

<b>Wednesday, February 22</b>				
<b>Time</b>	<b>Session</b>	<b>Location</b>		
5 – 7 p.m.	Registration	Shelton		
6 – 7 p.m.	Welcome Reception	Cook		
<b>Thursday, February 23</b>				
<b>Time</b>	<b>Session</b>	<b>Location</b>	<b>Presenters</b>	<b>Title</b>
8-10 a.m.	1	Noland/Laborde	Chad Seifried, Louisiana State University (Session Leader)	<b>Works in Progress Session</b>
8-11 a.m.	2	Abell	Kwame Agyemang, Louisiana State University (Session Leader); Per Svensson, Louisiana State University (Session Leader)	<b>Case Study Competition</b>
	3	Cook	Wonyoung Kim, Wichita State University; Insub Kim, Wichita State University; Wanyong Choi, Marshall University; Mark Vermillion, Wichita State University; Jeongdong Kim, Wichita State University	<b>The Impact of Sport Sponsorship Activation on Event-Sponsor Fit, Attitude toward Sponsor, and Purchase Intention: A Longitudinal Study</b>
8-8:50 a.m.	4		Michael J. Diacin, University of Indianapolis	<b>Developing Sponsorship Proposals for Interscholastic Athletics Programs: A Guide to Develop an Experiential Learning Opportunity for Sport Management Students</b>
	5	Anderson	Heath Hooper, Shorter University; Trey Cunningham, Belmont Abbey College	<b>NCAA Power Five Conference Autonomy: A Case Study on The Rise and Fall of NCAA Division I College &amp; University Profit</b>
	6		John Creasy, Roanoke College; James Buriak, Roanoke College	<b>Small Towns and NCAA Championships</b>

Thursday, February 23		(cont.)		
Time	Session	Location	Presenters	Title
	7		Adam G. Pfleegor, Belmont University	<b>Rethinking the Sport Management Ethics Curriculum: A Foundational Approach</b>
	8	Cook	J. Patrick Marsh, Baylor University; Jeffrey C. Petersen, Baylor University (Advisor)	<b>Teaching Strategies for Changeover Management and the Construction of Temporary Venues</b>
9-9:50 a.m.	9		Sara Shoffner, Troy University; Mark A. Slavich, Virginia Commonwealth University; Gi-Yong Koo, Troy University (Advisor)	<b>I'll have that!: The role of food and beverage choices in sport experience satisfaction</b>
	10	Anderson	Young Suk Oh, Clemson University; Kihan Kim, Seoul National University; Skye Arthur-Banning, Clemson University	<b>The Effects of Perceived Musical Fit on Store Evaluations, Brand Attitudes, and Purchase Intentions of Sport Consumers</b>
	11		Jeffrey Graham, University of Tennessee; Robin Hardin, University of Tennessee; Jim Bemiller, University of Tennessee	<b>Measuring the economic impact of a professional golf tournament</b>
	12	Cook	Jeremy J. Foreman, Louisiana State University; Brian P. Soebbing, University of Alberta (Advisor); Chad Seifried, Louisiana State University (Advisor)	<b>The Effect of Deviance on Head Coach Dismissals in the National Football League</b>
10-10:50 a.m.	13		Brody J. Rauhley, Miami University (Oxford); Anita M. Moorman, University of Louisville	<b>Exploring the Legal Landscape of Fantasy Sport in the United States</b>
	14	Anderson	Matthew Zimmerman, Mississippi State University	<b>Likes and Retweets and the Dotted Line: The Effect of New NCAA Social Media Rules on College Sports Recruiting</b>

Thursday, February 23 (cont.)				
Time	Session	Location	Presenters	Title
	15	Cook	Rammi N. Hazzaa, University of Northern Colorado; Brent D. Oja, University of Northern Colorado (Advisor)	<b>An Investigation of CSR Activity in Football Championship Subdivision (FCS) Athletics Departments</b>
	16		Yosef Mamo, Louisiana State University; Kwamge J. A. Agyemang, Louisiana State University (Advisor)	<b>Corporate Social Responsibility and Consumer's Perceptions in Sport Organizations.</b>
<b>11-11:50 a.m.</b>	17	Anderson	Cameron Dean, Louisiana State University; Amy Werdine, Louisiana State University; Kailey McCasland, Louisiana State University; Chad Seifried, Louisiana State University (Advisor)	<b>Texas Christian University Football Stadium Modernization</b>
	18		Benjamin Downs, Louisiana State University; Chad Seifried, Louisiana State University (Advisor)	<b>Kenan Memorial Stadium: Modernization at the Meeting of Waters</b>
	19	Abell	Samantha Roberts, Texas A&M University – Commerce; Clay Bolton, Texas A&M University – Commerce; Anthony Rosselli, Texas A&M University – Commerce; Simon Chadwick, University of Salford, UK	<b>Commercial Implications of Corruption in Sport: Tackling a Growing Threat</b>
<b>Noon-1:15 p.m.</b>		Noland/Laborde	<b>Luncheon</b>	
<b>1:15-2 p.m.</b>	20	Shelton	<b>Poster Session</b>	

Thursday, February 23		(cont.)		
Time	Session	Location	Presenters	Title
	21		Samantha Morgan, Troy University; John Miller, Troy University; Christina L.L. Martin, Troy University; Raymond J. Waller, Troy University	<b>Factors that Influence Eating Attitudes of Selected Division I Female Student Athletes</b>
	22	Cook	Marcella Otto, Louisiana State University; J. Michael Martinez, Louisiana State University (Advisor); Christopher R. Barnhill, Louisiana State University (Advisor)	<b>Student-Athlete Perceptions of Academic Services Quality: Implications for Research</b>
2-2:50 p.m.	23	Anderson	Clay E. Harshaw, Winston-Salem State University; C. Clinton Harshaw, Presbyterian College; Kyu-soo Chung, Kennesaw State University	<b>What Does it Cost to Go to the Races? Developing a Motorsports Fan Cost Index</b>
	24		Peter Omondi-Ochieng, University of Louisiana at Lafayette	<b>Financial Impacts of a Doping Scandal: Evidence From Australia</b>
	25	Abell	Olin L. Adams III, Auburn University; Rebekah Keenon, Auburn University	<b>The Roses of Durham</b>
	26		Jim Watkins, Mississippi State University	<b>To Play or Not to Play: The 1942 Discontinuance Controversy in the State of Mississippi</b>
3-3:50 p.m.	27	Cook	Matt Robinson, Baylor University; Glenn Miller, Baylor University; Marshall J. Magnusen, Baylor University	<b>Servant Leadership in Sport: A New Conceptualization and Lessons for Sport Educators</b>
	28		Brent D. Oja, University of Northern Colorado; Rammi N. Hazzaa, University of Northern Colorado	<b>March Madness in Intercollegiate Sport Organizations: Unification and Productivity of Sport Employees</b>

Thursday, February 23		(cont.)		
Time	Session	Location	Presenters	Title
	29	Anderson	Seungmin Kang, Louisiana State University; Per Svensson, Louisiana State University (Advisor)	<b>Shared Leadership in Sport for Development and Peace</b>
	30		Per Svensson, Louisiana State University	<b>Evaluation Capacity and Sport for Development Organizations</b>
<b>3-3:50 p.m. (cont.)</b>	31	Abell	Shawn Wagner, Florida State University Athletics; Alan L. Morse, University of Northern Colorado; Stephen L. Shapiro, Old Dominion University	<b>The effect men's basketball and football success has on undergraduate enrollment and quality of student at Southeastern Conference institutions</b>
	32		Brandon Gorman, The University of Arkansas; Krystal Beachum, The University of Arkansas; Sarah Stokowski, The University of Arkansas; Merry Moiseichik, The University of Arkansas; Megan Turk, The University of Arkansas	<b>The Promise of the National Letter of Intent</b>
<b>4-4:50 p.m.</b>	33	Cook	Michael Cottingham, University of Houston; Ben Lariviere, University of Houston; Ashlyne Vineyard, University of Houston; Kristine Heines, Humble Independent School District; Elyssa Davila – University of Houston	<b>Service Learning through Disability Sport; Adaptive Athletics at University of Houston [Panel Discussion]</b>

Friday, February 24				
Time	Session	Location	Presenters	Title
8-Noon		Noland/Laborde	<b>Career/Internship Fair Setup</b>	
8-8:50 a.m.	34	Abell	Matthew Walker, Texas A&M University (Editor); Erianne Weight, University of North Carolina (Associate Editor); Damon Andrew, Louisiana State University (Past Editor)	<b>Publishing in the <i>Journal of Applied Sport Management</i>: Updated Style and Author Guide</b>
	35	Cook	Ben Ross, Executive Director of Development LSU Tiger Athletic Foundation	<b>Fundraising in College Athletics</b>
	36	Anderson	Liz Wanless, Ball State University; J. Michael Martinez, Louisiana State University; James E. Johnson, Ball State University; Logan Desmond, Ball State University	<b>Organizational Structure Components Affecting NCAA FBS Athletic Development: A Resource-Based View</b>
9-9:50 a.m.	37		Benjamin H. Nam, University of Tennessee; Seungyup Lim, Korea University; Rachael C. Marshall, University of Tennessee; Jeffery Graham, University of Tennessee; Adam Love, University of Tennessee	<b>A Case Study of a Collaborative Global Leadership Program between a South Korean Sports Organization and a U.S. Higher Education Institution</b>
	38	Abell	Chad Seifried, Louisiana State University	<b>The Utility of the Modernization Construct for Sport Management Studies and Practitioners</b>
	39		Mark Beattie, The Ohio State University; Jim Evans, The Ohio State University	<b>The Case for Involvement in an Intercollegiate Athletic Department's Culture</b>
	40	Cook	Andrew Bechac, Southeastern Louisiana University Jared Clarkson, LSU Tiger Athletic Foundation Julie Cribbs, LSU Athletics	<b>Breaking into Sports Industry Panel</b>
10-10:50 a.m.	41	Anderson	Brandon Gorman, University of Arkansas; Shannel Blackshear, Case Western Reserve University; Sarah Stokowski, The University of Arkansas; Merry Moiseichik, The University of Arkansas; Amanda Sullivan, The University of Arkansas	<b>Men Who Coach Women</b>
	42		Brody J. Ruihley, Miami University (Oxford); Kwangil Yu, Chonbuk National University; Robin Hardin, University of Tennessee; Gi-Yong Koo, Troy University	<b>Korean Baseball Fandom: An Examination of Satisfaction and Future Intent</b>

<b>Friday, February 24 (cont.)</b>				
<b>Time</b>	<b>Session</b>	<b>Location</b>	<b>Presenters</b>	<b>Title</b>
<b>10-10:50 a.m. (cont.)</b>	43	Abell	Khirey Walker, Louisiana State University; Brian P. Soebbing, University of Alberta (Advisor); Chad Seifried, Louisiana State University (Advisor)	<b>Little Brother Syndrome: An Analysis of Organizational Misconduct within the Football Championship Subdivision (FCS)</b>
	44		Peter Omondi-Ochieng, University of Louisiana at Lafayette	<b>Human and Personnel Development in Global Soccer Team Successes: A Logistic Analysis</b>
<b>11-11:50 a.m.</b>	45	Abell	Laura Hatfield, Liberty University	<b>Emerging Faculty Roundtable [Professional Development Workshop]</b>
<b>Noon</b>	Lunch	Abell		
<b>1-4 p.m.</b>	46	Noland/Laborde	<b>Career and Internship Fair</b>	

## Poster Session | Thursday, February 23 | 1:15 - 2 PM | Shelton

#	Author(s)	Title
1	Jongyeol Yoo, University of Arkansas; Bo Li, St. Ambrose University; Sunyoong Kim, University of Arkansas; Jae-Sik Yang, Chungnam National University; Daejin Song, Chungnam National University; Wonyoung Kim (Advisor), Wichita State University; Stephen Dittmore (Advisor), University of Arkansas	<b>Investigating the Relationships between Service Quality and Behavioral Intentions: A case study of the Formula One Chinese Grand Prix</b>
2	David Zinn, Misericordia University; Kimberly Bush, North Carolina State University	<b>A Comparison of Opinions Regarding the 1990 Colorado 5th Down Controversy between Current Sport Management Students at AN NCAA I and NCAA III Institution</b>
3	Marshall J. Magnusen, Baylor University; Jun Woo Kim, Arcadia University; Matt Robinson, Baylor University	<b>Inside Out: The Interaction of Emotions and Avoidance Desire on Sport Consumer Behaviors</b>
4	Younghwan Choi, Namseoul University; Junmo Sung, Troy University; Jaeman Son, University of Arkansas; Stephen W. Dittmore (Advisor), University of Arkansas	<b>Motivational factors of online sport consumption and the behavior by different sports for Korean sport fans</b>
5	Adam G. Pfleegor, Belmont University; Ted B. Peetz, Belmont University; Stephen Shin, Belmont University	<b>Graduate Student Team Dynamics: Utilizing DISC Assessments in the Classroom</b>
6	James J. Harwood, Florida State University; Charles E. Reid III, Florida State University; Dr. Jeffrey D. James (Advisor), Florida State University; Dr. Amy Chan Hyung Kim (Advisor), Florida State University	<b>Does the ‘Vote of Confidence’ lead to the sack: A study of Premier League soccer managers</b>
7	Mitchell Woltring, University of South Alabama	<b>A Model Development for Competitive Fantasy Sports Participation: Using the Theory of Planned Behavior</b>
8	Cynthia Rosales, University of Houston; Veronica Bustos, University of Houston; Michael Cottingham (Advisor), University of Houston	<b>Practitioners’ Perspectives on Wheelchair Rugby Research</b>
9	Alyssa Leger, University of Louisiana at Lafayette; Janson Delaney, University of Louisiana at Lafayette; Peter Omondi-Ochieng (Advisor), University of Louisiana at Lafayette	<b>Intellectual Property Law: A Legal Analysis of Sports Slogans in Intercollegiate Athletics</b>
10	Abigail Leger, University of Louisiana at Lafayette; Bailey Scott, University of Louisiana at Lafayette; Peter Omondi-Ochieng (Advisor), University of Louisiana at Lafayette	<b>Antitrust Law in Professional Sports: A Legal Analysis of Major League Soccer</b>



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11	Ava Hill, University of Louisiana at Lafayette; Kevin Mamou, University of Louisiana at Lafayette; LaQuintin Lamb, University of Louisiana at Lafayette; Peter Omondi-Ochieng (Advisor), University of Louisiana at Lafayette	<b>The Role of Quotes in Coaching High School Football Players</b>
12	Koatine Martin, University of Louisiana at Lafayette; Breana Williams, University of Louisiana at Lafayette; Kyrian Thomson, University of Louisiana at Lafayette; Peter Omondi-Ochieng (Advisor), University of Louisiana at Lafayette	<b>Product Liability Law: A Legal Analysis of Riddell Helmets &amp; Football Concussions</b>
13	Stacy Imagbe, University of Louisiana at Lafayette; Jordan Perrett, University of Louisiana at Lafayette; Peter Omondi-Ochieng (Advisor), University of Louisiana at Lafayette	<b>Winners &amp; Losers: The Role of Talent in European National Soccer Team Achievements</b>
14	Jasmine Anderson, University of Louisiana at Lafayette; Peter Omondi-Ochieng (Advisor), University of Louisiana at Lafayette	<b>Why Risk? Impacts of Illegal Performance Enhancement Drugs in U.S. Professional Sports</b>
15	Jordan Daigle, University of Louisiana at Lafayette; Peter Omondi-Ochieng (Advisor), University of Louisiana at Lafayette	<b>Plan B: Alternative Dispute Resolutions in U.S. Professional Sports</b>

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