusetts Boston*

*Jordan Bakhsh, University of Ottawa*

*Ann Pegoraro, University of Guelph ADVISOR*

*Marijke Taks, University of Ottawa ADVISOR*

Friday, June 03, 2022 (virtual)

11:40 AM - 12:00 PM

Venetian I

Marketing 11

20-minute oral presentation (including questions)

### **Which Entity Should Have More Power When the Decisions made by Robot Umpires Contradict Those Made by Human Umpires**

*Wonseok (Eric) Jang, Sungkyunkwan University*

*Hyungseung Cho, Sungkyunkwan University*

*Min Young Lee, Sungkyunkwan University*

*Hyo Jin Kang, Sungkyunkwan University*

*Jihoon (Jay) Kim, University of Alabama*

Friday, June 03, 2022

11:40 AM - 12:00 PM

Venetian IV

Marketing 12

20-minute oral presentation (including questions)

### **Built with Social Media Activism: Exploring Brand Development of the Seattle Kraken**

*Xuan Guo, University of Georgia*

*Yiran Su, University of Georgia ADVISOR*

*Bradley Baker, Temple University*

12:00 PM - 1:15 PM

*President's Luncheon*

2022 North American Society for Sport Management Conference (NASSM 2022)

1:20 PM – 2:05 PM

20-min Presentation

Friday, June 03, 2022

Hope I

1:20 PM - 1:40 PM

Management 13

20-minute oral presentation (including questions)

**Examining the use and impact of digital technology on organizational change in National Sport Organizations**

*Ashley Thompson, University of Ottawa*

*Milena M. Parent, University of Ottawa ADVISOR*

Friday, June 03, 2022

Hope II

1:20 PM - 1:40 PM

Management 14

20-minute oral presentation (including questions)

**Examining Institutional Complexity in Esports**

*Patrick Neff, Texas A&M University*

*Craig Fulk, Texas A&M University*

*Calvin Nite, Texas A&M University ADVISOR*

Friday, June 03, 2022

Hope III

1:20 PM - 1:40 PM

Sport for Development 5

20-minute oral presentation (including questions)

**Building relationships to promote social cohesion at large-scale sport events: A case study of the 2014 Glasgow Commonwealth Games' human rights approach**

*Christine Maleske, University of Michigan*

*Stacy-Lynn Sant, University of Michigan ADVISOR*

Friday, June 03, 2022

Trippe I

1:20 PM - 1:40 PM

Communications 7

20-minute oral presentation (including questions)

**Does the Race of Team Leadership Impact Consumption? Evidence from NCAA Basketball Television Viewership**

*Byungju Kang, University of Georgia*

*Steven Salaga, University of Georgia*

Friday, June 03, 2022

Trippe II

1:20 PM - 1:40 PM

Socio-cultural 7

20-minute oral presentation (including questions)

**Safe Sport e-Reader: Creative Pedagogical Tool to Promote Safe Sport**

*Michael Van Bussel, Brock University*

*Kirsty Spence, Brock University*

*Julie Stevens, Brock University*

Friday, June 03, 2022

Trippe III

1:20 PM - 1:40 PM

Facilities/Events 7

20-minute oral presentation (including questions)

**Sport Venue Quality: Measurement, and Its Impact on Spectators' Sustained Consumption Intentions**

*Dae-eun Kim, Mississippi State University*

*Sangwon Na, Mississippi State University*

*Younghan Lee, Mississippi State University ADVISOR*



## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

1:20 PM - 1:40 PM

Venetian I

Marketing 13

20-minute oral presentation (including questions)

### **Understanding Consumer Sentiment in Relation to Novel Sport Stimuli using Appraisal Theory: The Case of Surfing at the Tokyo 2020 Olympic and Paralympic Games**

*Danielle Kushner Smith, University of North Carolina - Chapel Hill*

*Luke Potwarka, University of Waterloo*

*Jonathan Casper, North Carolina State University ADVISOR*

Friday, June 03, 2022

1:20 PM - 1:40 PM

Venetian IV

Marketing 14

20-minute oral presentation (including questions)

### **Emotional and Behavioral Responses toward Sport Augmented Reality Broadcasting**

*Jin Woo Ahn, University of Florida*

*Yong Jae Ko, University of Florida ADVISOR*

Friday, June 03, 2022

1:45 PM - 2:05 PM

Hope I

Management 13

20-minute oral presentation (including questions)

### **Every time things go bad, people go get black women to fix it: An interpretative phenomenological analysis of Black women Athletic Diversity and Inclusion Officer leadership experiences**

*Ajhanai (AJ) Keaton, University of Louisville*

Friday, June 03, 2022

1:45 PM - 2:05 PM

Hope II

Management 14

20-minute oral presentation (including questions)

### **A Strategic Process Model of Corporate Social Responsibility in Professional Sport**

*Kathy Babiak, University of Michigan*

*Daniel Yang, University of Michigan*

*Lisa Kihl, University of Minnesota*

*Annick Willem, Ghent University*

Friday, June 03, 2022

1:45 PM - 2:05 PM

Hope III

Sport for Development 5

20-minute oral presentation (including questions)

### **Understanding experiences with capacity building in the SFD context**

*Christine Wegner, University of Florida*

*Patti Millar, University of Windsor*

*Trevor Bopp, University of Alabama*

Friday, June 03, 2022

1:45 PM - 2:05 PM

Trippe I

Communications 7

20-minute oral presentation (including questions)

### **Estimating Compensation Differences by Gender Among NCAA Division I Athletic Directors**

*Tyler Skinner, University of Georgia*

*Steven Salaga, University of Georgia ADVISOR*

Friday, June 03, 2022

1:45 PM - 2:05 PM

Trippe II

Socio-cultural 7

20-minute oral presentation (including questions)

### **South Asian Athletes Within the Arab World- The 21st Century Slavery**

*Umer Hussain, Texas A&M University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

Trippe III

1:45 PM - 2:05 PM

Facilities/Events 7

20-minute oral presentation (including questions)

### **Revitalizing Sporting Space through Esports Venue Development: A Multi-Site Case Study of Esports Stadium and Fusion Arena**

*Hanhan Xue, Florida State University*

*Grace Yan, University of South Carolina*

*Jingyan Wang, Florida State University*

Friday, June 03, 2022

Venetian I

1:45 PM - 2:05 PM

Marketing 13

20-minute oral presentation (including questions)

### **Why Sport Ticket Salespeople Leave Their Jobs: Applying Attribution Theory to Employee Turnover**

*Nels Popp, University of North Carolina*

*Liz Sattler, Illinois State University*

*Megan Shreffler, University of Louisville*

Friday, June 03, 2022

Venetian IV

1:45 PM - 2:05 PM

Marketing 14

20-minute oral presentation (including questions)

### **Sport Participation, Acculturative Stress, and Depressive Symptoms among International College Students in the United States**

*Hyosoon Yim, Florida State University*

*Amy Chan Hyung Kim, Florida State University ADVISOR*

*James Du, Florida State University ADVISOR*

*Jeffrey James, Florida State University ADVISOR*

2:10 PM – 3:10 PM

Teaching & Learning Fair II

Friday, June 03, 2022

Park Lane

2:10 PM - 3:10 PM

TLF2

Teaching & Learning Fair

### **Simulating the Collective Bargaining Process in U.S. Professional Sports**

*Mark Beattie, Fort Lewis College*

*Carter Rockhill, Carthage College*

Friday, June 03, 2022

Park Lane

2:10 PM - 3:10 PM

TLF2

Teaching & Learning Fair

### **Facilitating Discussion in the Zoom Classroom**

*Rachel Madsen, Ithaca College*

Friday, June 03, 2022

Park Lane

2:10 PM - 3:10 PM

TLF2

Teaching & Learning Fair

### **Rethinking Strategic Local Partnerships & Experiential Learning for Sport Management Students**

*Jillian Hall, East Carolina University*

*Stacy Warner, East Carolina University*

*Jacob Tingle, Trinity University*

2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Park Lane

2:10 PM - 3:10 PM  
TLF2

Teaching & Learning Fair

**Sport Entrepreneurship Class Assignments: Teaching Knowledge and Skills for Sport Business Ownership**

*Robert Case, Old Dominion University*

Friday, June 03, 2022  
Park Lane

2:10 PM - 3:10 PM  
TLF2

Teaching & Learning Fair

**Digital Development & Technology in Sport: A Course Designed to Improve Digital Literacy amongst Undergraduate Sport Management Students**

*Nicholas Swim, University of Louisville*

*Regina Presley, University of Louisville*

*Erica Thompson, University of Louisville*

Friday, June 03, 2022  
Park Lane

2:10 PM - 3:10 PM  
TLF2

Teaching & Learning Fair

**From Mona Lisa to Stephen Curry: Using NFTs and blockchain to teach creative thinking skills in sport management classrooms**

*Wen-hao Winston Chou, University of Georgia*

*Jhih-yin Diane Lee, University of Georgia*

*James J. Zhang, University of Georgia ADVISOR*

Friday, June 03, 2022  
Park Lane

2:10 PM - 3:10 PM  
TLF2

Teaching & Learning Fair

**Gamifying and promoting active learning methodologies in sport management education: #Running4aDream educational innovation**

*Samuel Lopez-Carril, Universidad de Castilla-La Mancha, Toledo, Spain*

*Nicholas Watanabe, University of South Carolina*

*Antonio Hernandez-Marten, Universidad de Castilla-La Mancha, Toledo, Spain*

Friday, June 03, 2022  
Park Lane

2:10 PM - 3:10 PM  
TLF2

Teaching & Learning Fair

**Informational Interview Assignment: Supporting Students' Professional Development**

*Claire M. Williams, Saint Mary's College of California*

*Addison M. Pond, Saint Mary's College of California*

**2:10 PM – 3:10 PM  
Poster Presentation II**

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**Predictably Rational or Unpredictably Emotional: Investigating Fans' Response to March Madness TV Commercials**

*Jiaying Wang, Florida State University*

*Tom Raffin, Florida State University*

*Chelsea Ale, Florida State University*

*James Du, Florida State University ADVISOR*

*Jeffrey James, Florida State University ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**An Analysis of Soft Skill Development by Sport Management Students in Entrepreneurship Courses**

*Jacob Smith, Georgia State University*

*John Miller, University of Southern Mississippi ADVISOR*

*James Wilcox, University of Southern Mississippi ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**Enhancing Fan Engagement with Blockchain Technology: A Conceptual Framework**

*Waleed Afandi, King Abdulaziz University*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**Examining Virtual Cycling Participation Amid COVID-19 Pandemic**

*Craig Fulk, Texas A&M University*

*Hyun-Woo Lee, Texas A&M University ADVISOR*

*Calvin Nite, Texas A&M University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**The Bigger, The Better? Examining Relative Effect of School Size, Competitive Balance, and Fan Attendance in Texas Public High School Football**

*Marshall Mainer, Florida State University*

*Hanhuan Xue, Florida State University ADVISOR*

*Nicholas Watanabe, University of South Carolina ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**The Case of Trinidad & Tobago Sport Facility Governance**

*Sherlan Cabralis, University of the West Indies, St. Augustine*

*Cornell Foo, Auburn University at Montgomery*

*George Schaefer, Auburn University at Montgomery*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**Institutionalization of Professional Sport Team Nonprofit Organization in Major League Baseball (MLB)**

*Minhong Kim, University of North Texas*

*Youngmin Yoon, Eastern New Mexico University*

*MinKil Kim, Troy University-Atlanta*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Exploring Human Resource Practices in NCAA Division I College Athletic Departments**

*Incheol Jang, University of Illinois at Urbana-Champaign*

*Jon Welty Peachey, University of Illinois at Urbana-Champaign ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Demand of Stadium and Media Sport Fan: Daily Ticket Purchaser, Season Ticket Holder, and TV/Online audience**

*Hojun Sung, Incheon National University*

*Hyunwoong Pyun, Sungkyunkwan University*

*Daehwan Kim, Pukyong National University*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **AI Acceptance of Sports Consumers**

*Choi Myoung Kyoung, Yonsei University*

*Cho Kwang Min, Yonsei University*

*Lee Joon Sung, Yonsei University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Sport Meets Sustainable Development: A Systems Thinking Perspective**

*Iva Glibo, Technical University of Munich*

*Joerg Koenigstorfer, Technical University of Munich ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **The Stock Market Response to Dual Mega-Event Announcements: A Case Study of Brazil**

*Timothy Koba, High Point University*

*Mark Nagel, University of South Carolina*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Experiential Learning in Sport Management: Community Partner Perspectives**

*Cassandra Coble, Indiana University*

*Meredith A. Whitley, Adelphi University*

*Eric Knee, Adelphi University*

*Juha Yoon, Indiana University*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Organizational politics and leader political skill: An examination of perceptions in collegiate sport organizations**

*Logan Schuetz, University of Northern Colorado*

2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**Athletes as gamers: Athlete personal branding on Twitch**

*Bo Yu, Texas A&M University*  
*Gregg Bennett, Texas A&M University ADVISOR*  
*Natasha Brison, Texas A&M University ADVISOR*  
*Hyun-Woo Lee, Texas A&M University ADVISOR*  
*James Petrick, Texas A&M University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**Athlete self-presentation on Twitch: Redefining frontstage and backstage performances**

*Bo Yu, Texas A&M University*  
*Gregg Bennett, Texas A&M University ADVISOR*  
*Natasha Brison, Texas A&M University ADVISOR*  
*Hyun-Woo Lee, Texas A&M University ADVISOR*  
*James Petrick, Texas A&M University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**Functionalism and Conflict Theory comparative analysis of the NCAA and the status quo related to GSR of black student-athletes.**

*Tanderius Flint, East Tennessee State University*  
*Charlie Jones, East Tennessee State University ADVISOR*  
*Amanda Greene, East Tennessee State University ADVISOR*  
*Natalie Smith, East Tennessee State University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

**A University-Based VA Adaptive Sport Camp: Perceived Program Quality and Needs Satisfaction Among Military Veterans with Disabilities**

*Young Suk Oh, Clemson University*  
*Margaret Domka, Clemson University*  
*Skye G. Arthur-Banning, Clemson University ADVISOR*  
*Barry A. Garst, Clemson University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Paralympic and Olympic Refugee Athletes: An Examination of Personal Branding and Self-Presentation through Social Media**

*Becca Grizzard, Texas A&M University*  
*Natasha Brison, Texas A&M University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Reconceptualizing the sign dimension of involvement construct: An empirical analysis**

*Susmit Gulavani, Florida State University*  
*James Du, Florida State University ADVISOR*  
*Jeffrey James, Florida State University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Keep on playing!! An examination of sport participation's influence on resources in older adults after the retirement transition.**

*David Walsh, University of Houston*  
*Don Lee, University of Houston*  
*Craig Johnston, University of Houston*  
*Morgan Ferrara, University of Houston*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Media Framing of Athletics Department Major Infractions: A Five-Year Review of Historically Black Colleges and Universities**

*Tyler Williams, Georgia State University*  
*Beth Cianfrone, Georgia State University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Introducing Computer-Aided Text Analysis (CATA) Measures to the field of Sport Management to measure burnout among Division I College Coaches**

*Bob Heere, University of North Texas*  
*Matthew Walker, University of North Texas*  
*Shane Reid, Louisiana State University*  
*Aaron McKenny, Indiana University*  
*Jeremy Short, University of North Texas*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Psychological and Sociocultural Adaptation of International Students through Sport Spectatorship: A Qualitative Approach**

*Youngmin Yoon, Eastern New Mexico University*  
*Minhong Kim, University of North Texas*  
*MinKil Kim, Troy University-Atlanta*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **The Effect of Cause Portfolio in Corporate Philanthropy on Financial Performance for Professional Sport Teams**

*Daniel Yang, University of Michigan*  
*Kathy Babiak, University of Michigan*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Bring Baseball into the Classroom: A Content Analysis of MLB Educational Programs**

*Zhijing Chen, University of Michigan*  
*Kathy Babiak, University of Michigan ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **CSR in Professional Soccer: An Overview of MLS Teams**

*Chris Brown, Metropolitan State University of Denver*  
*Yuri Feito, American College of Sports Medicine*  
*Kurt Stahura, Niagara University*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **To Engage or Not to Engage: Environmental Advocacy Among Athletes**

*Anne Dietrich, Texas A&M University*  
*Brian P. McCullough, Texas A&M University ADVISOR*  
*Jessica R. Murfree, Texas A&M University ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **"It's okay to not be okay": Examining the impact of mental health advocacy on fan perceptions**

*Danielle McArdle, University of Massachusetts Amherst*  
*E. Nicole Melton, University of Massachusetts Amherst ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Social entrepreneurship in sport: A peripheral country perspective**

*denise kamyuka, Western University*  
*Laura Misener, Western University ADVISOR*  
*Louis Moustakas, German Sport University*  
*Victoria Calzolari Soto, German Sport University*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Tobler's First Law of Geography and Interscholastic Sport: Exploring Spatiotemporal Patterns of Participation Across Communities**

*Ciera Jones, University of Texas at Austin*  
*Matthew Bowers, University of Texas at Austin ADVISOR*



## 2022 North American Society for Sport Management Conference (NASSM 2022)

*Jan Todd, University of Texas at Austin ADVISOR*

Friday, June 03, 2022  
Venetian

2:10 PM - 3:10 PM  
Poster Presentation 2  
Poster

### **Intentions to Use Mobile In-Seat Ordering Services at Stadiums: Integrating UTAUT2, Service Deliver, and Service Satisfaction Literature**

*Sanghoon Kim, Texas A&M University*

*Ho Yeol Yu, Arkansas State University*

*Sangchul Park, Texas A&M University*

*Hyun-Woo Lee, Texas A&M University ADVISOR*

**3:15 PM – 4:50 PM**  
**20-min Presentations**

Friday, June 03, 2022  
Hope I

3:15 PM - 3:35 PM  
Management 15

20-minute oral presentation (including questions)

### **User Experience in Gamified Sport and Affiliated Services: A Systematic Review**

*Keshav Gupta, Temple University*

*Thilo Kunkel, Temple University ADVISOR*

*Daniel Funk, Temple University ADVISOR*

Friday, June 03, 2022  
Hope II

3:15 PM - 3:35 PM  
Management 16

20-minute oral presentation (including questions)

### **Diversity and equity in community sport board decision making: An intersectional analysis**

*Dawn Trussell, Brock University*

*Shannon Kerwin, Brock University*

*Laura Lozinski, Brock University*

*Teresa Hill, University of Toronto*

*Talia Ritondo, Brock University*

Friday, June 03, 2022  
Hope III

3:15 PM - 3:35 PM  
Sport for Development 6

20-minute oral presentation (including questions)

### **Facilitated Dependency in SDP: Grassroots Perspectives**

*Ashlyn Hardie, Texas A&M University*

*Marlene Dixon, Texas A&M University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

Trippe I

3:15 PM - 3:35 PM

Communications 8

20-minute oral presentation (including questions)

### **Accuracy of a Prediction Model of Transfer Fees for European Soccer Players Traded during the COVID-19 Pandemic**

*Yanxiang Yang, Technical University of Munich*

*Joerg Koenigstorfer, Technical University of Munich ADVISOR*

3:15 PM - 3:35 PM

Friday, June 03, 2022

Trippe II

Socio-cultural 8

20-minute oral presentation (including questions)

### **Examining how athletic staff influence Latinx college athletes' intent to graduate**

*Guillermo Ortega, Idaho State University*

*Melody Alanis, Texas A&M University*

*Allison Smith, University of Massachusetts-Boston*

Friday, June 03, 2022

Trippe III

3:15 PM - 3:35 PM

Facilities/Events 8

20-minute oral presentation (including questions)

### **Postponement of the 2020 Tokyo Olympic Games. Exploring the Effects of the COVID-19 Pandemic on Sport and Exercise Participation Among Different Japanese Age Segments**

*Ryuta Yoda, Coventry University*

*Rui Biscaia, University of Bath ADVISOR*

*Benoit Senaux, Coventry University ADVISOR*

*Ian Brittain, Coventry University ADVISOR*

Friday, June 03, 2022

Venetian I

3:15 PM - 3:35 PM

Marketing 15

20-minute oral presentation (including questions)

### **Does Social Media Engagement Drive Ticket Sales?**

*Nels Popp, University of North Carolina*

*James Du, Florida State University*

*Stephen Shapiro, University of South Carolina*

*Jason Simmons, University of Cincinnati*

*Eric Nichols, University of South Carolina*

Friday, June 03, 2022

Hope I

3:40 PM - 4:00 PM

Management 15

20-minute oral presentation (including questions)

### **Towards a Safe Sport Culture in High Performance Sport: Listening to Athlete A, B and C**

*Eric MacIntosh, University of Ottawa*

*Alison Doherty, Western*

*Shannon Kerwin, Brock University*

Friday, June 03, 2022

Hope II

3:40 PM - 4:00 PM

Management 16

20-minute oral presentation (including questions)

### **Refining the Process of Sustainability Strategy: Conceptualizing Materiality Assessment in Sport**

*Anne Dietrich, Texas A&M University*

*Brian P. McCullough, Texas A&M University ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022  
Hope III

3:40 PM - 4:00 PM  
Sport for Development 6

20-minute oral presentation (including questions)

**Motivations and Level of Collaboration in Multi-Organizational Collaboratives within Sport for Development and Peace (SDP)**

*Seungmin Kang, North Dakota State University*

Friday, June 03, 2022  
Trippe I

3:40 PM - 4:00 PM  
Communications 8

20-minute oral presentation (including questions)

**Do uncertain outcomes matter for ticket prices? The National Football League's secondary ticket market**

*Yohan Lee, University of Northern Colorado*

*Yoon Tae Sung, University of Northern Colorado ADVISOR*

*Hoyoon Jung, Texas Tech University*

Friday, June 03, 2022  
Trippe II

3:40 PM - 4:00 PM  
Socio-cultural 8

20-minute oral presentation (including questions)

**Hegemonic masculinity in golf: The experiences of female PGA interns**

*Michael Mignano, Michigan State University*

*Daniel Gould, Michigan State University ADVISOR*

Friday, June 03, 2022  
Venetian I

3:40 PM - 4:00 PM  
Marketing 15

20-minute oral presentation (including questions)

**The influence of team-related and fan-community-related perceptions about a local collegiate sport team on the spectating intentions of the general public: The moderating effect of self-construal**

*Junho Kim, Seoul National University*

*Dohee Lee, Seoul National University*

*Jisuk Chang, Seoul National University*

*Choong Hoon Lim, Seoul National University ADVISOR*

Friday, June 03, 2022  
Venetian IV

3:40 PM - 4:00 PM  
Marketing 16

20-minute oral presentation (including questions)

**Conceptualizing and Measuring the Sports Celebrity Consumer-Based Brand Equity**

*Eugenia Tzoumaka, Deree - The American College of Greece/ Lecturer*

*Anna Zarkada, Cyprus University of Technology/ Associate Professor*

Friday, June 03, 2022  
Hope I

4:05 PM - 4:25 PM  
Management 15

20-minute oral presentation (including questions)

**Environmental Jolt and Community Engagement: How Professional Sport Teams Responded to the COVID-19 Pandemic**

*Goun Ji, University of Michigan*

*Kathryn Heinze, University of Michigan ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

4:05 PM - 4:25 PM

Hope II

Management 16

20-minute oral presentation (including questions)

### **A Qualitative Assessment of the Mobilization of Organizational Capacity in Mature Sport Organizations**

*Daniel Springer, Texas A&M University*

*Arden Anderson, High Point University*

*Sayvon Foster, Texas A&M University*

*Marlene Dixon, Texas A&M University*

Friday, June 03, 2022

4:05 PM - 4:25 PM

Hope III

Sport for Development 6

20-minute oral presentation (including questions)

### **Exploring Practitioners' Desired Leadership Styles in Sport for Development and Peace**

*Seungmin Kang, North Dakota State University*

Friday, June 03, 2022

4:05 PM - 4:25 PM

Trippe I

Communications 8

20-minute oral presentation (including questions)

### **Best practices in experiential learning for sport management students: A Super Bowl approach to learning through hands-on experience.**

*Nicholas Smith, Troy University / Florida International University*

*Joshua Greer, Bethel University*

*Hyejin Bang, Florida International University ADVISOR*

Friday, June 03, 2022

4:05 PM - 4:25 PM

Trippe II

Socio-cultural 8

20-minute oral presentation (including questions)

### **Conflict and Complementarity between School and Club Sport: Parents' Perspectives**

*Baykal Altiner, Texas A&M University*

*Marlene Dixon, Texas A&M University ADVISOR*

*Paul Keiper, Texas A&M University ADVISOR*

*Greg Bennett, Texas A&M University ADVISOR*

Friday, June 03, 2022

4:05 PM - 4:25 PM

Trippe III

Facilities/Events 8

20-minute oral presentation (including questions)

### **Rock Climbing to New Heights in Developing Active Sport Tourism in Saudi Arabia**

*Richard Buning, The University of Queensland*

*Faisal Alessa, King AbdulAziz University*

Friday, June 03, 2022

4:05 PM - 4:25 PM

Venetian I

Marketing 15

20-minute oral presentation (including questions)

### **Somebody high-five me!:: Exploring motivations of connected fitness brand users**

*Brianna Newland, New York University*

*Eric Hungenberg, University of Tennessee - Chattanooga*

*Melissa Davies, Ohio University*

*Thomas Aicher, University of Colorado - Colorado Springs*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

4:05 PM - 4:25 PM

Friday, June 03, 2022

Venetian IV

Marketing 16

20-minute oral presentation (including questions)

### **Consumer's Perception of a Secondary Ticket Market Partnership: StubHub and Major League Baseball**

*Alicia Romano, University of Northern Colorado*

*Yohan Lee, University of Northern Colorado*

*Alan Morse, University of Northern Colorado ADVISOR*

Friday, June 03, 2022

Hope I

4:30 PM - 4:50 PM

Management 15

20-minute oral presentation (including questions)

### **Exploring sport industry employee experiences in a competitive workplace through tournament theory**

*Matt Huml, University of Cincinnati*

*Elizabeth Taylor, Temple University*

*Erienne Weight, University of North Carolina*

*Marlene Dixon, Texas A&M University*

Friday, June 03, 2022

Hope II

4:30 PM - 4:50 PM

Management 16

20-minute oral presentation (including questions)

### **Expanding Sport Management to Management through Sport: The Power of Workplace Team Sports**

*Minjung Kim, Texas A&M University*

*Brent D. Oja, West Virginia University*

*Calvin Nite, Texas A&M University*

*Christos Anagnostopoulos, UCLan Cyprus*

Friday, June 03, 2022

Hope III

4:30 PM - 4:50 PM

Governance/Policy 1

20-minute oral presentation (including questions)

### **Moving Beyond Assigned Roles to Measure Board Effectiveness in Sport Organizations**

*Erik L. Lachance, University of Ottawa*

*Milena M. Parent, University of Ottawa ADVISOR*

Friday, June 03, 2022

Trippe I

4:30 PM - 4:50 PM

Communications 8

20-minute oral presentation (including questions)

### **Preparing Sport Leaders of the Future To Lead Equitable, Diverse, and Inclusive Sport Organizations: The Insights and Strategies of their Professors**

*Erika Gray, University of Ottawa*

*Jim Weese, Western University*

Friday, June 03, 2022

Trippe II

4:30 PM - 4:50 PM

Socio-cultural 8

20-minute oral presentation (including questions)

### **Black NASCAR Fans' Strategies and Recommendations for Effective Anti-Racism and Inclusion Efforts in NASCAR**

*Joshua Vadeboncoeur, University of North Carolina, Asheville*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Friday, June 03, 2022

Trippe III

4:30 PM - 4:50 PM

Facilities/Events 8

20-minute oral presentation (including questions)

### **Major League Baseball fans' climate change perceptions of risk: Climate vulnerability vs. America's pastime**

*Jessica R. Murfree, Texas A&M University*

Friday, June 03, 2022

Venetian I

4:30 PM - 4:50 PM

Marketing 15

20-minute oral presentation (including questions)

### **The Effects of Consumer Emotional Intelligence, Athlete Transgression Type, and Intentionality on Consumers' Brand Coping Response**

*Tae Hoon Lee, Seoul National University*

*Kyuhyun Choi, Seoul National University*

*Sangbin Lee, Seoul National University*

*Choong Hoon Lim, Seoul National University ADVISOR*

Friday, June 03, 2022

Venetian IV

4:30 PM - 4:50 PM

Marketing 16

20-minute oral presentation (including questions)

### **The virtual front porch: An analysis of the impact of collegiate esports on university identification**

*Md Waseq Ur Rahman, University of Oregon*

*Henry Wear, University of Oregon ADVISOR*

*Maxwell Foxman, University of Oregon ADVISOR*

*Jared Hansen, University of Oregon*

*Brandon Harris, University of Oregon*

*Onder Can, University of Oregon*

*Amanda Cote, University of Oregon*

**8:00 AM – 9:10 AM**

**20-min Presentations**

Saturday, June 04, 2022

Hope I

8:00 AM - 8:20 AM

Management 17

20-minute oral presentation (including questions)

### **Escalation of Commitment in Executive Decision Making in Professional Sport**

*Matthew Juravich, The University of Akron*

*Brian Mills, The University of Texas at Austin*

*Steven Salaga, The University of Georgia*

Saturday, June 04, 2022

Hope II

8:00 AM - 8:20 AM

Management 18

20-minute oral presentation (including questions)

### **League Success and Social Justice: Who Gets the Credit?**

*Risa F. Isard, University of Massachusetts Amherst*

*E. Nicole Melton, University of Massachusetts Amherst ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Hope III

8:00 AM - 8:20 AM  
Governance/Policy 2

20-minute oral presentation (including questions)

### **Implementation of a standard rating system for Sport Management/Sport Administration Programs**

*Susan Mullane, University of Miami*

*Michael Fraina, Farmingdale State College*

Saturday, June 04, 2022  
Trippe I

8:00 AM - 8:20 AM  
Finance/Economics 1

20-minute oral presentation (including questions)

### **Measures of Interest: Using Analytics to Evaluate Skill and Excitement across Men's and Women's Professional Soccer**

*Sachin Narayanan, Florida State University*

*N. David Pifer, Florida State University ADVISOR*

Saturday, June 04, 2022  
Trippe II

8:00 AM - 8:20 AM  
Socio-cultural 9

20-minute oral presentation (including questions)

### **Parental Decisions on Return to Youth Sport During a Global Pandemic: Examining Parental Comfort by Race, Gender, and Income**

*Jonathan Casper, North Carolina State University*

*Kyle Bunds, North Carolina State University*

*Jason Bocaro, North Carolina State University*

*Michael Edwards, North Carolina State University*

*Kimberly Bush, North Carolina State University*

*Michael Kanters, North Carolina State University*

Saturday, June 04, 2022  
Trippe III

8:00 AM - 8:20 AM  
Teaching/Learning 1

20-minute oral presentation (including questions)

### **Analysis of Undergraduate Sport Management Curricula in the United States**

*David Pierce, Indiana University-Purdue University Indianapolis*

*James Johnson, Ball State University*

*Kyle Mechelin, Indiana University-Purdue University Indianapolis*

Saturday, June 04, 2022  
Venetian I

8:00 AM - 8:20 AM  
Marketing 17

20-minute oral presentation (including questions)

### **Turning Insight Into Action: A Case Study Assessing the Use of Consumer Behavior Data in Minor League Baseball Communication Strategies**

*Jessica Braunstein-Minkove, Towson University*

*Ari Kim, Towson University*

Saturday, June 04, 2022  
Venetian IV

8:00 AM - 8:20 AM  
Marketing 18

20-minute oral presentation (including questions)

### **A Comprehensive Analysis of the Self-Presentation on Instagram of the WNBA Athletes in the 2020 and 2021 Seasons**

*Alexia Pedro Lopes, University of South Carolina*

*Michael Seidman, University of South Carolina*

*William Fisackerly, University of South Carolina*

*Mark Nagel, University of South Carolina ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022

8:25 AM - 8:45 AM

Hope I

Management 17

20-minute oral presentation (including questions)

**Follower Leadership Development: A Grounded Theory Approach to New Sport Theory**

*Zack Damon, University of Central Arkansas*

*Janelle Wells, University of South Florida*

Saturday, June 04, 2022

8:25 AM - 8:45 AM

Hope II

Management 18

20-minute oral presentation (including questions)

**Vision vs Implementation: Systematic Gaps in the Para Swimmer Development Experience**

*Darda Sales, Western University*

*Laura Misener, Western University ADVISOR*

Saturday, June 04, 2022

8:25 AM - 8:45 AM

Hope III

Governance/Policy 2

20-minute oral presentation (including questions)

**Managing doping practice: How Korean bodybuilders engage in doping as a community of practice.**

*Byron Juma, University of Illinois at Urbana-Champaign*

*Wonock Chung, University of Illinois at Urbana-Champaign*

*Hyunseo (Violet) Yoon, University of Illinois at Urbana-Champaign*

*Jules Woolf, University of Illinois at Urbana-Champaign ADVISOR*

Saturday, June 04, 2022

8:25 AM - 8:45 AM

Trippe I

Finance/Economics 1

20-minute oral presentation (including questions)

**The Natural Experiment on the Spectator Effect of Game Performance**

*Seomgyun Lee, University of Mississippi*

*Seungbak Lee, University of Mississippi*

*Chambers Julie, University of Mississippi*

*Taeyeon Oh, University of Mississippi ADVISOR*

Saturday, June 04, 2022

8:25 AM - 8:45 AM

Trippe II

Socio-cultural 9

20-minute oral presentation (including questions)

**A Critical Race Content Analysis of the Women's National Basketball Association and the National Basketball Association Responses to Racialized Police Violence**

*Max Klein, University of Connecticut*

Saturday, June 04, 2022

8:25 AM - 8:45 AM

Trippe III

Teaching/Learning 1

20-minute oral presentation (including questions)

**Collegiate Athletes' Motivation Towards Dual Role and Career Transition Plan: A Sequential Mixed Method Approach**

*Jeongwon Choi, University of New Mexico*

*Allison Smith, University of Massachusetts - Boston ADVISOR*



2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022

8:25 AM - 8:45 AM

Venetian I

Marketing 17

20-minute oral presentation (including questions)

**Effects of Personality on Female Tennis Participants' Conspicuous Consumption: Mediating Effect of Sports Ability and Sports Confidence**

*Hong Wei Yang, Seoul National University*

*Young Min Chung, Seoul National University*

*Ki Jae Chae, Seoul National University*

*Choong Hoon Lim, Seoul National University ADVISOR*

Saturday, June 04, 2022

8:50 AM - 9:10 AM

Hope I

Management 17

20-minute oral presentation (including questions)

**Rules of Play: Exploring Institutional Maintenance Through Rule Evolution in the National Football League**

*Adam Copeland, University of Michigan*

*Kathryn Heinze, University of Michigan ADVISOR*

Saturday, June 04, 2022

8:50 AM - 9:10 AM

Hope II

Management 18

20-minute oral presentation (including questions)

**Work-life Balance: An Egocentric Network Analysis of Coaches**

*Jeff Graham, University of Tennessee*

Saturday, June 04, 2022

8:50 AM - 9:10 AM

Hope III

Governance/Policy 2

20-minute oral presentation (including questions)

**Putting athletes first: An empirical examination of the psychological well-being of college student-athletes in response to NIL**

*Susmit Gulavani, Florida State University*

*Thomas Henry, Florida State University*

*Carter Floyd, Florida State University*

*James Du, Florida State University ADVISOR*

*Nathan (David) Pifer, Florida State University ADVISOR*

Saturday, June 04, 2022

8:50 AM - 9:10 AM

Trippe I

Finance/Economics 1

20-minute oral presentation (including questions)

**Private Equity Funding for Sport Entrepreneurs: Planning for a Successful Exit**

*Timothy Koba, High Point University*

Saturday, June 04, 2022

8:50 AM - 9:10 AM

Trippe II

Socio-cultural 9

20-minute oral presentation (including questions)

**Socio-Political Context for Community Sport Club Programming for Newly Arrived Migrants: Canada and Australia**

*Alison Doherty, Western University*

*Tracy Taylor, Victoria University*

*Josef Fahlen, Umea University*

*Cecilia Stenling, Umea University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022 (virtual)  
Trippe III

8:50 AM - 9:10 AM  
Teaching/Learning 1

20-minute oral presentation (including questions)

### **An Investigation of Human Rights Education in Sport Management Programs**

*Mary Hums, University of Louisville*

*Yannick Kluch, Virginia Commonwealth University*

*Eli Wolff, University of Connecticut*

Saturday, June 04, 2022  
Venetian I

8:50 AM - 9:10 AM  
Marketing 17

20-minute oral presentation (including questions)

### **Athletes with disabilities in sponsorship: Consumer perceptions of the brand and athlete**

*Nina Siegfried, University of Louisville*

*Chris Greenwell, University of Louisville*

Saturday, June 04, 2022  
Venetian IV

8:50 AM - 9:10 AM  
Marketing 18

20-minute oral presentation (including questions)

### **The Effect of Playing Narrative Sport Video Games with Face-Scanning Technology on Self-Perception Alteration and Sport Consumption Behavioral Intention**

*Kwangho Park, Viterbo University*

*Gi Yong Koo, Troy University ADVISOR*

*Minkil Kim, Troy University ADVISOR*

*Christina Martin, Troy University*

9:20 AM – 10:20 AM  
*Teaching & Learning Fair III*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3

Teaching & Learning Fair

### **Sport management speed dating: A strategy for improving the idea generation of students**

*Logan Schuetz, University of Northern Colorado*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3

Teaching & Learning Fair

### **The creation of a starter league: A comprehensive project for sport governance courses**

*Jim Watkins, University of North Alabama*

*Mark Linder, University of North Alabama*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3

Teaching & Learning Fair

### **Using a Microsimulation in the Sport Management Classroom**

*Zack Damon, University of Central Arkansas*

*Robin Ammon, University of South Dakota*

*Drew Pickett, University of South Dakota*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3  
Teaching & Learning Fair

### **Experiential Learning Reflection Assignment**

*Alanna Harman, Wilfrid Laurier University*

Saturday, June 04, 2022 (virtual)  
Park Lane

9:20 AM - 10:20 AM  
TLF3  
Teaching & Learning Fair

### **Designing transparent assignments: "TILTING" assignments for student success**

*Cassandra Coble, Indiana University*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3  
Teaching & Learning Fair

### **'Leveling up': Using experience point grading to enhance student motivation**

*Evan Davis, St. John Fisher's College*

*Shea Brgoch, Western Kentucky University*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3  
Teaching & Learning Fair

### **Pivot, Pivot, Pivot: The one where we pivoted**

*Leigh Ann Danzey-Bussell, Trevecca Nazarene University*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3  
Teaching & Learning Fair

### **Examples of "Lab" Exercises for a Sport Analytics Class**

*Steven M. Howell, Northern Illinois University*

*David R. Serowka, Northern Illinois University*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3  
Teaching & Learning Fair

### **Teaching Information Synthesis with the NFL Draft**

*Bradley Baker, Temple University*

9:20 AM - 10:20 AM  
*Poster Presentation III*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Perceived psychological contract fulfillment on employee consequences among collegiate coaches: The moderating role of procedural justice**

*Doyeon Won, Texas A&M University-Corpus Christi*

*Weisheng Chiu, Hong Kong Metropolitan University*

*Gonzalo Bravo, West Virginia University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster 3  
Poster

### **Examining the prevalence of burnout among golf operations employees in Canada**

*Sheldon Fetter, University of Windsor*

*Jess Dixon, University of Windsor ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Perceived gains and losses from mandatory volunteering on volunteer consequences: A moderating role of perceived organizational support**

*Doyeon Won, Texas A&M University-Corpus Christi*

*Weisheng Chiu, Hong Kong Metropolitan University*

*Hyejin Bang, Florida International University*

*Cindy Lee, West Virginia University*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **The Role of Mascot Design and Logo in Olympic Marketing**

*Amanda Palladino, East Stroudsburg University of Pennsylvania*

*Eric Garner, East Stroudsburg University of Pennsylvania*

*Minkyoo Lee, East Stroudsburg University of Pennsylvania ADVISOR*

*Xiaochen Zhou, East Stroudsburg University of Pennsylvania ADVISOR*

*Edward Arner, East Stroudsburg University of Pennsylvania ADVISOR*

*Jaedeock Lee, East Stroudsburg University of Pennsylvania*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Organizational Capacity and Resiliency in Community Sport Organizations during COVID-19**

*Lance Warwick, University of Illinois Urbana-Champaign*

*Norm O'Reilly, University of Maine ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Examining the persuasive impacts of emotional and rational appeals on athletic donor behavior**

*Eric Rigg, East Stroudsburg University of Pennsylvania*

*Bradley Turocy, East Stroudsburg University of Pennsylvania*

*Daryn Blackwell, East Stroudsburg University of Pennsylvania*

*Minkyoo Lee, East Stroudsburg University of Pennsylvania ADVISOR*

*Jaedeock Lee, East Stroudsburg University of Pennsylvania ADVISOR*

*Edward Arner, East Stroudsburg University of Pennsylvania*

*Xiaochen Zhou, East Stroudsburg University of Pennsylvania*

2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Alternative Sports as tools for sustainable development: Understanding alternative sports participation and pro-environmental behavior**

*Sonia Preisser, North Carolina State University*  
*Kyle Bunds, North Carolina State University ADVISOR*  
*Jonathan Casper, North Carolina State University ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Building Brand Image through Sponsorship: Comparing Image Transfer Effects of eSport and Sport Event**

*Nicholas Kozak, East Stroudsburg University of Pennsylvania*  
*Samuel Steele, East Stroudsburg University of Pennsylvania*  
*Minkyoo Lee, East Stroudsburg University of Pennsylvania ADVISOR*  
*Xiaochen Zhou, East Stroudsburg University of Pennsylvania ADVISOR*  
*Jaedeock Lee, East Stroudsburg University of Pennsylvania ADVISOR*  
*Edward Arner, East Stroudsburg University of Pennsylvania*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**The Impact of Radical Changes on the Organizational Effectiveness of Guangdong Provincial Swimming Association: A multiple Stakeholders' Perspective**

*Junyi Bian, Western Michigan University*  
*Ming Li, Western Michigan University ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**If you build it and move it to the suburbs, they'll come: A case of intracity team relocation and environmental justice in Baltimore, Maryland**

*Jessica R. Murfree, Texas A&M University*  
*Walker J. Ross, Florida Southern College*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Delivering a Sustainable Youth Olympic Games Legacy: Three Case Studies exploring the Organizing Committee's management practices**

*Jeeyoon Kim, Syracuse University*  
*Miryoung Chung, Florida International University*  
*Eunha Koh, Incheon National University*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Examining Commentators' Construction of Rugby 7s Broadcasts: Establishing Baseline Characteristics**

*Derrick S. Wong, George Mason University*  
*B. Christine Green, George Mason University ADVISOR*

2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Sport Community Involvement and Life Satisfaction during COVID-19: A Moderated Mediation of PsyCap and Stress by Generation Z**

*Juho Park, Texas A&M University*  
*Jun-Phil Uhm, Texas A&M University*  
*Kun Chang, Texas A&M University*  
*Hyun-Woo Lee, Texas A&M University ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Mediating Role of Team Identification on the Relationship between Spectators' Motivation and Consumption Behaviors: Case of Shanghai Formula One Event**

*Kevin Byon, Indiana University*  
*Jeongbeom Hahm, Waseda University*  
*Junwoo Choi, Indiana University*  
*Benqiao (Stella) Jiang, Indiana University*

Saturday, June 04, 2022  
Park Lane

9:20 AM - 10:20 AM  
TLF3  
Teaching & Learning Fair

**Incorporating Formal Debate for Heightened Case Study Preparedness**

*Simon Pack, St. John's University*  
*Rosenberg Jonathan, College of Mount Saint Vincent*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Examining Fitness Membership Purchase Intention and Behavior during the COVID-19 Pandemic**

*Ran Wei, Guangzhou Sport University*  
*Yuanlong Liu, Western Michigan University ADVISOR*  
*Colin Cork, Western Michigan University*  
*Brooks Applegate, Western Michigan University*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Delivering the core product: The relationship between national NFL broadcasters and network brand equity**

*Michael Mudrick, York College of Pennsylvania*

9:20 AM - 10:20 AM

Saturday, June 04, 2022  
Venetian

Poster Presentation 3  
Poster

**Predicting NFL Team Performance: Assessing the Utility of "Aikman Efficiency Ratings"**

*Jim Evans, University of North Alabama*  
*Carter Rockhill, Carthage College*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3

Poster

**Dual Impact of Sportscape and Core Service Quality on Fan Loyalty in Korean Professional Baseball**

*Woong Kwon, Jeju National University*

*Sophia Min, University of New Hampshire*

*Kyle Mau, Indiana University*

*Kevin Byon, Indiana University*

Saturday, June 04, 2022

Venetian

9:20 AM - 10:20 AM

Poster Presentation 3

Poster

**Effects of Coach-Created Motivational Climate on the Coach-Athlete Relationship and Student-Athletes' Fear of Failure**

*Gemma Miller, University of New Mexico*

*Edward Horne, University of New Mexico ADVISOR*

*Sydney McCormick, Trevecca Nazarene University*

Saturday, June 04, 2022

Venetian

9:20 AM - 10:20 AM

Poster Presentation 3

Poster

**The Influence of Core Service Quality Associated with Korean Women's Volleyball on National Image and Consumption Engagement of Korean Products: Perspective of Korean Wave in Thailand**

*Jong-Hwan Jeon, Hanyang University*

*Kevin Byon, Indiana University ADVISOR*

*Hyunseok Song, Indiana University*

*Sungbae Park, Hanyang University ADVISOR*

Saturday, June 04, 2022

Venetian

9:20 AM - 10:20 AM

Poster Presentation 3

Poster

**The Effects of Service Quality on Customer Satisfaction, Trust, Commitment, and Loyalty in Sports and Fitness Centers: A Focus on the Moderating Effect of Sports Involvement**

*Yihan Huang, Pukyong National University*

*Daehwan Kim, Pukyong National University ADVISOR*

*Yunkyung Jeon, Pukyong National University*

*Chaoyu Yin, Pukyong National University*

*Byungjae Min, Pukyong National University*

*Jinja Kim, Pukyong National University*

Saturday, June 04, 2022

Venetian

9:20 AM - 10:20 AM

Poster Presentation 3

Poster

**Sport Consumer Resilience in Sport Industry: A Spatial Multilevel Modeling Approach**

*Changwook Kim, University of Florida*

*Jinwon Kim, University of Florida*

*Jeoung Hak Lee, Kyung Hee University*

Saturday, June 04, 2022

Venetian

9:20 AM - 10:20 AM

Poster Presentation 3

Poster

**The Boundary of Esports Consumers: A Scoping Review**

*Wooyoung William Jang, University of West Georgia*

*Kevin K. Byon, Indiana University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Social Media Analytics of Tokyo 2020 Games' Sustainability Promotion Activities**

*Han Soo Kim, Texas A&M University*

*Minjung Kim, Texas A&M University ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Fantasy Sports: The Rookie v. Veteran Experience**

*Beth Cianfrone, Georgia State University*

*Jackson Sears, Georgia State University*

*Tyler Williams, Georgia State University*

*Natalie Bunch, Georgia State University*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **The Effect of Gamification Strategies in Fitness Applications on User Achievement, Flow and Continuous Intention**

*Youngjoon Kim, Sungkyunkwan University*

*Junseok Byeon, Sungkyunkwan University*

*Danbi Heo, Sungkyunkwan University*

*Taehee Kim, Sungkyunkwan University ADVISOR*

*Kyungro Chang, Sungkyunkwan University ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Interpersonal Trust on Innovative Behavior among Fitness Instructors**

*Tian Chen, Sungkyunkwan University*

*Hongning Mao, Sungkyunkwan University*

*Chiling Yu, Sungkyunkwan University*

*Taehee Kim, Sungkyunkwan University ADVISOR*

*Kyungro Chang, Sungkyunkwan University ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Exploring Differences of Value Co-creation in Recurring Sport Events: A Comparison of Residents and Tourists**

*Jingxian Cecilia Zhang, Limestone University*

*Kevin K. Byon, Indiana University ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

### **Exploring the Functions of Mentoring Relationship in Athletic and Academic Settings: A Qualitative Study of NCAA Division II College Athletes**

*Jin Park, Western Illinois University*

*Jiyoung Park, Henderson State University*

*Ju Young Lee, Indiana University-Kokomo*



2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**EXAMINING SPORTING GOODS PURCHASING BEHAVIORS THROUGH THE APPLICATION OF HEURISTICS TO THE THEORIES OF REASONED ACTION AND PLANNED BEHAVIOR**

*Sinhae Roh, Indiana University-Bloomington*  
*Juha Yoon, Indiana University-Bloomington*  
*Paul M. Pedersen, Indiana University-Bloomington ADVISOR*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Gatekeepers: Division III Head Coaches and Social Justice**

*Lauren Brown, DeSales University*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**Food, what is it good for?: A conceptual model of the role of food in the sport event experience**

*Mark Slavich, Grand View University*

Saturday, June 04, 2022  
Venetian

9:20 AM - 10:20 AM  
Poster Presentation 3  
Poster

**The Effects of Perceived CSR on Sport Employees' Psychological Capital and Pride**

*Rammi N. Hazzaa, University of Saint Joseph*

10:25 AM – 12:00 PM  
20-min Presentations

Saturday, June 04, 2022  
Hope I

10:25 AM - 10:45 AM  
Management 19

20-minute oral presentation (including questions)

**The Social Value of Women's Spectator Sport**

*Risa F. Isard, UMass Amherst*  
*E. Nicole Melton, UMass Amherst ADVISOR*  
*Elizabeth Delia, UMass Amherst ADVISOR*

Saturday, June 04, 2022  
Hope II

10:25 AM - 10:45 AM  
Management 20

20-minute oral presentation (including questions)

**Passion for Work in Sport: A Deep Dive Into Its Origin, Growth, and Trajectory**

*Jiayao Qi, University of South Carolina*  
*Samuel Todd, University of South Carolina ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Hope III

10:25 AM - 10:45 AM  
Governance/Policy 3

20-minute oral presentation (including questions)

### **Sport Policy, Integrity, and African Sport: A comparative review of Zimbabwe and South Africa sport integrity arrangements**

*Jonathan Ruwuya, University of Illinois at Urbana - Champaign*

*Jules Woolf, University of Illinois at Urbana - Champaign ADVISOR*

*Mike McNamee, Katholieke Universiteit Leuven ADVISOR*

Saturday, June 04, 2022  
Trippe I

10:25 AM - 10:45 AM  
Finance/Economics 2

20-minute oral presentation (including questions)

### **Predicting the Diffusion of Natural Language Processing in Professional Sport: An Analogous Approach**

*Liz Wanless, Ohio University*

*Michael L. Naraine, Brock University*

Saturday, June 04, 2022  
Trippe II

10:25 AM - 10:45 AM  
Socio-cultural 10

20-minute oral presentation (including questions)

### **Exploring the Impact of Disability Sport Education on Paralympic Consumption and Paternalistic Motivations.**

*Michael Cottingham, University of Houston*

*Josh Pate, James Madison University*

*Tiao Hu, University of Houston*

*Deborah Shapiro, Georgia State University*

*Cathy McKay, James Madison University*

Saturday, June 04, 2022  
Trippe III

10:25 AM - 10:45 AM  
Teaching/Learning 2

20-minute oral presentation (including questions)

### **Transferable Skills: Preparing Sport Management Students for Careers Both In- & Outside the Sports Industry**

*Jessica Braunstein-Minkove, Towson University*

*Jaime DeLuca, Towson University*

*Sydney Baucum, Towson University*

Saturday, June 04, 2022  
Venetian I

10:25 AM - 10:45 AM  
Marketing 19

20-minute oral presentation (including questions)

### **More or Less Pay to Play: Empirical Evidence on Under and Overpayment for Social Media Value of NCAA Student-Athletes**

*Mier Shao, Temple University*

*Thilo Kunkel, Temple University ADVISOR*

*Bradley Baker, Temple University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian IV

10:25 AM - 10:45 AM

Marketing 20

20-minute oral presentation (including questions)

### **The Effect of Perceived Toxicity on Brand Development: An Empirical Examination of Esports First-Person Shooter Games**

*Kun Chang, Texas A&M University*

*Hyun-Woo Lee, Texas A&M University ADVISOR*

*Gregg Bennett, Texas A&M University ADVISOR*

Saturday, June 04, 2022  
Hope I

10:50 AM - 11:10 AM

Management 19

20-minute oral presentation (including questions)

### **The Organizational Structures of Co-Hosted Sports Event Organizing Committees And Co-Host Collaboration Outcomes**

*Karina Mukanova, Universit  Paris-Saclay*

*Christopher Hautbois, Universit  Paris-Saclay ADVISOR*

*Michel Desbordes, Universit  Paris-Saclay and EM Lyon business school ADVISOR*

Saturday, June 04, 2022  
Hope II

10:50 AM - 11:10 AM

Management 20

20-minute oral presentation (including questions)

### **An integrative review of organizational capacity research in community sport**

*Tyler Gibson, Temple University*

*Gareth Jones, Temple University*

Saturday, June 04, 2022  
Hope III

10:50 AM - 11:10 AM

Governance/Policy 3

20-minute oral presentation (including questions)

### **Reputation Laundering in Sport**

*Kevin Snyder, Southern New Hampshire University*

Saturday, June 04, 2022  
Trippe I

10:50 AM - 11:10 AM

Finance/Economics 2

20-minute oral presentation (including questions)

### **NCAA Football and the Derived Demand for Hotels: Evidence From Power 5 Football Games**

*Timothy DeSchr ver, University of Delaware*

*Timothy Webb, University of Delaware*

*Scott Tainsky, Wayne State University*

*Adrian Simion, Wayne State University*

Saturday, June 04, 2022  
Trippe II

10:50 AM - 11:10 AM

Socio-cultural 10

20-minute oral presentation (including questions)

### **2020 Vision: An Interpretative Phenomenological Analysis of the Lived Experiences of Black Female Athletes**

*Aquasia Shaw, Northern State University*

*Billy Hawkins, University of Houston ADVISOR*

*Joyce Ogunrinde, University of Houston ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022

Trippe III

10:50 AM - 11:10 AM

Teaching/Learning 2

20-minute oral presentation (including questions)

### **Engaging in Collaborative Autoethnography: Professional Development through Critical Self-Reflection**

*Emily J. Johnson, University of Tennessee, Knoxville*

*Lauren Beasley, University of Tennessee, Knoxville*

Saturday, June 04, 2022

Venetian I

10:50 AM - 11:10 AM

Marketing 19

20-minute oral presentation (including questions)

### **Navigating Sport Sponsorships: A New Direction Post-COVID-19**

*Austin Bogina, University of Central Missouri*

*Yeheng Feng, University of Kansas*

*Brittany Connor, University of Kansas*

*Brian Gordon, University of Kansas ADVISOR*

Saturday, June 04, 2022

Venetian IV

10:50 AM - 11:10 AM

Marketing 20

20-minute oral presentation (including questions)

### **Performance Expectancy of Augmented Reality in National Football League Broadcasting: An Artificial Intelligence Application**

*Sean Davis, University of Florida*

*Yong Jae Ko, University of Florida ADVISOR*

Saturday, June 04, 2022

Hope I

11:15 AM - 11:35 AM

Management 19

20-minute oral presentation (including questions)

### **Responding to a Crisis Off the Court: Examining the Corporate Social Responsibility (CSR) Response by Professional Sport Organizations to the Social Justice Movement**

*Adam Copeland, University of Michigan*

*Kathy Babiak, University of Michigan ADVISOR*

Saturday, June 04, 2022

Hope II

11:15 AM - 11:35 AM

Management 20

20-minute oral presentation (including questions)

### **International Student-athletes within the Collegiate Athletics Recruiting Process in the Post-Pandemic Era**

*E. Su Jara-Pazmino, University of West Georgia*

*Simon Pack, St John's University*

Saturday, June 04, 2022

Hope III

11:15 AM - 11:35 AM

Governance/Policy 3

20-minute oral presentation (including questions)

### **Decision Making in Canadian National Sport Organization Boards**

*Russell Hoyer, La Trobe University*

*Milena M. Parent, University of Ottawa*

*Ashley Thompson, University of Ottawa*

*Erik L. Lachance, University of Ottawa*

*Michael L. Naraine, Brock University*

*Marijke Taks, University of Ottawa*

*Benoit Seguin, University of Ottawa*

2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Trippe I

11:15 AM - 11:35 AM  
Finance/Economics 2

20-minute oral presentation (including questions)

**Unpacking the Spatial Nexus: Spatial Spillovers of Sport Industry and Community Resilience**

*Changwook Kim, University of Florida*  
*Jinwon Kim, University of Florida*  
*Jeoung Hak Lee, Kyung Hee University*

Saturday, June 04, 2022  
Trippe II

11:15 AM - 11:35 AM  
Socio-cultural 10

20-minute oral presentation (including questions)

**Be Good Ancestors: Is Sport Management Ready for Environmental Justice?**

*Chen Chen, University of Connecticut*

Saturday, June 04, 2022  
Trippe III

11:15 AM - 11:35 AM  
Teaching/Learning 2

20-minute oral presentation (including questions)

**Perspectives from internship supervisors: Unaware or exploitation of interns?**

*Rachel Madsen, Ithaca College*  
*Heidi Grappendorf, Western Carolina University*  
*Heidi Parker, University of Southern Maine*  
*Cindy Veraldo, Mount St. Joseph*

Saturday, June 04, 2022  
Venetian I

11:15 AM - 11:35 AM  
Marketing 19

20-minute oral presentation (including questions)

**Should I Wager to Win or Support My Team? Team Identification Bias on Sports Gambling Behavior**

*Colin Lopez, Temple University*  
*Daniel Funk, Temple University ADVISOR*

Saturday, June 04, 2022  
Venetian IV

11:15 AM - 11:35 AM  
Marketing 20

20-minute oral presentation (including questions)

**The Effect of Self-Presentation on Preference for Brand Conspicuousness: The Moderating Role of Homogeneity of Sports Fan Community**

*Seongjin Yoo, University of Florida*  
*Yong Jae Ko, University of Florida ADVISOR*  
*Lydia Yun, University of Florida*  
*Philip Kang, University of Florida*  
*Yonghwan Chang, University of Florida ADVISOR*

Saturday, June 04, 2022  
Hope I

11:40 AM - 12:00 PM  
Management 19

20-minute oral presentation (including questions)

**The strength of community: Social support in sports and official's egocentric networks**

*Jacob K. Tingle, Trinity University*  
*Matthew Katz, University of Massachusetts*  
*Brittany L. Jacobs, Nichols College*  
*Stacy Warner, East Carolina University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022

11:40 AM - 12:00 PM

Hope II

Management 20

20-minute oral presentation (including questions)

### **Determinants of Candidates to Replace National Football League Head Coaches**

*Jeremy Foreman, University of Louisiana at Lafayette*

Saturday, June 04, 2022

11:40 AM - 12:00 PM

Hope III

Governance/Policy 3

20-minute oral presentation (including questions)

### **Perceptions of acc sport psychologists and athletic trainers on mental health strategies for student-athletes**

*Chris Boyer, NC State University*

*Danielle Smith, University of North Carolina, Chapel Hill*

*Jason Bocarro, NC State University*

*Michelle Joshua, NC State University*

*Jonathan Casper, NC State University*

*Kimberly Bush, NC State University*

*Joshua Wright, NC State University*

*Virginia Blake, NC State University*

*Joel Pawlak, NC State University*

Saturday, June 04, 2022

11:40 AM - 12:00 PM

Trippe I

Finance/Economics 2

20-minute oral presentation (including questions)

### **Major-to-Occupation Patterns: A Longitudinal Analysis of a Division I Athletics Program**

*Tarale Murry, University of Michigan*

*Joseph Cooper, University of Massachusetts Boston ADVISOR*

Saturday, June 04, 2022

11:40 AM - 12:00 PM

Trippe II

Socio-cultural 10

20-minute oral presentation (including questions)

### **Understanding women coaches' learned coaching philosophies and behaviors in informal learning spaces**

*Shelby Masse, University of Connecticut*

*Laura Burton, University of Connecticut ADVISOR*

Saturday, June 04, 2022

11:40 AM - 12:00 PM

Trippe III

Teaching/Learning 2

20-minute oral presentation (including questions)

### **Overcoming Challenges of Offering Internships at Rural Regional Universities**

*Brian Menaker, Texas A&M University - Kingsville*

*Michael Odio, University of Cincinnati*

Saturday, June 04, 2022

11:40 AM - 12:00 PM

Venetian I

Marketing 19

20-minute oral presentation (including questions)

### **Earned Influence: Examining Emergent Leaders' Expressed Sentiment in Online Fan Communities**

*Blaine Huber, University of Massachusetts Amherst*

*Matthew Katz, University of Massachusetts Amherst ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian IV

11:40 AM - 12:00 PM

Marketing 20

20-minute oral presentation (including questions)

### **A Scale Development and Validation for Measuring Off-season Fan Engagement**

*Han Soo Kim, Texas A&M University*

*Minjung Kim, Texas A&M University ADVISOR*

12:00 PM - 1:00 PM

*Lunch*

Saturday, June 04, 2022  
Hope I

1:05 PM - 1:25 PM

Management 21

20-minute oral presentation (including questions)

### **NCAA Division I Swimming Coaches Who Voluntarily Exited the Profession**

*Kelsie Saxe, University of Tennessee, Knoxville*

*Lauren Beasley, University of Tennessee, Knoxville*

*Elizabeth Taylor, Temple University ADVISOR*

*Robin Hardin, University of Tennessee, Knoxville ADVISOR*

Saturday, June 04, 2022  
Hope II

1:05 PM - 1:25 PM

Management 21

20-minute oral presentation (including questions)

### **Diverse Hiring Committees in Collegiate Athletics: Effective Practice or Performative Exercise?**

*Jeffrey D. MacCharles, Michigan State University*

*Alysha Matthews, Michigan State University*

Saturday, June 04, 2022  
Hope III

1:05 PM - 1:25 PM

Governance/Policy 4

20-minute oral presentation (including questions)

### **The role of Athlete Agents in the context of Name, Image and Likeness Activities**

*Adriana Sekulovic, California Lutheran University*

Saturday, June 04, 2022 (virtual)  
Trippe I

1:05 PM - 1:25 PM

Finance/Economics 3

20-minute oral presentation (including questions)

### **Modeling the Impacts of Travel and Game Schedule on Team Performance: The case of the National Basketball Association**

*Jerred Wang, Miami University*

Saturday, June 04, 2022  
Trippe II

1:05 PM - 1:25 PM

Socio-cultural 11

20-minute oral presentation (including questions)

### **Diversity and Inclusion in Youth Sport: Organizational Practices and Their Impact**

*Cassandra Coble, Indiana University*

*Hope Grame-Zeller, Independent Scholar*

Saturday, June 04, 2022  
Trippe III

1:05 PM - 1:25 PM

Teaching/Learning 3

20-minute oral presentation (including questions)

### **Community-Campus Partnership: A critical organizational analysis from the perspective of leadership team members.**

*Sandeep Dutta, University of Connecticut*

*Jaime Morales, University of Connecticut*

2022 North American Society for Sport Management Conference (NASSM 2022)

*Kolin Ebron, University of Connecticut*  
*Justin Evanovich, University of Connecticut*  
*Jennifer McGarry, University of Connecticut ADVISOR*  
*Danielle DeRosa, University of Connecticut*  
*Patricia Bellamy-Mathis, University of Connecticut*

Saturday, June 04, 2022  
Venetian I

1:05 PM - 1:25 PM  
Marketing 21

20-minute oral presentation (including questions)

**A double-edged sword: An empirical analysis of Video Assistant Referee (VAR) on viewer experience**

*Ryan Chen, Florida State University*  
*Yang Xu, Florida State University*  
*James Du, Florida State University ADVISOR*  
*Joshua Newman, Florida State University ADVISOR*  
*Jeffrey James, Florida State University ADVISOR*

Saturday, June 04, 2022  
Hope I

1:30 PM - 1:50 PM  
Management 21

20-minute oral presentation (including questions)

**A view from the top: Managerial perceptions of expected benefits from the implementation of environmental practices**

*Niccola Todaro, Sant'Anna School of Advanced Studies*  
*Brian P. McCullough, Texas A&M University*  
*Tibero Daddi, Sant'Anna School of Advanced Studies*

Saturday, June 04, 2022  
Hope II

1:30 PM - 1:50 PM  
Method 1

20-minute oral presentation (including questions)

**Archival Research: An Outline of Theoretical and Practical Approaches for Sport Management Scholars**

*Tiffany Demiris, Louisiana State University*  
*Chad Seifried, Louisiana State University ADVISOR*

Saturday, June 04, 2022  
Hope III

1:30 PM - 1:50 PM  
Governance/Policy 4

20-minute oral presentation (including questions)

**Disrupting the status quo or supporting the structure: Examining potential inequities that may arise from the NCAA interim NIL Policy**

*Gregory Hobbs, University of Connecticut*  
*Shelby Masse, University of Connecticut*  
*Laura Burton, University of Connecticut ADVISOR*  
*Kiah DeVona, University of Connecticut*

Saturday, June 04, 2022  
Trippe I

1:30 PM - 1:50 PM  
Finance/Economics 3

20-minute oral presentation (including questions)

**Identifying and Quantifying Risk in NFL Players' Non-Guaranteed Base Salaries**

*N. David Pifer, Florida State University*  
*Christopher M. McLeod, University of Florida*



2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Trippe II

1:30 PM - 1:50 PM  
Socio-cultural 11

20-minute oral presentation (including questions)

**Exploring Sport Participants' Physical Activity Resiliency During the COVID-19 Pandemic**

*Lance Warwick, University of Illinois Urbana-Champaign*

*Norm O'Reilly, University of Maine ADVISOR*

Saturday, June 04, 2022  
Trippe III

1:30 PM - 1:50 PM  
Teaching/Learning 3

20-minute oral presentation (including questions)

**A NASSM community examination of the 2020/2021 academic job market**

*Natalie L. Smith, East Tennessee State University*

*Joshua Lupinek, Montclair State University*

*J. Hunter Gray, East Tennessee State University*

Saturday, June 04, 2022  
Venetian I

1:30 PM - 1:50 PM  
Marketing 21

20-minute oral presentation (including questions)

**Determinants of Subscription Renewal Behavior in Sport Spectatorship Services: A CHAID Decision Tree Modeling Approach**

*Yonghwan Chang, University of Florida*

*Clinton Warren, University of Minnesota*

*Matthew Katz, University of Massachusetts*

Saturday, June 04, 2022  
Venetian IV

1:30 PM - 1:50 PM  
Marketing 22

20-minute oral presentation (including questions)

**Too Masculine for Me? Analyzing the Moderating Effects of Consumption Gender on Motives and Online Consumption in Esports**

*Kyle Mau, Indiana University*

*Kelly Brummett, Indiana University*

*Wooyoung (William) Jang, University of West Georgia*

*Antonio Williams, Indiana University ADVISOR*

*Kevin Byon, Indiana University ADVISOR*

Saturday, June 04, 2022  
Hope I

1:55 PM - 2:15 PM  
Management 21

20-minute oral presentation (including questions)

**Understanding Organizational Justice and Job Satisfaction in Sport Organizations: A Moderated Mediation of Organizational Involvement and Perceived Mobility**

*Sangchul Park, Texas A&M University*

*Calvin Nite, Texas A&M University ADVISOR*

*Hyun-Woo Lee, Texas A&M University ADVISOR*

Saturday, June 04, 2022  
Hope II

1:55 PM - 2:15 PM  
Method 1

20-minute oral presentation (including questions)

**Speaking through your "knows": The use of decolonizing methodologies in sport management**

*Denise Kamyuka, Western University*

*Laura Misener, Western University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Hope III

1:55 PM - 2:15 PM

Law 1

20-minute oral presentation (including questions)

### **Women's Sport Coaches Perceptions of Title IX Compliance**

*Olivia Dwyer, University of North Carolina*

*Barbara Osborne, University of North Carolina*

*Erianne Weight, University of North Carolina ADVISOR*

Saturday, June 04, 2022  
Trippe I

1:55 PM - 2:15 PM

Marketing 23

20-minute oral presentation (including questions)

### **The impact of different types of NFL's corporate social responsibility on behavioral intentions among Generation Z fans**

*Wanyoung Ha, Washington State University*

*Yong Chae Rhee, Washington State University ADVISOR*

Saturday, June 04, 2022  
Trippe II

1:55 PM - 2:15 PM

Socio-cultural 11

20-minute oral presentation (including questions)

### **Mobile Emotional Geographies: Gendered Experiences of Power and Sexual Terror in Mass Participation Sport Events**

*Mona Mirehie, Indiana University Purdue University Indianapolis*

Saturday, June 04, 2022  
Trippe III

1:55 PM - 2:15 PM

Teaching/Learning 3

20-minute oral presentation (including questions)

### **The world's most popular management simulation: Using fantasy sports as a teaching tool**

*Timothy D. Ryan, University of Memphis*

*Michael Hutchinson, University of Memphis*

*Cody T. Havard, University of Memphis*

Saturday, June 04, 2022  
Venetian I

1:55 PM - 2:15 PM

Marketing 21

20-minute oral presentation (including questions)

### **Exploring Context-Dependent Goal Pursuits among Season Ticket Holders in College Sports**

*Gyujik Han, University of Florida*

*Yonghwan Chang, University of Florida ADVISOR*

*Yong Jae Ko, University of Florida ADVISOR*

Saturday, June 04, 2022  
Venetian IV

1:55 PM - 2:15 PM

Marketing 22

20-minute oral presentation (including questions)

### **What's your club? How fanship is built through psychological ownership**

*Taegeu BOK, Seoul National University*

*Seongjin PARK, Seoul National University*

*Jiho LEE, Seoul National University*

*Yukyoum KIM, Seoul National University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022

2:20 PM - 2:40 PM

Hope I

Management 21

20-minute oral presentation (including questions)

### **“Another scapegoat is gone, but now what?”: Exploring the spillover effects of turnover decisions on coaches and staff members**

*Matheus Galdino, Bielefeld University, Germany*

*Pamela Wicker, Bielefeld University, Germany ADVISOR*

Saturday, June 04, 2022

2:20 PM - 2:40 PM

Hope II

Method 1

20-minute oral presentation (including questions)

### **Positionality and Reflexivity in Sport Management Research**

*George Cunningham, Texas A&M University*

*Elizabeth Delia, University of Massachusetts*

*E. Nicole Melton, University of Massachusetts Amherst*

Saturday, June 04, 2022

2:20 PM - 2:40 PM

Hope III

Management

20-minute oral presentation (including questions)

### **Analyzing college choice decisions of ncaa division ii transfer student-athletes**

*Eric Kramer, Troy University*

*Michael Carroll, Troy University ADVISOR*

Saturday, June 04, 2022

2:20 PM - 2:40 PM

Trippe I

Marketing 23

20-minute oral presentation (including questions)

### **Sports Betting Participation, Addiction Tendency and Sports Consumption Behavior**

*Sojung Lee, Seoul National University*

*Junemin Rhi, Seoul National University*

*Joon-Ho Kang, Seoul National University ADVISOR*

*Yukyoun Kim, Seoul National University ADVISOR*

Saturday, June 04, 2022

2:20 PM - 2:40 PM

Trippe II

Marketing 24

20-minute oral presentation (including questions)

### **Vicarious achievement: sport fans' simulation and memory from others' achievement**

*Namkyeong Jang, Seoul National University*

*Yuseung Doh, Seoul National University*

*Se Young Jung, Seoul National University*

*Taegeu Bok, Seoul National University*

*Yukyoun Kim, Seoul National University ADVISOR*

Saturday, June 04, 2022

2:20 PM - 2:40 PM

Trippe III

Teaching/Learning 3

20-minute oral presentation (including questions)

### **A Sport Management faculty guide to launching collegiate esports programs**

*Paul Christianson, Barton College*

*Joey Gawrysiak, Shenandoah University*

*Seth Jenny, Slippery Rock University of Pennsylvania*

*Christopher Scroggins, Shenandoah University*

*Eugene Frier, Texas Wesleyan University*

2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Venetian I

2:20 PM - 2:40 PM  
Marketing 21

20-minute oral presentation (including questions)

**Effects of Hope and False Hope on Eating in Sport Spectators: When False Hope Deviates the Hope Account**

*Yonghwan Chang, University of Florida*

*Rochelle Owens, University of Florida*

Saturday, June 04, 2022  
Venetian IV

2:20 PM - 2:40 PM  
Marketing 22

20-minute oral presentation (including questions)

**How Can My Group Members Have More Steps Than Me? A Mobile-App Driven Experiment to Explore Psychological Social Comparisons and Their Influence on 5k Event Participation**

*Inje Cho, University of Florida*

*Kyriaki Kaplanidou, University of Florida ADVISOR*

Saturday, June 04, 2022  
Hope I

2:45 PM - 3:05 PM  
Management 21

20-minute oral presentation (including questions)

**Disentangling the Effects of Job Stress, Supervisor Support, and Job Satisfaction on the Organizational Turnover Intentions of NCAA Employees during the COVID-19 Pandemic**

*Michael Sagas, University of Florida*

*Elodie Wendling, University of Florida*

Saturday, June 04, 2022  
Hope II

2:45 PM - 3:05 PM  
Method 1

20-minute oral presentation (including questions)

**What are Sport Consumers Talking About? Topic Modeling for Brand-Affiliated Twitter Content**

*Liz Wanless, Ohio University*

*Heather Kennedy, University of Massachusetts - Boston*

*Ann Pegoraro, University of Guelph*

Saturday, June 04, 2022  
Hope III

2:45 PM - 3:05 PM  
Law 1

20-minute oral presentation (including questions)

**A brave new world: Exploring NIL changes through a “fruits of labor,” justification**

*John Grady, University of South Carolina*

Saturday, June 04, 2022  
Trippe I

2:45 PM - 3:05 PM  
Marketing 23

20-minute oral presentation (including questions)

**The effect of Ad-Evoked Nostalgia on Attitude, Emotions and Supporting Behavior**

*Junemin Rhi, Seoul National University*

*Sojung Lee, Seoul National University*

*Joon-Ho Kang, Seoul National University ADVISOR*

*Yukyoum Kim, Seoul National University ADVISOR*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Trippe II

2:45 PM - 3:05 PM  
Marketing 24

20-minute oral presentation (including questions)

### **SportsGen: A Proposed Model and Analysis of Sport Generational Frameworks**

*Mark Lyberger, Kent State University*  
*Brian Yim, Kent State University*  
*Curtis Good, Kent State University*  
*Larry McCarthy, Seton Hall University*

Saturday, June 04, 2022  
Trippe III

2:45 PM - 3:05 PM  
Teaching/Learning 3

20-minute oral presentation (including questions)

### **Student Motivation in an Online Course: Creating Opportunities for Choice**

*Tiffany Edgar, Wayne State University*

Saturday, June 04, 2022  
Venetian I

2:45 PM - 3:05 PM  
Marketing 21

20-minute oral presentation (including questions)

### **Myth behind Delightful Grind: Deciphering the Meaning of Involvement and Membership at a Collegiate Rowing Club**

*Yang Xu, Florida State University*  
*James Du, Florida State University ADVISOR*  
*Jeffrey James, Florida State University ADVISOR*

Saturday, June 04, 2022  
Venetian IV

2:45 PM - 3:05 PM  
Marketing 22

20-minute oral presentation (including questions)

### **You raise me up: How vicarious achievement affects sport fans' motivational strengths**

*Namkyeong Jang, Seoul National University*  
*Se Young Jung, Seoul National University*  
*Yuseung Doh, Seoul National University*  
*Jiho Lee, Seoul National University*  
*Yukyoun Kim, Seoul National University ADVISOR*

3:25 PM – 4:25 PM  
60-min Symposia II

Saturday, June 04, 2022  
Hope I

3:25 PM - 4:25 PM  
Symposium 2

60-minute symposium, roundtable, or workshop

### **Text mining in sport management research**

*Yoseph Mamo, Tennessee State University*  
*Damon Andrew, Florida State University*

## 2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022

3:25 PM - 4:25 PM

Hope II

Symposium 2

60-minute symposium, roundtable, or workshop

### **Strategies for recruiting underrepresented racial minorities into sport management programs: A**

#### **Workshop Sponsored by the Diversity and Inclusion Committee**

*Jeff MacCharles, Michigan State University*

*Tiesha Martin, Radford University*

*NaRi Shin, University of Connecticut*

*Robert Turick, NCAA*

*Cynthia Veraldo, Mount St. Joseph University*

Saturday, June 04, 2022

3:25 PM - 4:25 PM

Hope III

Symposium 2

60-minute symposium, roundtable, or workshop

### **Social Media as an Agent of Change in Sport**

*Abeza Gashaw, Towson University*

*Rebecca Achen, University of the Pacific*

*Beth Cianfrone, Georgia State University*

*Evan Frederick, University of Louisville*

*Yoseph Mamo, Tennessee State University*

*Norm O'Reilly, Maine University*

*Jimmy Sanderson, Texas Tech University*

*Yiran Su, University of Georgia*

*David Wagner, Munich Business School*

Saturday, June 04, 2022

3:25 PM - 4:25 PM

Trippe I

Symposium 2

60-minute symposium, roundtable, or workshop

### **Post-covid lessons for sport management: the future of the academy and industry**

*Robert Baker, George Mason University*

*James Strobe, Ohio University*

*Pam Baker, George Mason University*

*Andy Gillentine, University of South Carolina*

*Jennifer McGarry, University of Connecticut*

*Lynn Ridinger, Old Dominion University*

*Donna Pastore, Ohio State University*

Saturday, June 04, 2022

3:25 PM - 4:25 PM

Trippe II

Symposium 2

60-minute symposium, roundtable, or workshop

### **What is Blackness to Sport Management? Reckoning with Anti-Black Racism in the Field**

*John Singer, Texas A&M University*

*Chen Chen, University of Connecticut*

*Nefertiti Walker, UMass Amherst*

*Nicole Melton, UMass Amherst*

*Kwame Agyemang, Ohio State University*

2022 North American Society for Sport Management Conference (NASSM 2022)

Saturday, June 04, 2022  
Trippe III

3:25 PM - 4:25 PM

Symposium 2

60-minute symposium, roundtable, or workshop

**Putting the “game” back in gamification: An iterative approach to teaching sport and social issues**

*Randall J. Griffiths, University of the Incarnate Word*

*Jacob K. Tingle, Trinity University*

*Emily S. Sparvero, The University of Texas at Austin*

Saturday, June 04, 2022  
Venetian I

3:25 PM - 4:25 PM

Symposium 2

60-minute symposium, roundtable, or workshop

**Social media role played project in planning and implementation**

*Mei-Lin Yeh-Lane, American International College*

*Christopher Lane, Springfield Public Schools*