

**Sport Marketing Association
SMA IX Annual Conference
Houston, Texas
October 25-28, 2011**

Wednesday, October 26th

6:30pm-7:30pm – Reliant Stadium

An Examination of Predictors of Watching Television Sport Programming

Ryan K. Zapalac, Sam Houston State University; Daniel L. Wann, Murray State University; Frederick G. Grieve, Western Kentucky University; Paula M. Parker, East Stroudsburg University; Julie A. Partridge, Southern Illinois University

Game Attendance Factors at a Division I University

Christina L. Martin, Troy University; Rawia Elsi, Troy University; Minkil Kim, Troy University; Laura L. Miller, California University of Pennsylvania

Green Legitimacy through Alliances: The Case of Greenpeace and the Sydney Olympics

Brian P. McCullough, Bowling Green State University

Big-Time Athletics and the 'Collegiate Ideal'

Bryan L. Finch, Oklahoma State University; Aaron W. Clopton, University of Kansas

Go Daddy: Provocative, Suggestive, and Prosperous

Jason W. Lee, University of North Florida; Christopher Keshock, University of South Alabama; Liz Gregg, Jacksonville University; Kim Miloch, Texas Woman's University

An Examination of Sport Video Game as a Marketing Communication Tool: Hierarchy Effect Model Approach

Yongjae Kim, Kutztown University of Pennsylvania; Seungbum Lee, University of Akron

Racial Identity, Sport-Race Fit, and Sport Identification

George B. Cunningham, Texas A&M University; Woojun Lee, Texas A&M University

Establishing a Strategic View of Sports Events: Multiphase Brand Experience

Lana L. Huberty, University of Minnesota; Megan Shreffler, University of Minnesota; Jinhee Yoo, University of Minnesota; Eric Brownlee (Advisor), University of Minnesota; Stephen D. Ross (Advisor), University of Minnesota

Required Donations: Prospect Theory & Per-Seat Contribution Frames

Jason D. Reese, University of Mary Hardin-Baylor; Brandon Brown, Texas A&M University; Gregg Bennett (Advisor), Texas A&M University

Golfers' Perceptions concerning Golf Course Attributes: Using Importance-Performance Analysis (IPA)

Bum-Gyu Im, Yonsei University; Kwang Yong Lee (Advisor), Yonsei University; Doyeon Won (Advisor), Yonsei University

Product and Marketing Factor Influence upon Student FBS Game Attendance

Lane T. Wakefield, Baylor University; Jeffrey C. Petersen (Advisor), Baylor University

The Relationship between Spectator Motives and Media Consumption Behavior in College Football Events

Chanho Kang, Texas A&M University; Gregg Bennett (advisor), Texas A&M University

Demographic Differentiation of Market Demand of Professional Women's Basketball Game Events in Korea

Sophia D. Min, University of Georgia; Ryan T. Wang, University of Georgia; James J. Zhang, University of Georgia

How Self-Sport Relationships in Basketball Participation Mediate Spectator Demographic Influences on Watching Basketball Games

Li-Shiue Gau, Asia University; Arch G. Woodside, Boston College

CBS Promotion of Future Programming during the 2011 NCAA Tournament

John A. Fortunato, Fordham University

Brand awareness of different advertising executions in sport video games

Patrick Walsh, Indiana University; Matthew Zimmerman, Indiana University; Galen Clavio, Indiana University; Antonio Williams, Indiana University

Strategies for Non Profit Grassroots Sport Events

Adrien Bouchet, The University of Tulsa; Denise Parris, Texas A&M University; Jon Wealty – Peachy, Texas A&M University

Implementation of re-branding strategy of a Korean professional basketball team: A case study of Korea Telecom (KT) Sonic Boom

J. Andrew Choi, University of San Francisco

Cross-Cultural Differences in Consumer Decision-Makings Styles for Sport Products

Sungwon Bae, Texas Tech University; Doris Lu-Anderson, California State University; Junya Fujimoto, Osaka University; Jaeyeon Hwang, University of South Dakota

Assigning an Educational Novel and Student Role-Playing Project in a Sports Marketing Course

Larry Crumbley, Louisiana State University; Katherine T. Smith, Texas A&M University

Teaching Revenue Generation in Sport Administration at The University of Tulsa

Adrien Bouchet, University of Tulsa

Membership in a Sport Brand Community: Sense of Community and Participation

David P. Hedlund, Florida State University; Jeffrey D. James (Advisor), Florida State University

Learning Motivation and Satisfaction Model on the Marketing of Physical Education

Hsin Chung Chen, University of Northern Colorado; Lamar Reams, University of Northern Colorado; David K. Stotlar (Advisor), University of Northern Colorado

The College Facebook Arena: Big 12 vs. SEC 2010

Jacquelyn Wilson, Texas Woman's University; Laci Wallace, Texas Woman's University; Kimberly Miloch (Advisor), Texas Woman's University

Thursday, October 27th

5:30pm – 6:30pm – Toyota Center

Sport Organization Social Advocates: Roles of Reputation and Team Identification

Mar Magnusen, Baylor University; Sungil Hong, Florida State University; Yu Kyoum Kim, Florida State University; Michelle Brimecombe, Cazenovia College

Understanding professional softball fans experience using Importance - Satisfaction Analysis

Seungbum Lee, University of Akron; Yongjae Kim, Kutztown University of Pennsylvania

Motivational Factors Affecting College Student Volunteerism: A Gender and Employment Comparison

Sungwon Bae, Texas Tech University; Hyuck-Gi Lee, Texas Tech University; Dana Massengale, Texas Tech University; Soonhwan Lee, Indiana University-Purdue University Indianapolis

Building Corporate Image through Charitable Sporting Event: Mediating Role of Corporate Social Responsibility

Woo-Young Lee, University of Central Missouri; Youngjin Hur, University of Central Missouri; Jinwook Jason Chung, Indiana University; Chad Witkemper, Indiana University

Town and Gown? NCAA Division III Athletics as Social Anchors

Aaron W. Clopton, University of Kansas; Matthew Katz, University of Texas; Bryan L. Finch, Oklahoma State University

There's More to a Sports Brand than Meets the Eye: The Strategic Use of Music in Sports

Khalid Ballouli, University of South Carolina; Gregg Bennett, Texas A&M University; Michael Hutchinson, Coastal Carolina University

A Qualitative Examination of the Perspective of Disability Sport Executives on Sport Promotion and the Acquisition of Sponsors

Michael Cottingham II, Southern New Hampshire University; Brian Gearity, University of Southern Mississippi; Kevin K. Byon, University of Georgia; Lilian H. Hill, University of Southern Mississippi

Brand Attributes, Attitudes, and Involvement: Action Sports Sponsors and Events

Jason D. Reese, University of Mary Hardin-Baylor; Gregg Bennett (Advisor), Texas A&M University

Corporate Social Responsibility: Internal Marketing Tool for Identification and Commitment

Priscila Alfaro-Barrantes, Florida State University; Thomas F. McMorrow, Jr., Florida State University; Yu Kyoum Kim (Advisor), Florida State University

How Changing Mascots Would Affect Brand Equity of Sport Teams? Development of Theoretical Framework

Cony M. Ho, University of Florida; Ryan, T. Wang, University of Florida; James J. Zhang (advisor), University of Georgia

Marketing the Department of Kinesiology at Texas Woman's University

Amanda Glenn, Texas Woman's University; Kimberly Miloch (Advisor), Texas Woman's University

The Value of Relationship Marketing among Universities and Student Athletes

Dylan P. Williams, Louisiana State University; Chad Seifried (Advisor), Louisiana State University

Are Fantasy Sports a Threat to Professional Sports Franchises?

Arne Baruca, University of Texas – Pan American; Jason Flores, University of Texas – Pan American;
Roberto Saldivar, University of Texas – Pan American

A Conceptual Model for Understanding of Online Purchase Intentions of Licensed Sport Merchandise

Jinhee Yoo, University of Minnesota; Stephen D. Ross, University of Minnesota; Eric Brownlee,
Gannon University

Cataloguing Fan Perceptions of Rival Teams in Intercollegiate Athletics

Cody T. Havard, University of Memphis

The Importance of FIT in Sport Sponsorships

Jaime Orejan, Winston Salem State University; Greg Letter, Adelphi University

Sports Celebrity Endorsements Does Increase Brand Equity

Fernando Pardo, Ryerson University

Redefining the Collegiate Brand: Traversing the Crowded Sport Marketplace

Jessica R. Braunstein-Minkove, Townson University

Sport Identity and Motives of Rugby League Supporters in Australia

Thomas J Cieslak, Eastern Michigan University; Daniel Sutic, University of Western Sydney;
Wayne Fallon, University of Western Sydney; Sam Fullerton, Eastern Michigan University

Video Streaming at the Intersection of Copyright, Constitutional, and Internet Law

Barbara Osborne, University of North Carolina at Chapel Hill; Paul Batista, Texas A&M University

Mountain Lion Marketing - Collaboration between athletics and the business school

Glenn Steimling, University of Colorado-Colorado Springs; Nathan Gibson, University of Colorado-
Colorado Springs; Jessika Dewaha-Williams, University of Colorado-Colorado Springs; Karlee Gradisar,
University of Colorado-Colorado Springs

The Great Recession: Economic Downturn and the Consumer Behavior of Fans of Professional Sport

Katharine A. Burakowski, University of Northern Colorado; Rebecca L. Stewart, University of Northern
Colorado

Message Framing Effects and Involvement in Cause Related Sport Marketing Programs

Mujde Yuksel, University of Massachusetts-Amherst; Kevin Snyder, University of Massachusetts-Amherst

The Downside of Brand Dominance: Examining the Impact of Brand Erosion

Timothy B. Kellison, Florida State University; Jordan R. Bass, Florida State University;
Jeffrey D. James (advisor), Florida State University

Content Analysis of PGA and LPGA Grand Slam Tournaments' Websites

Sun J. Kang, University of Louisville; Gayle Workman (Advisor), Barry University

Expansion of Instant Replay in Major League Baseball

Rebecca Woolard, University of South Carolina; Glenda J. Alvarado (Advisor), University of South Carolina

Friday, October 28th

8:00am-9:00am – Minute Maid Park

A Two-Dimensional Analysis of the Relationships between Personal Values and Spectator Sports Values

Li-Shiue Gau, Asia University; Jong-Chae Kim, University of Tennessee-Martin

Communicating the Safety and Security Message at Sporting Events

Stacey A. Hall, University of Southern Mississippi

The Congruence between an Athlete's Charity and the Respective Team's CSR Program

Minhong Kim, University of Florida; Matthew Walker (Advisor), University of Florida

New Technology and Media in Sport Sponsorship: Performing Activational Leverage from an Exchange Perspective

Windy Dees, University of Miami

Exploring Students' Attitudes toward Japanese-Written Sponsorships in American Ballparks

Yosuke Tsuji, University of the Ryukyus; Shinya Nagatomi, Osaka University; Hirotaka Matsuoka, Waseda University; Etsuko Ogasawara, Juntendo University

Competition for a Cause: A Special Case of Experiential Learning in the Classroom

Laura L. Miller, California University of Pennsylvania; Ashley G. Bowers, Southeastern Louisiana University; Brian D. Wood, California University of Pennsylvania

A Cross-Cultural Analysis on Motivational Factors of Spectators Attending Professional Baseball Games

Jaeman Son, University of Southern Mississippi; Kevin Byon (advisor), University of Georgia; Dan Drane (advisor), University of Southern Mississippi

Meaning Transfer between Events and Brands: An Analysis of Indian Premiere League

Rajdeep Chakraborti, IBS, Hyderabad; Arne Baruca, University of Texas-Pan American

Athlete Management and Satisfaction in a Gambling-Legal Bicycle Racing Business in South Korea

Kae-Sung Moon, University of Florida; Yong Jae Ko (Advisor), University of Florida; Daniel P. Connaughton, University of Florida; Jeoung Hak Lee, Kyung Hee University

Endorser Fit: A Racial Identity Perspective

Astin D. Steward, Texas A&M University; George B. Cunningham (Advisor), Texas A&M University

University and Team Identification amongst African Americans in Baseball

Nicole Melton, Texas A&M University; Gregg Bennett (Advisor), Texas A&M University

Impact of Digital Technologies and Emerging Media on Brand Awareness in Sport

Mahdi Bigdely, Allameh Tabatabaei University; Habib Honari, Allameh Tabatabaei University; Hamid Ghasemi, Karaj Islamic Azad University; Seyyed Mohammad, Enghelab Sport Complex; Hossein Hashemi, Enghelab Sport Complex

Consumer Motivation Dynamic Pricing for Tickets and Other Products

Jordan I. Kobritz, Eastern New Mexico University; Glenn Steimling, University of Colorado at Colorado Springs; Richard Sebastian, Saint Cloud State University

Logo Change in Sport Team: The Effects of Logo Redesign on Brand Attitude

Young Ik Suh, Claflin University; Taesoo Ahn, Merrimack College

Analysis of the Looks of 2007 CPBL All-star game Players

Kai-Li Wang, Yu-Da University

Full-Court Press: The Swift Rise of IMG College

Stephen W. Dittmore, University of Arkansas; Shannon T. McCarthy, University of Arkansas

Three Corporate Sponsor Perspectives on Collegiate Sport Partnerships

Glenda J. Alvarado, University of South Carolina

A Proposed Framework of Marketing of International Sport Events

Yu Huang, National Hsinchu University

Online sport media-subscription motives and media-use behaviors

Robin Hardin, University of Tennessee; Win Koo, University of Arkansas; Stephen Dittmore, University of Arkansas

Does Brand Leadership Matter? It's Role in Predicting Sport Brand Consumption

Yonghwan Chang, University of Florida; Yong Jae Ko (Advisor), University of Florida

NCAA Sanction Impacts on Perceptions of a College Football Brand

Dylan P. Williams, Louisiana State University; Adam G. Pflugor, Louisiana State University; Aaron W. Clopton (Advisor), University of Kansas

Athlete Brand Image: A Gender Segmentation Strategy

Akiko Arai, University of Florida; Yong Jae Ko (Advisor), University of Florida

Establishing a typology of social media use in sport

Chad Witkemper, Indiana University; Jinwook Chung, Indiana University; Woo-Young Lee, University of Central Missouri