



Southern  
**S P O R T**  
Management  
**ASSOCIATION**

11<sup>th</sup> Annual Conference  
at  
Louisiana State University

February 19-21, 2015

# Bienvenue

Dear Conference Guest,

Welcome to the 11th Annual Southern Sport Management Conference and welcome to Baton Rouge! As we continue to grow as an organization, we have also explored more opportunities to host the conference in different locations. For the first nine years, Troy University hosted this event in Troy, AL, and last year, the conference was held in Nashville, TN, with Middle Tennessee State University and Belmont University serving as hosts.



This year, we are appreciative of Louisiana State University, its College of Human Sciences and Education, and the School of Kinesiology, for graciously hosting the conference. A lot of time and effort have gone into the planning this event, and we could not have accomplished this without help of the Professional Education team for the college.

There are two primary audiences for this conference: the emerging scholar and the future sport practitioner. It is our belief that our conference is really becoming two conferences in one. This is a premier educational event that aims to provide Sport Management scholars, practitioners, and students with current knowledge on industry trends and issues via academic and professional presentations.

This year we are excited to have speakers from institutions throughout the nation presenting information in various areas of sport management. Whether you are a current student, new to the profession or an experienced manager of sport, you will find information that is valuable to your career.

Thank you for attending.

*J. Michael Martinez*

SSMA President and Conference Director

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## **SSMA Executive Committee**

**President:** Dr. J. Michael Martinez, Louisiana State University

**President-Elect:** Dr. Laura Hatfield, University of Mary Hardin-Baylor

**Academic Chair:** Dr. Adam Love, Mississippi State University

**Member-at-Large:** Dr. Colby Jubenville, Middle Tennessee State University

**Member-at-Large:** Dr. Benjamin Goss, Stetson University

**JASM Editor:** Dr. Damon Andrew, Louisiana State University

**JASM Associate Editor:** Dr. Matthew Walker, Texas A&M University

**Founding President:** Dr. Fred Green, Troy University

**1 Past President:** Dr. Bill Sutton, USF

# Bienvenue

Dear SSMA Conference Attendees,



We are most honored to welcome the 11<sup>th</sup> annual meeting of the Southern Sport Management Association to Louisiana State University in Baton Rouge! It is quite fitting that LSU's College of Human Sciences and Education is hosting SSMA this year, as both organizations share something in common --- both organizations have made a significant impact in their respective areas in a short period of time. The College of Human Sciences and Education was formed in 2012 by bringing together a number of dynamic academic units on campus to address the socially significant problems we face as a state and a nation. In a relatively short period of time, the College has established itself as a positive influence on quality of life through the advancement of cognitive, social, emotional, communicative, and physical development across the lifespan. Likewise, the Southern Sport Management Association has made a great deal of progress since its initial conference eleven years ago. SSMA has developed into the premier applied sport management organization of its kind by linking scholars, practitioners, and students together via research that matters. Through its annual conference and its *Journal of Applied Sport Management*, SSMA is at the forefront of sport industry trends and issues, and the organization is poised to make even more significant impacts on the field in the coming years.

Something that I learned very quickly about life in Louisiana is that Louisianans know how to have a good time. Indeed, one of the most common sayings around the state is, "Laissez les bons temps rouler!" --- a Cajun French phrase meaning "Let the good times roll!" As we all learn from each other over the next few days, I encourage you to take in as much Louisiana life and culture as you can. Along the way, please know that our staff is here to help make your stay as enjoyable as possible. We look forward to hosting your educational experience at LSU!

Best,

A handwritten signature in black ink that reads "Damon P.S. Andrew". The signature is fluid and cursive.

Damon P.S. Andrew, PhD | Dean  
Dean E.B. "Ted" Robert Endowed Professor  
College of Human Sciences and Education  
Louisiana State University

# Schedule of Events

February 19, 2015 Thursday		
4:00pm	<b>SSMA Executive Board Meeting</b>	Abell
6:30pm	<b>Opening Reception</b> <i>Enjoy light appetizers and a cash bar while networking with other conference attendees.</i>	Cook
February 20, 2015 Friday		
8am-5pm	<b>Registration and Check In</b>	Cain Lobby
8:30 a.m.	<b>The Watershed Derby: 1915</b> <i>Olin L. Adams III, Auburn University;</i> <i>Marie Kraska, Auburn University</i>	Abell
	<b>Heads Up! Spectator Safety at Baseball Games and the Legal Theory that Guides It</b> <i>R. Douglas Manning, University of Southern Mississippi</i>	Cook
9:00 a.m.	<b>Using Sport Simulations as a Tool for Transformational Teaching in Sport Management Education</b> <i>Julie Powell, Union University</i>	Abell
	<b>Division I Football Bowl Subdivision (FBS) Bowl Games &amp; Interorganizational Linkages: A Case Study of the Tangerine Bowl</b> <i>Khirey B. Walker, Louisiana State University; Jeremy J. Foreman, Louisiana State University; Patrick M. Tutka, Louisiana State University; and Chad S. Seifried (advisor), Louisiana State University</i>	Cook
	<b>An Exploratory Study of Student-Athlete Sport-to-Profession Transition: Searching for a Comprehensive Student-Athlete Career Development Program</b> <i>Heather Stepp McCormick, University of Georgia</i>	Anderson
	<b>Examining the Impact of Team and University Identity upon Brand Equity</b> <i>Henry Wear, University of South Carolina</i>	Shelton 1

# Schedule of Events

	<b>February 20, 2015 Friday (cont.)</b>	
9:30 a.m.	<b>A Multi-city Examination of Public Opinion Toward No-vote Stadium Subsidies</b> <i>Timothy B. Kellison, University of Florida</i>	Abell
	<b>Effective Sport Management Experiential Learning Opportunities: Beginning to End</b> <i>John Creasy, Roanoke College; James Buriak, Roanoke College</i>	Cook
	<b>Tailgating Meets Entrepreneurship: The Emergence of a Cottage Industry</b> <i>Andy Gillentine, University of South Carolina; John Miller, Troy University</i>	Anderson
	<b>Sticking to my hometown: The impact of new media and community identification on team identification in displaced NFL fans</b> <i>Dorothy Collins, University of South Carolina</i>	Shelton 1
10:00 a.m.	<b>Where's the Commitment: Black NCAA Athlete Connection to the Athletic Program Post Playing Career</b> <i>James Hines, Arkansas State University; Jason Brooks, Arkansas State University; Joyce Olushola, Arkansas State University</i>	Abell
	<b>Please don't go, we need you to help us graduate: Job satisfaction of staff members in NCAA</b> <i>Sarah Stokowski, University of Arkansas; Stephen W. Dittmore, University of Arkansas; Greg Stine, University of Arkansas</i>	Cook
	<b>An Examination of the Barriers and Motivators of Sport Participation among Elite Youth Sport Participants</b> <i>Elodie Wendling, University of Florida; Michael Sagas, University of Florida; Kyriaki Kaplanidou, University of Florida; Yong Jae Ko, University of Florida</i>	Anderson
	<b>Consumers' Comparative Judgments of Athlete Endorsers</b> <i>Shintaro Sato, University of Florida</i>	Shelton 1

# Schedule of Events

	<b>February 20, 2015 Friday (cont.)</b>	
10:30 a.m.	<p><b>Beyond Stacking in American Football: Toward an Understanding of Cultural Transmission, Social Identity, and Self-Categorization</b>  <i>Dylan Williams, University of Alabama; Kent Kaiser, University of Northwestern – St. Paul; Daniel Schultz, University of Northwestern – St. Paul; Dawn Norwood, University of Southern Indiana; Calshyra Dillard, Florida A&amp;M University</i></p>	Abell
	<p><b>The Experience of Graduate Assistants Working in Collegiate Athletics</b>  <i>Allison Smith, University of Tennessee; Robin Hardin (advisor), University of Tennessee</i></p>	Cook
	<p><b>Adapting the Suinn-Lew Self-Identity Acculturation Scale to Korean American Consumers</b>  <i>Stephen Shin, Belmont University; Doyeop Kim, University of Southern Mississippi</i></p>	Anderson
	<p><b>The New Rule: How does the new "Hand Check" rule in NCAA Basketball affecting the game as we know it?</b>  <i>Mark Williamson, University of West Alabama</i></p>	Shelton 1
11:00 a.m.	<p><b>Understanding the Effects of Team Identification on Students' Academic Performance in Higher Education</b>  <i>Junmo Sung, University of Arkansas; Gi-Yong Koo, Troy University; Sunyoong Kim, University of Arkansas; Stephen W. Dittmore, University of Arkansas</i></p>	Abell
	<p><b>The Use of Academic Storytelling in Sport Management</b>  <i>Patrick Tutka, Louisiana State University; Chad Seifried, Louisiana State University</i></p>	Cook
	<p><b>What Motivates Chinese Sports Fans to Subscribe to Athletes' Social Media Accounts?</b>  <i>Jaeham Park, University of Arkansas; Bo Li, University of Arkansas; Jongyeol Yoo, University of Arkansas; David Thomas Rolfe, University of Arkansas; Stephen W. Dittmore (advisor), University of Arkansas</i></p>	Anderson

# Schedule of Events

	<b>February 20, 2015 Friday (cont.)</b>	
11:30 a.m.	<p><b>Calling Your Bluff: A Case Against NHL Expansion into Las Vegas</b>  <i>Jeffrey F. Levine, University of Louisville; Alicia M. Cintron, University of Louisville; Chris Hanna, University of Louisville</i></p>	Abell
	<p><b>Individuals with Disabilities Participating in Outdoor Adventure Programming</b>  <i>Erin Daniels, University of Houston; Michael Cottingham (advisor), University of Houston; David Walsh (advisor), University of Houston; Demetrious Pearson (advisor), University of Houston</i></p>	Cook
	<p><b>A Conceptual Framework for Understanding College Athletic Donor Motivation and Behavior</b>  <i>B. Colin Cork, University of Arkansas; Terry Eddy, University of Arkansas</i></p>	Anderson
Noon	<p><b>LUNCH/Academic Keynote</b>  <i>Dr. Joy DeSensi, The University of Tennessee</i></p>	Noland
1:00 p.m.	<p><b>Sport Franchises, Civic Paternalism, and Social Division in Bankrupt Detroit</b>  <i>Kyle S. Bunds, North Carolina State University; Timothy B. Kellison, University of Florida; Bruno Miguel Simoes Ferreira, North Carolina State University</i></p>	Abell
	<p><b>The Hardball Truth: An Investigation into the Turnover of Professional Sports Inside Sales Teams</b>  <i>James Hines, Arkansas State University; Jason Brooks, Arkansas State University; Joyce Olushola, Arkansas State University</i></p>	Cook
	<p><b>The Evolution of Intercollegiate Athletics' Social Media: A Business Perspective</b>  <i>Benjamin D. Goss, Stetson University; Sarah Stokowski, University of Arkansas; Diana L. Haytko, Florida Gulf Coast University</i></p>	Anderson

# Schedule of Events

	<b>February 20, 2015 Friday (cont.)</b>	
1:30 p.m.	<p><b>Examining Sport for Development Policies Through The Capabilities Approach</b>  <i>Jeffrey F. Levine, University of Louisville ;            Per G. Svensson, University of Louisville</i></p>	Abell
	<p><b>Toward an Understanding of Sport as a Multi-System of Development</b>  <i>David W. Walsh, University of Houston</i></p>	Cook
	<p><b>Changing Coaching Tactics: An Analysis of Stakeholder Perceptions After the LHSAA Football Playoff Division</b>  <i>Dylan Williams, University of Alabama; Austin Kaiser, University of Alabama; Andrew Jones, University of Alabama; Dustin Nothnagel, Louisiana State University</i></p>	Anderson
2:00 p.m.	<p><b>Smackdown: Examining Haynes v. World Wrestling Entertainment and Concussion Liability in Professional Sports</b>  <i>Michael S. Carroll, Troy University; Andrew L. Goldsmith, Texas A&amp;M University</i></p>	Abell
	<p><b>Internships Across Disciplines: How do We Compare?</b>  <i>Michael A. Odio, University of Cincinnati</i></p>	Cook
	<p><b>Looking at Major League Baseball Attendance Differently: How Attendance as a Proportion of Stadium Capacity Relates to Winning Percentage</b>  <i>Mitchell Woltring, Middle Tennessee State University; Norman Weatherby, Middle Tennessee State University</i></p>	Anderson



# Schedule of Events

	<b>February 20, 2015 Friday (cont.)</b>	
2:30 p.m.	<p><b>Membership Retention in Fitness Centers and Intramural Programs: The Effects of Social Identity on Consumer Preferences</b>  <i>Andrew Jones, University of Alabama; Austin Kaiser, University of Alabama; Dylan Williams (Advisor), University of Alabama</i></p>	Abell
	<p><b>Major League Growth: How and Why Political Elites Design Lease Agreements to Promote Municipal Growth</b>  <i>Alicia M. Cintron, University of Louisville</i></p>	Cook
	<p><b>Mega Sporting Events Versus Small Scale Sporting Events: Advantages and Disadvantages</b>  <i>Robert Case, Old Dominion University</i></p>	Anderson
3:00 p.m.	<p><b>Preparing for the Baby Boomer Generation: Legal and Managerial Challenges for Sport Facility Managers</b>  <i>John Grady, University of South Carolina; Damon P.S. Andrew, Louisiana State University; Haylee Mercado, University of South Carolina; Jonathan D. Blevins, University of South Carolina</i></p>	Abell
	<p><b>Does PeeWee sports time equal college dimes? An evaluation of parent perspectives on the primary reasons their children are actively involved in amateur sports</b>  <i>Natasha Hill, University of Arkansas</i></p>	Cook
	<p><b>Internship Advisement: Strategies for Student and Program Success</b>  <i>E. Newton Jackson, Jr., University of North Florida; Maurice Graham, University of North Florida; Clifford Harrell, University of North Florida; Jennifer J. Kane, University of North Florida</i></p>	Anderson

# Schedule of Events

	<b>February 20, 2015 Friday (cont.)</b>	
3:30 p.m.	<p><b>Improving Measurement of Cause-related Sport Event Motivation: A Rasch Analysis</b>  <i>Kyungun (Ryan) Kim, University of Texas; So Youn Lim, University of Texas; Emily Sparvero (Advisor), University of Texas</i></p>	Abell
	<p><b>An Examination of the Team Symbolic Factors that Influence Sport Consumption</b>  <i>Wen-hao Chou, University of Houston; Michael Cottingham (advisor), University of Houston; Dong Hun Lee (advisor), University of Houston; Demetrius Pearson (advisor), University of Houston</i></p>	Cook
	<p><b>Black Women Athletic Administrators' Examination of Whiteness in the Context of Intercollegiate Athletics</b>  <i>Taryn Price, Middle Tennessee State University; Rudy Dunlap, Middle Tennessee State University</i></p>	Anderson
4:00 p.m.	<p><b>Social Networks, Time Use, and Classroom Performance: An Examination of Sport Management Graduate Student Achievement</b>  <i>Adam Love, Mississippi State University; Adam G. Pfleegor, Mississippi State University; Alan Morse, Mississippi State University</i></p>	Abell
	<p><b>Rebranding an Iconic Image: Grambling State University Football</b>  <i>E. Newton Jackson, Jr., University of North Florida; Annette S. Jackson, Florida A&amp;M University; Phillippe Carter, Grambling State University; Melissa Noland-Chester, Florida A&amp;M University</i></p>	Cook

# Schedule of Events

	<b>February 20, 2015</b> <b>Friday (cont.)</b>	
4:00 p.m.	<p><b>Poster Session 1</b></p> <p><b>Assessment of Youth Adapted Sport Programing Frequency, Density and Structure</b>  <i>Michael Cottingham, University of Houston, Fernanda Velasco, University of Houston</i></p> <p><b>Sport Community Development through Leadership: A Conceptual Model in Creating Sport Specific Theory</b>  <i>Zack Damon, Texas A&amp;M University; Matt Walker (advisor), Texas A&amp;M University</i></p> <p><b>The impact of the NCAA Academic Progress Rate (APR) on Division I Institutions as it Relates to Women’s Track and Field Programs</b>  <i>Justin Emerson, Samford University; John K. Petrella, Samford University; Nathan Kirkpatrick, Samford University</i></p> <p><b>The Future of Nonprofit Youth Sport Development Programs</b>  <i>Joycelyn M. Kennedy, Troy University</i></p> <p><b>The Relationships Among Perceived Managerial Work Values, Perceived Constructive Organizational Culture, and Job Satisfaction of Sport Employees</b>  <i>J.C. Kim, Fairleigh Dickinson University; Mike Mondello, University of South Florida</i></p> <p><b>An Analysis of the Structure and Athletic Background of the Board of Directors in Aquatic Sport National Governing Bodies in South Korea and the United States of America</b>  <i>Yoojung Rhee, University of Florida; Mark S. Nagel, University of South Carolina; Matthew T. Brown, University of South Carolina; Daniel P. Connaughton, University of Florida</i></p> <p><b>Designing an Online Survey Using Qualtrics Software</b>  <i>Stephen Shin, Belmont University</i></p>	Noland

# Schedule of Events

	<b>February 21, 2015 Saturday</b>	
8:30 a.m.	<b>Registration and Check In</b>	Cain Lobby
9:00 a.m.	<p><b>Poster Session 2</b></p> <p><b>Examining Relationships among Sport Participation, Sport Spectatorship, and Sport Lottery Purchase</b>  <i>Li-Shiue Gau, Asia University; Shao-Wei Ciou, Asia University; Jong-Chae Kim, Fairleigh Dickinson University</i></p> <p><b>Certified College Mentors Using Technology Based Mentoring to Sustain and Measure the Impact of Selected Health Related Programs designed and implemented by West Virginia High School Health Science Technology Academy Students (HSTA)</b>  <i>Dennis F. Jones, West Virginia University; Sara Hanks, West Virginia University; Allison Lowrance, West Virginia University</i></p> <p><b>Examining Relationships among Sport Participation, Sport Spectatorship, and Sport Lottery Purchase</b>  <i>Marshall J. Magnusen, Baylor University; Jun Woo Kim, SUNY-Brockport; Brooke Forester, University of South Alabama; Genee Ordonez, Baylor University</i></p> <p><b>Should Sport and Politics Mix? Exploring the Effects of Head Coach and Star Player Political Engagement on Sport Consumer Revenge and Avoidance</b>  <i>Marshall J. Magnusen, Baylor University; Jun Woo Kim, SUNY-Brockport; Brooke Forester, University of South Alabama; Genee Ordonez, Baylor University</i></p>	Abell

# Schedule of Events

	<b>February 21, 2015 Saturday (cont.)</b>	
9:00 a.m.	<p><b>Poster Session 2 (cont.)</b></p> <p><b>Establishing a More Adequate Measure for Determining Organizational Effectiveness in U.S. Intercollegiate Athletics</b> <i>Robert Turick, University of Florida; Lindsey Darwin, University of Florida; Michael Sagas (Advisor), University of Florida</i></p> <p><b>Exploring the Effect of Leisure Attitude on Personal Self-Esteem</b> <i>Jongyeol Yoo, University of Arkansas, Sunyoong Kim, University of Arkansas, Junmo Sung, University of Arkansas, Jaeman Son, University of Arkansas, Stephen W. Dittmore (advisor), University of Arkansas</i></p> <p><b>Football 101 for Women: Sociology of Sports Between the Tackles</b> <i>Robert Zullo, Seton Hill University</i></p>	Abell
10:00 a.m.	<p><b>Building a Research Agenda: How to Define Yourself While Working with Others</b> <i>Bob Heere, University of South Carolina; Matt Walker, Texas A&amp;M University; Mike Sagas, University of Florida</i></p>	Cook

	<b>Career Fair</b>	
8:30 -11:30 a.m.	<p><b>Career Fair/Networking</b> <i>Fueling Station sponsored by LSU Online</i></p>	Noland
10:45 a.m.	<p><b>Industry Keynote</b> <i>Jerry Stovall, President &amp; CEO; Baton Rouge Area Sports Foundation</i></p>	Noland

# Award Recipient-Joy DeSensi

**Dr. Joy T. DeSensi** earned her doctoral degree at the University of North Carolina, Greensboro in Sport Philosophy and Administrative Theory. She is currently Associate Dean of the Graduate School, Professor in the Department of Kinesiology, Recreation, and Sport Studies, and a Chancellor's Professor at the University of Tennessee, Knoxville. Her research interests include the areas of diversity and inclusion in sport, women in sport, and ethics in sport management. Her background as a former intercollegiate athlete, coach, sports official and national/Olympic competitor, led to her teaching and coaching at the university level. As a Professor, she is the coauthor of the text *Ethics and Morality in Sport Management* and has published a number of book chapters. Her articles appear in *Quest*, the *Journal of Sport Management*, *Women in Sport and Physical Activity Journal*, the *Journal of Physical Education and Recreation*, and the *Journal of Human Movement Science*. Service on Editorial Review Boards of scholarly journals led to her serving as Editor of *Quest* the *Journal of Sport Management* and the *Journal of Women in Sport and Physical Activity*. Dr. DeSensi is a Founding Member of the North American Society of Sport Management and has been elected President of Professional Societies such as the International Society for Sport Philosophy, the National Association for Kinesiology in Higher Education and the Southern Association for Women in Physical Activity, Sport, and Health. She has received Distinguished Alumna awards from the University of North Carolina, Greensboro, and the University of Memphis in addition to the Earle F. Zeigler Lecture Award from the North American Society for Sport Management, the Rachel Bryant Lecture Award from the National Association for Girls and Women in Sports and the Delphine Hanna Lecture Award from the National Association for Kinesiology in Higher Education. Distinguished Scholar, Administrator, and Service awards are among other recognitions she has received. Most recently, Dr. DeSensi was inducted as a Fellow into the National Association for Kinesiology in Higher Education.



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## Previous Award Winners

- 2009 – Dr. Packianathan Chelladurai
- 2010 – Dr. William F. Stier, Jr.
- 2011 – Dr. Janet Parks
- 2012 – Dr. William A. Sutton
- 2013 - Dr. David K. Stotlar
- 2014 - Dr. Mary A. Hums

# Industry Keynote-Jerry Stovall



**Jerry Stovall** is the President and CEO of the Baton Rouge Area Sports Foundation. Stovall attended Louisiana State University from 1959 – 1962, where he was an All-American running back and runner-up for the Heisman trophy in 1962. He received his undergraduate degree from Missouri Baptist College, while playing in the National Football League for the St. Louis Cardinals, who chose him as their #1 draft choice (2nd overall) in the 1963 NFL Draft. He was a 3-time Pro Bowl defensive back for the Cardinals and played 9 seasons in St. Louis before retiring from the NFL in 1971. With his professional football career behind him, Jerry was hired as an assistant coach to Paul Dietzel at the University of South Carolina before he returned to Baton Rouge to serve as an assistant coach to Charles McClendon. Stovall was promoted to head football coach at LSU in 1980, and during his three-year tenure he was named SEC Coach of the Year (1983) and Walter Camp National Coach of the Year (1983). He also led the Tigers to an Orange Bowl bid in 1983. In 1993, Jerry accepted the leadership role at the Baton Rouge Area Sports Foundation. The mission of the Sports Foundation is to assist in the securing and staging of statewide, regional, national and international sporting competitions and special events for the Greater Baton Rouge Area, thereby having a positive economic impact on the Baton Rouge community. Stovall was inducted into the National Football Foundation College Football Hall of Fame in December of 2010 and enshrined in July 2011. Jerry is also a member of LSU Hall of Fame and the Louisiana Sportswriters Hall of Fame.

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