

# Applied Sport Management Association

Inaugural Conference  
at  
Louisiana State University  
*The Cook Conference Center*

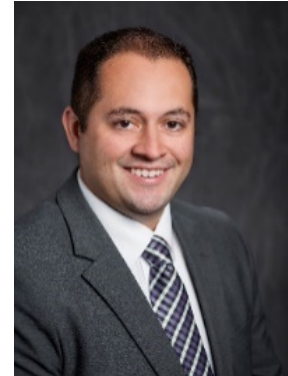
February 25 - 27, 2016

**LSU**

# Bienvenue

Dear Conference Guest,

Welcome to the inaugural Applied Sport Management Conference and welcome to Baton Rouge! As you may or may not be aware, we are excited for this year's conference as it marks the first under our new organization, the Applied Sport Management Association. This marks the second year that Louisiana State University has served as the conference host, after hosting last year's Southern Sport Management Conference.



We are again appreciative of LSU's College of Human Sciences and Education, and the School of Kinesiology, for 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 aspiration that our conference becomes 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  
ASMA President and Conference Director

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## **ASMA 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

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

**JASM Associate Editor:** Dr. Erianne Weight, The University of North Carolina

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

**Conference Host:** Dr. Damon P. S. Andrew, Louisiana State University

# Schedule of Events

Thursday February 25, 2016		
6:30pm	<b>Opening Reception</b>	Cook Conference Room
Friday February 26, 2016		
9:00am	<p><b>Reebok and the UFC: Athlete Social Media Brand Promotion</b>            B. Colin Cork, <i>University of Arkansas</i>            John Malmo, <i>University of Arkansas</i>            Greg Stine, <i>University of Arkansas</i></p> <p><b>Lack of Social Media Policy in NCAA Athletic Departments</b>            Heath Hooper, <i>Shorter University</i>            Lauren Duplantis, <i>Shorter University</i></p>	Anderson Conference Room
	<p><b>Intergenerational Influence on Team Loyalty: The Role of Father Involvement in the Transference Process</b>            Daniel White, <i>The University of Alabama</i>            Dylan Williams (advisor), <i>The University of Alabama</i></p> <p><b>The new playoff system in college football: Analysis of fan interest and perception of College Football National Championship</b>            Frank R. Veltri, <i>University of Oregon</i></p>	Cook Conference Room
10:00am	<p><b>Career Mobility among Early Career Female Collegiate Administrators</b>            Elizabeth A. Taylor, <i>University of Tennessee</i>            Allison Smith, <i>University of Tennessee</i>            Jessica Siegele, <i>University of Tennessee</i>            Robin Hardin (advisor), <i>University of Tennessee</i></p> <p><b>Thinking Outside of the Box: Head Coaching Diversity Opportunities for NCAA Athletic Departments</b>            James E. Hines, <i>Louisiana State University</i>            Kwame J. Agyemang (Advisor), <i>Louisiana State University</i></p>	Anderson Conference Room
	<p><b>The Use of Experiential Learning in Sport Facility and Event Management (SFEM) Courses in Sport Management Curricula</b>            Mark A. DiDonato, <i>Florida State University</i>            Thomas F. McMorrow, <i>Florida State University</i></p>	Cook Conference Room

# Schedule of Events

	<b>Friday (cont.) February 26, 2016</b>	
<b>10:00am</b> <i>(cont.)</i>	<p><b>Celebrating National Student-Athlete Day: A Guide to Develop an Experiential Learning Opportunity for Sport Management Students</b> Michael J. Diacin, <i>University of Indianapolis</i> Jennifer L. VanSickle, <i>University of Indianapolis</i></p>	Cook Conference Room
<b>11:00am</b>	<p><b>The Impact of Sanctions on Incoming Admission Applications of NCAA Division-I FBS Major Conference Teams</b> Khirey B. Walker, <i>Louisiana State University</i> Chad Seifried (Advisor), <i>Louisiana State University</i> Brian P. Soebbing (Advisor), <i>Temple University</i></p> <p><b>Comparison of Motivational Factors to Participate in Sport Activities between American and Korean Students</b> Sunyoong Kim, <i>University of Arkansas</i> Jongyeol Yoo, <i>University of Arkansas</i> Bo Li, <i>University of Arkansas</i> Stephen W. Dittmore, <i>University of Arkansas</i></p>	Anderson Conference Room
	<p><b>And Now, the Rest of the Story: An Analysis of Legitimacy Regarding Female Sport Radio Broadcasters</b> Katie Lewis, <i>The University of Alabama</i> Dylan Williams, (advisor), <i>The University of Alabama</i></p> <p><b>The Effect of Age and Time-Off on Organizational Performance: Evidence from the National Football League</b> Jeremy J. Foreman, <i>Louisiana State University</i> Chris R. Barnhill, <i>Louisiana State University</i> Brian P. Soebbing, <i>Temple University</i></p>	Cook Conference Room
<b>12:00pm</b>	<p><b>Keynote and Lunch</b></p> <p>Honoring Lifetime Scholar Recipient: <b>Donna Pastore, Ph.D.</b> <i>The Ohio State University</i></p>	Noland/ Laborde Ballroom
<b>1:15pm</b>	<p><b>Poster Session</b> <i>(see insert for poster presentation details)</i></p>	Abell Boardroom
<b>2:00pm</b>	<p><b>Fantasy sport: More than a game</b> Brody J. Rauhley, <i>University of Cincinnati</i> Robin Hardin, <i>University of Tennessee</i></p> <p><b>Daily Fantasy Sports: Issues, Trends, and the Changing Landscape</b> Mitchell Edge, <i>Auburn University</i> Olin L. Adams III, <i>Auburn University</i></p>	Anderson Conference Room

# Schedule of Events

	<b>Friday (cont.) February 26, 2016</b>	
<b>2:00pm</b> <i>(cont.)</i>	<p><b>“The Super Four” Course: A Longitudinal, Phenomenological Assessment of Student Experiences with the 2016 Final Four and 2017 Super Bowl (Phase 1)</b> David W. Walsh, <i>University of Houston</i></p> <p><b>Male Athletes Experiences with Female Head Coaches</b> Jessica Siegele, <i>University of Tennessee</i> Allison Smith, <i>University of Tennessee</i> Elizabeth Taylor, <i>University of Tennessee</i> Robin Hardin (advisor), <i>University of Tennessee</i></p>	Cook Conference Room
<b>3:00pm</b>	<p><b>Cost of Attendance: Concept and Implications</b> Olin L. Adams III, <i>Auburn University</i> Bryan J. Elmore, <i>Auburn University</i> Marie Kraska, <i>Auburn University</i></p> <p><b>High Profile Athletic Success as a Predictor for FBS Athletics Revenue Generation Applied</b> Elizabeth A. Wanless, <i>Ball State University</i> Ryan M. Brewer, <i>Indiana University Purdue University Columbus</i> J. Michael Martinez, <i>Louisiana State University</i></p>	Anderson Conference Room
	<p><b>Are Student-Athletes Prepared For Life After Sports?</b> Jarrod Barnes, <i>The Ohio State University</i></p>	Cook Conference Room
<b>4:00pm</b>	<p><b>Modeling Sport and Campus Partnerships: The Ohio State LiFE Sports Initiative</b> Samantha Bates, <i>The Ohio State University</i> Jarrod Barnes, <i>The Ohio State University</i> Dawn Anderson-Butcher, <i>The Ohio State University</i> Jerry Davis, <i>The Ohio State University</i></p> <p><b>College Athletics and STEM Education</b> Adam Love, <i>Mississippi State University</i> James Watkins, <i>Mississippi State University</i></p>	Anderson Conference Room
	<p><b>Junk Food Sponsors in Sports: Does it Matter?</b> Sara Shoffner, <i>Troy University</i> Gi-Yong Koo, <i>Troy University</i></p> <p><b>Perfectionism and Burnout: A Meta-Analysis of the Relationship between Perfectionistic Strivings and Perfectionistic Concerns with the Dimensions of Burnout</b> Jason Hughes, <i>Middle Tennessee State University</i></p>	Cook Conference Room

# Schedule of Events

	<b>Saturday February 27, 2016</b>	
<b>9:00am</b>	<b>Industry Panel Discussion</b>	Abell Boardroom
	<p><b>Factors Affecting Student-Athletes' Choice of Major</b> Sara Vogt, <i>Troy University</i> Gi-Yong Koo, <i>Troy University</i> Anthony Dixon, <i>Troy University</i></p> <p><b>The Impact of Cutting Athletic Teams on University Applications and Enrollments</b> Steven Carney, <i>Saint Leo University</i> Hal Walker, <i>Elon University</i></p>	Anderson Conference Room
	<p><b>More Realistic than Reality: Understanding Consumer Behaviors in Virtual Golf</b> Chulhwan Choi, <i>University of Louisville</i> T. Christopher Greenwall (advisor), <i>University of Louisville</i></p> <p><b>Understanding Global Sport Consumers: Korean View of Sport in the United States</b> Brody J. Rauhley, <i>University of Cincinnati</i> K. Yu, <i>Chonbuk National University</i> Robin Hardin, <i>University of Tennessee</i></p>	Cook Conference Room
<b>10:00am</b>	<p><b>College Stadium Renovations: Understanding the Different Types of Renovation Options</b> Patrick Tutka, <i>Niagara University</i> Chad Seifried, <i>Louisiana State University</i></p> <p><b>Crimson in Chaos: An Analysis of Student Opinions of Athletic-Based Student Organizations</b> Kayla Head, <i>The University of Alabama</i> Dylan Williams, (Advisor), <i>The University of Alabama</i></p>	Anderson Conference Room
	<p><b>Are we walking our talk: Utilizing a professional development sequence for undergraduate sport management students</b> Laura Hatfield, <i>University of Mary Hardin-Baylor</i></p>	Cook Conference Room
	<p><b>Career Fair and Networking</b> AST Marketing Baton Rouge Community College Athletic Department Baton Rouge Recreational LSU Athletics – Event Management LSU Tiger Athletic Foundation Louisiana Gridiron Football SkyZone</p>	Noland/ Laborde Ballroom

# Award Recipient- Donna Pastore



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**Dr. Donna Pastore** is Professor of Sport Management in the Department of Human Sciences. She is in her 30th year as an educator and came to The Ohio State University in 1991 after serving on the faculty at the Penn State University Beaver Campus. She served as the Director of the School of Physical Activity & Educational Services from 2005-2010. She coached college softball for six years and earned her B.S. in Physical Education and her M.A. degree in Physical Education from the University of Florida. She received her Ph.D. in Physical Education/Athletic Administration from the University of Southern California.

Her research, focusing on intercollegiate athletic issues, has been published in a number of professional journals. She has published more than 100 peer-reviewed articles and made more than 200 presentations. She served as the president of the National Association for Girls and Women in Sport from 1997-98. In 1995, she was awarded the American Alliance for Health, Physical Education, Recreation and Dance prestigious Mabel Lee Award. The University of Florida bestowed the Alumna of Outstanding Achievement Award upon Dr. Pastore in 1997. In 2002, she was awarded the North American Society for Sport management prestigious Earle F. Zeigler Lecture Award. Currently, she is the Editor for the *International Journal of Sport Management*.

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# Poster Presentations

## **Should Professional Sports Become More Open to Paternity Leave?**

*J.C. Kim, Fairleigh Dickinson University; Eun Kyun Park, Fairleigh Dickinson University*

## **She Got Game: Development and Testing of a Recruitment Model in NCAA Women's Basketball**

*Marshall J. Magnusen, Baylor University; Charn McAllister, Florida State University; Tyler Huff, Baylor University; Pamela L. Perrewé, Florida State University; Gerald R. Ferris, Florida State University*

## **Examining the Use of Social Networking Sites in Canadian Interuniversity Sport**

*Marian Agyei-Gyamera, Western University*

## **Confirming the Five Dimensional Scale of Specific Sport Identification: Using Badminton as an Example**

*Li-Shiue Gau, Asia University, Taiwan; Ming-Han Tsai, Asia University, Taiwan; Jong-Chae Kim, Fairleigh Dickinson University; Nicholas Wise, Asia University, Taiwan*

## **The role of involvement in service quality: A Case of Korea Ladies Professional Golf Association**

*Jaeman Son, University of Arkansas; Junmo Sung, Troy University; Sunyong Kim, University of Arkansas; Gi-Yong Koo (advisor), Troy University; Stephen W. Dittmore (advisor), University of Arkansas*

## **Q-Methodology – Re-Conceptualizing the Mixed Methods Approach in Sport Management Research**

*James J. Harwood, Florida State University; Charles E. Reid III, Florida State University; Jeffrey D. James (advisor), Florida State University; Amy Chan Hyung Kim (advisor), Florida State University*

## **Teaching Event Management through Problem Based Learning**

*Lauren Duplantis, Shorter University; Heath Hooper, Shorter University; Robert Stinchcomb, Shorter University*

## **Sport Management Student Perceptions: Service Learning Events Worth the Undertaking**

*Christopher M. Keshock, University of South Alabama; Brooke Forester, University of South Alabama; Mitchell Woltring, University of South Alabama*

## **Examination of Sponsorship Effectiveness at a Minor Professional Sporting Event**

*Baylie Stous, Wichita State University; Wonyoung Kim, Wichita State University; Mark Vermillion, Wichita State University; Ryan Stoldt, Wichita State University; Wanyong Choi, Marshall University*

## **The Relationships between Service Quality, Satisfaction, and Behavioral Intentions of Customers at a Non-Profit Sports Organization**

*Brianna Ament, Wichita State University; Wonyoung Kim, Wichita State University; Mark Vermillion, Wichita State University; Mike Ross, Wichita State University; Jeffrey Noble, Wichita State University*

## **Cost-Benefit Analysis for the Decision-Making Process of Elite High School Baseball Players: Go Pro or Go to School**

*Mitchell T. Woltring, University of South Alabama; H. Joey Gray, Middle Tennessee State University*





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