

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

**Wednesday, October 26<sup>th</sup>**

1:30pm – 2:00pm (Breakout Sessions)

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| Yankee  | <b>CSR Approach to Sport Events: Managing Towards Triple Bottom Line</b><br>Xinquan (Sheena) Yang, University of Texas at Austin   |
| Fenway  | <b>Consumer Knowledge of Brand Extensions versus Team Licensed Product</b><br>Isabell Rhenwick, Indiana University; Antonio Williams (Advisor), Indiana University; Patrick Walsh (Advisor), Indiana University; Adia Waldburger, Indiana University   |
| Wrigley | <b>Motivations behind Fantasy Football League Participation</b><br>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 |

2:00pm – 2:30pm (Breakout Sessions)

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|---------|--|
| Yankee  | <b>eSports Consumption Motives: Comparison to Traditional Sport Involvement</b><br>Donghun Lee, Ball State University; Linda J. Schoenstedt, Xavier University |
| Fenway  | <b>The FAMOUS Star: A Pedagogic Model of Sport Event Marketing</b><br>Steve Chen, Morehead State University; Ron Dick, Duquesne University                     |
| Wrigley | <b>Making a Fan: Identification at a NCAA Division II University</b><br>Michael Farris, Northern Kentucky University; Joe Cobbs, Northern Kentucky University  |

**BREAK**

2:45pm – 3:15pm (Breakout Sessions)

- Yankee                    **Revenue Management in Sport: An Examination of Dynamic Ticket Pricing and Secondary Market Prices in MLB**  
Stephen L. Shapiro, Old Dominion University; Joris Drayer, Temple University
- Fenway                    **Viewership Maximization in Non-NFL Markets**  
Scott Tainsky, University of Illinois; Chad D. McEvoy, Illinois State University;  
Mateusz Jasiele, University of Illinois
- Wrigley                    **Brand Building with Team Music: The Impact of Musical Fit on Shopping Outcomes**  
Khalid Ballouli, University of South Carolina; Gregg Bennett, Texas A&M University; Michael Hutchinson, Coastal Carolina University

3:15pm – 3:45pm (Breakout Sessions)

- Yankee                    **Consumers from Emerging Markets: Perceptions and Attitudes toward Global Sporting Brands**  
Kim Chiyoung, University of Texas at Austin; Bob Heere (advisor), University of Texas at Austin
- Fenway                    **Major and Minor League Sales: A Job Postings Content Analysis**  
Jeffrey C. Petersen, Baylor University; David A. Pierce, Ball State University;  
Lawrence W. Judge, Ball State University
- Wrigley                    **Fan Motives to Consume Ultimate Fighting Championship (UFC) Pay-Per-View (PPV) Events**  
Lamar Reams, University of Northern Colorado; Hsin Chung Chen, University of Northern Colorado

**Thursday, October 27<sup>th</sup>**

8:30am – 9:00am (Breakout Sessions)

- Yankee                    **The Dynamic Marketing Strategies of Professional Sport Teams Engaged in Pro-Environmental Initiatives**  
Timothy B. Kellison, Florida State University; Yu Kyoum Kim (advisor), Florida State University
- Fenway                    **The Conceptual Linkages among Acculturation, Ethnic Identity, Points of Attachment, and Consumption Behavior in Spectator Sports**  
Jae-Pil Ha, University of Louisville; T. Chris Greenwell (Advisor), University of Louisville; Jae-Hyun Ha, College of Saint Rose
- Wrigley                    **The Influence of Sports Lottery Participation on Sports Consumer Behavior**  
Lucy Jiesun Lee, Florida State University; Jeffrey James (Advisor), Florida State University

9:00am – 9:30am (Breakout Sessions)

- Yankee                    **All Together Now?: Analyzing the Interaction between Sales and Marketing Departments within the Professional Sport Team Setting**  
Steve McKelvey, University of Massachusetts – Amherst; Kevin Snyder, University of Massachusetts – Amherst; William Sutton, University of Central Florida
- Fenway                    **Assessing Corporate Social Responsibility (CSR) in China’s Sports Lottery Industry and Its Influence on Consumption Behavior**  
Hai Li, University of Florida; Luke Lunhua Mao, University of Florida; James J. Zhang (advisor), University of Georgia
- Wrigley                    **Social Identification and Brand Equities on Global Sporting Events**  
Hyun-Woo Lee, Florida State University; Young Do Kim, Florida State University; Kyle Stephen Bunds, Florida State University

9:30am – 10:00am (Breakout Sessions)

- Yankee                    **Sponsorship Awareness and Purchase Intentions of Road Race Series Participants**  
Andrea N. Eagleman, Indiana University-Purdue University Indianapolis
- Fenway                    **Consumers’ Attraction to LGBT-Inclusive Fitness Clubs**  
George B. Cunningham, Texas A&M University; E. Nicole Melton, Texas A&M University
- Wrigley                    **Consumer Awareness and Brand Identification of the Youth Olympics Games**  
Jeffrey C. Petersen, Baylor University; Elizabeth Wanless, Ball State University; David Bellar, University of Louisiana at Lafayette; Karin Surber, Cisco Systems; Lawrence W. Judge, Ball State University

**BREAK**

10:15am – 10:45am (Breakout Sessions)

- Yankee                    **Examination of Sport Sponsorship Effects on Retailers’ Perceived Service Quality (SERVQUAL)**  
Sanghak Lee, Johnson and Wales University – Charlotte
- Fenway                    **Globalizing Sport Management Curriculum: An Analysis of Benefits of a Short-Term Study Abroad Program**  
J. Andrew Choi, University of San Francisco; Myoung Jin Kim, Illinois State University; S. Roger Park, Gonzaga University
- Wrigley                    **Sport Teams as Brand Extensions: A Case of Taiwanese Baseball**  
Patrick Walsh, Indiana University; Chih-I James Chien, National Taipei University; Stephen D. Ross, University of Minnesota

10:45am – 11:15am (Breakout Sessions)

- Yankee                    **What Are They Looking For? An investigation of North American Professional Niche Sport Sponsorship Objectives**  
Greg Greenhalgh, Virginia Commonwealth University
- Fenway                    **The Development and Validation of the Motivation Scale for Disability Sport Consumption**  
Michael Cottingham II, Southern New Hampshire University; Dennis Phillips, University of Southern Mississippi; Michael Carroll, Troy University; Dan Drane, University of Southern Mississippi; Brian Gearity, University of Southern Mississippi
- Wrigley                    **Lessons Learned From Implementing an ePortfolio System: Assessing Sport Management Students' Learning for Career Placement**  
Timothy D. DeSchrive, University of Delaware; Kathleen Langan Pusecker, University of Delaware; Edgar N. Johnson, University of Delaware  
**\* Note: This session will continue until 11:45am**

11:15am – 11:45am (Breakout Sessions)

- Yankee                    **Outbound Ticket Sales in College Sports: Examining Scope and Effectiveness**  
Nels Popp, Illinois State University; Chad McEvoy, Illinois State University
- Fenway                    **Extreme Sports: Consumer Behavior and Market Demand of a New Extreme Sport from Supercross**  
Brenda Pitts, Georgia State University; Doris Lu-Anderson, California State University; Natasha Brison, Georgia State University; Dusty Bennett, Georgia State University; Eric Cheek, Georgia State University; Robert Cliatt, Georgia State University; Ashley Collins, Georgia State University; Joe DeVito, Georgia State University; Cavan Fosnes, Georgia State University
- Wrigley                    **Lessons Learned From Implementing an ePortfolio System: Assessing Sport Management Students' Learning for Career Placement**  
Timothy D. DeSchrive, University of Delaware; Kathleen Langan Pusecker, University of Delaware; Edgar N. Johnson, University of Delaware  
**(continuation from 10:45am session)**

**LUNCH**

1:45pm – 2:15pm (Breakout Sessions)

- Yankee                    **Ideal Product / Ideal Time: The “Luv Ya Blue” Houston Oilers**  
Ryan K. Zapalac, Sam Houston State University; Daniel L. Wann, Murray State University; Brent C. Estes, Sam Houston State University; Emily A. Roper, Sam Houston State University
- Fenway                    **Assessing NBA Fans Online Criteria Of Satisfaction (FOCS) – Proposition of a Conceptual Model**  
Nicolas Lorgnier, Canisius College; Yann Abdourazakou, Canisius College; Shawn O'Rourke, Canisius College
- Wrigley                    **Recovery Marketing for Teams Relegated from the English Premier League**  
Eric C. Schwarz, Saint Leo University; Daniel Malta, Saint Leo University; Richard Truncale, Saint Leo University

2:15pm – 2:45pm (Breakout Sessions)

- Yankee                    **Exploring Fantasy Baseball Consumer Behavior: Examining the Relationship between Points of Attachment, Fantasy Participation, and Consumption**  
Stephen L. Shapiro, Old Dominion University; Joris Drayer, Temple University; Brendan Dwyer, Virginia Commonwealth University
- Fenway                    **Do “Green” College Football Stadiums Impact Consumer Behavior?**  
Eric A. Brownlee, Gannon University; Stephen D. Ross, University of Minnesota; Anna Resman, University of Minnesota; Clinton Warren, Eastern Illinois University
- Wrigley                    **Place Role in Soccer League of Iran, South Korea and Japan**  
~~Reza Mohammadkazemi, University of Tehran~~

**BREAK**

3:00pm – 3:30pm (Breakout Sessions)

- Yankee                    **Future Intentions or Past Behavior: Which Best Describes Sports Attendance?**  
Larry Neale, Queensland University of Technology; Sam Fullerton, Eastern Michigan University
- Fenway                    **Testing American Football Consumption Model of Asians in the United States Using Acculturation and Ethnic Identity**  
Jae-Pil Ha, University of Louisville; T. Chris Greenwell (Advisor), University of Louisville
- Wrigley                    **Residents’ Perception on Social Impacts of Hosting Formula One Korean Grand Prix**  
Wonyoung Kim, University of Southern Mississippi; Ho-Mun Jun (Advisor),

Mokpo National University; Dan Drane (Advisor), University of Southern Mississippi

3:30pm – 4:00pm (Breakout Sessions)

- Yankee                    **A Content Analysis of Sport Marketing Quarterly (1992-2011)**  
Ted B. Peetz, University of Nevada – Las Vegas; Lamar Reams, University of Northern Colorado; Nancy Lough (Advisor), University of Nevada – Las Vegas
- Fenway                    **An Examination of Sport Consumers' Twitter Usage**  
Matthew Blaszka, Georgia State University; Beth A. Cianfrone (Advisor), Georgia State University
- Wrigley                    **Consumer Acceptance of a "New" Sport in the Global Marketplace: Development of a Theoretical Framework**  
Luke Lunhua Mao, University of Florida; James J. Zhang (advisor), University of Georgia; Daniel P. Connaughton (advisor), University of Florida

**Friday, October 28<sup>th</sup>**

9:00am – 9:30am (Breakout Sessions)

- Boardroom                **Segmenting Cause-Related Sport Event Participants**  
So Youn Lim, University of Texas at Austin; Toshiyuki Ogura, University of Texas at Austin; B. Christine Green, University of Texas at Austin
- Valley Eagle              **Information-Processing Model for Sport Web Advertisement: Product Value and Involvement Perspective**  
Wonseok Jang, University of Florida; Yong Jae Ko (Advisor), University of Florida
- The Depot                **A Content Analysis of Sports Illustrated for Kids Advertisements, 2000-2010**  
Erin McNary, Fontbonne University
- Sunshine Limited        **Building Brand Associations: Examining Fitness Club Antecedents**  
Antonio S. Williams, Indiana University; Wan Yong Choi, Indiana University; Dae Yeon Kim, Indiana University; Paul M. Pedersen, Indiana University

9:30am – 10:00am (Breakout Sessions)

- Boardroom                **Corporate Reputation and the Risk of Ambush Marketing**  
Kihan Kim, Seoul University; Lira Yun, Seoul University
- Valley Eagle              **Appeals of Expression in Athlete Product Endorsement on Facebook**  
Alexandria Pantaleoni, Indiana University; Galen Clavio (Advisor), Indiana University
- The Depot                **Consumers' Evaluation of Golf-Products: The Roles of Extrinsic Product Cues**  
Sung-Woo Bae, Pusan National University; Jae-Hyun Ha, College of St. Rose; Na-Young Choo, Pusan National University; Song-Hyun Cho, Pusan National University; Yong-Chae Rhee, University of Florida; Yong Jae Ko, University of Florida

Sunshine Limited **Consumer Recognition of Product Endorsement by Professional Athletes**  
Frank R. Veltri, University of Colorado-Denver; Vish Iyers, University of Northern Colorado; John Miller, Troy University; Clay Daughtrey, Metro State College of Denver

10:00am – 10:30am (Breakout Sessions)

Boardroom **Is Tiger Out of the Woods? Negative Endorser Behavior Impact**  
Carol L. Bruneau, University of Montana; Anthony Crawford, University of Montana

Valley Eagle **Understanding Consumers' Perception and Attitude toward Technology in Sports Officiating**  
Jihoon Kim, University of Florida; Yong Jae Ko (Advisor), University of Florida

The Depot **Value-based Brand Loyalty toward Technology Products within Sport Industries**  
Yong Jae Ko, University of Florida; Yonghwan Chang, University of Florida; Yongchae Rhee, University of Florida

Sunshine Limited **Fans vs. Spectators: Understanding Support in Minor League Baseball**  
Jason M. Simmons, University of Tampa; T. Christopher Greenwell, University of Louisville; Marion E. Hambrick, University of Louisville; Greg P. Greenhalgh, Virginia Commonwealth University; Dustin Thorn, Coastal Carolina University

**BREAK**

10:45am – 11:15am (Breakout Sessions)

Boardroom **Scope of Measurement in Sponsorship ROI Estimation: Long Panel Data Analysis of Dew Action Sports Tour and X Games**  
Minyong Lee, Valparaiso University; Sungho Cho, Bowling Green State University; Taeyeon Yoon, University of Connecticut; Howon Jeong, ChungAng University

Valley Eagle **Demographics and Usage Trends of the Typical MMA Blog User: A Case Study**  
Evan Frederick, Indiana University-Bloomington; Galen Clavio, Indiana University-Bloomington; Lauren Burch, Indiana University-Bloomington; Matthew Zimmerman, Indiana University-Bloomington

The Depot **Charity Sport Events as "Brandfests": Developing Brand Community**  
Jules Woolf, University of Windsor; Bob Heere, University of Texas – Austin; Matthew Walker, University of Florida

Sunshine Limited **Endorsement Opportunities for Early Career Pro Athletes: Does Race Matter?**  
Donald P. Roy, Middle Tennessee State University

11:15am – 11:45am (Breakout Sessions)

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|------------------|---|
| Boardroom        | <b>Who Are U?: University Branding and Intercollegiate Athletics</b><br>Jason W. Lee, University of North Florida; Liz Gregg, Jacksonville University;<br>Jennifer Beck, Kennesaw State University; Beth Cianfrone, Georgia State<br>University; Christopher Keshock, University of South Alabama; Rob Mathner,<br>Troy University  |
| Valley Eagle     | <b>Social Media Use in Grassroots Marketing: A Case Study of the Ford Motor<br/>Company</b><br>Alan L. Morse, Mississippi State University  |
| The Depot        | <b>The Mediating Effect of Emotion/Hedonic Shopping Value on Golf-Product<br/>Consumption</b><br>Song-Hyun Cho, Pusan National University; Na-Young Choo, Pusan National<br>University; Sung-Woo Bae, Pusan National University; Yong-Chae Rhee,<br>University of Florida; Yong Jae Ko, University of Florida; Seung-Hee Lee, Pusan<br>National University; Tae-Yong Lee, Pusan National University |
| Sunshine Limited | <b>Team Loyalty and Attitude toward Spectating Behavior: A Comparison of<br/>Consumption-Level Segmentation Models of J. League Spectators</b><br>Junya Fujimoto, Osaka University; Munehiko Harada, Waseda University; David<br>P. Hedlund, Florida State University; Ken Sumida, University of Otago  |

11:45am – 12:15am (Breakout Sessions)

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| Boardroom        | <b>Season Ticket Holders Lose Contract Dispute over PSL Requirement</b><br>Paul Batista, Texas A&M University   |
| Valley Eagle     | <b>Uses and Gratifications Associated with Sport Consumption on Twitter</b><br>Terry W. Eddy, St. John's University; Cody T. Havard, University of Memphis  |
| The Depot        | <b>Collegiate Sport Fans' Perceptions and Expectations toward the PSL Program</b><br>Steve Chen, Morehead State University; Evan Worrell, Morehead State<br>University; Kenneth Henderson, Morehead State University          |
| Sunshine Limited | <b>Runner Identity and Sponsorship: Evaluating the "Rock and Roll" Marathon</b><br>Nancy Lough, University of Nevada-Las Vegas; Jennifer Pharr, University of<br>Nevada-Las Vegas; Jason Owen, University of Nevada-Las Vegas |

**LUNCH**

2:30pm – 3:00pm (Breakout Sessions)

- Boardroom                    **The Impact of a Societal Orientation on Consumer-Based Brand Resonance**  
Brian S. Gordon, University of Wisconsin – Lacrosse; Jordan R. Bass, Florida State University
- Valley Eagle                 **A Study of Consumer-Psychology Variables: A Case of Fantasy-Sport Consumers**  
Kevin Cattani, University of Florida
- The Depot                    **Brand Equity of the Professional Athlete**  
Kevin J. Cumiskey, Eastern Kentucky University; Craig McCann, Eastern Kentucky University
- Sunshine Limited            **Nike, Livestrong and Gamechangers: Does Cause and Social Marketing Impact Consumer Behavior?**  
Nancy Lough, University of Nevada-Las Vegas; Jennifer Pharr, University of Nevada-Las Vegas; Ted Peetz, University of Nevada-Las Vegas; Jason Owen, University of Nevada-Las Vegas

3:00pm – 3:30pm (Breakout Sessions)

- Boardroom                    **The Application of Experience Economy to Formula One Event Attendees**  
Kyu-soo Chung, University of Texas – Austin; Seunghwan Lee, Korea University; Dong Soo Ryu, University of Texas - Austin
- Valley Eagle                 **Athlete Endorsement in the Golf Industry: Beyond “Match-up Hypothesis” Theory**  
Wonseok Jang, University of Florida; Yong Jae Ko (Advisor), University of Florida
- The Depot                    **Consumer Evaluation of Brand Fit, Attitude, and Purchase Intention of Athletic Team Merchandise**  
Donghun Lee, Ball State University; Elizabeth Wanless, Ball State University; James E. Johnson, Ball State University; Charles Kroncke, College of Mount St. Joseph
- Sunshine Limited            **An Analysis of the Motivating Factors of Seattle Sounders FC Season Ticket Holders: A Case Study**  
Blaine T. Uhlman, Seattle University; Galen T. Trail (Advisor), Seattle University

3:30pm – 4:00pm (Breakout Sessions)

- Boardroom                    **A HLM Analysis of the Impact of Beijing Green Olympic Games**  
Liyang Jin, University of Florida; Daniel P. Connaughton (Advisor), University of Florida; James J. Zhang (Advisor), University of Georgia

Valley Eagle

**Uses and Gratifications Case Study: Texas Rangers Activate Twitter on Game Day**

Laci Wallace, East Texas Baptist University; Kimberly Miloch (Advisor), Texas Woman's University

The Depot

**A Baudrillardian Introduction to the Highlight Culture**

Kyle S. Bunds, Florida State University; Hyun-Woo Lee, Florida State University; Yu Kyoum Kim (Advisor), Florida State University

Sunshine Limited

**Personal Experience Transference: The Impact of Word of Mouth in Intercollegiate Sport**

Megan Shreffler, University of Minnesota; Lana Huberty, University of Minnesota; Stephen Ross (Advisor), University of Minnesota