



2018 APPLIED SPORT MANAGEMENT CONFERENCE

25-MINUTE ORAL PRESENTATIONS

#	Author(s)	Title	Presentation Date/Time/Location
1	Alex Traugutt, University of Northern Colorado Jacob D. Augustin, Northwood University Yoon Tae Sung, University of Northern Colorado	Market (In)Efficiency in the National Hockey League	Friday, Feb. 16 3:30-4:30pm Foster 144
2	Ho Yeol Yu, University of Houston Myungwoo Lee, University of Houston Don Lee (advisor), University of Houston Michael Cottingham (advisor), University of Houston Leeseob Maeng, University of Houston	Exploring Sport Fan Association Types Across Sports	Friday, Feb. 16 3:30-4:30pm Foster 226
3	Amanda (Amy) Greene, East Tennessee State University Kason O'Neil, East Tennessee State University Gary Lhotsky, West Virginia University Kylie Russell, Sport Management Graduate Assistant	Exploring a New Division I Football Program on a University Campus: An Application of Collaborative Action Research in Sport Management	Friday, Feb. 16 3:30-4:30pm Foster 143
4	Sylvia Trendafilova, University of Tennessee Jeffrey Graham, University of Tennessee Vassilios Ziakas, Plymouth Marjon University	Examining the Landscape of Environmental Sustainability in Sport Management Education	Friday, Feb. 16 8:00-9:00am Foster 143
5	Metin Argan, Anadolu University, Turkey Caner Ozgen, Anadolu University, Turkey Sabri Kaya, Kirikkale University, Turkey Mehpare Tokay Argan, Bilecik Seyh Edebali University, Turkey Mert Demirbas, Anadolu University, Turkey	Collecting Memories in Away Games: The Effects of Team Identification, Community Identification, and Away Game Involvement	Friday, Feb. 16 4:30-5:30pm Foster 226
6	Metin Argan, Anadolu University, Turkey Mehpare T. Argan, Bilecik Seyh Edebali University, Turkey Sabri Kaya, Kirikkale University, Turkey	The Role of Empathy and Sympathy on Team Identification: The Determinants of Team-Based Approach	Friday, Feb. 16 3:30-4:30pm Foster 226



7	Ted Hayduk III, Texas A&M University Matthew Walker (advisor), Texas A&M University	Ownership Functional Background Experience Carry-Over Effects: Evidence from Major League Baseball	Friday, Feb. 16 3:30-4:30pm Foster 228
8	G. Matthew Robinson, Baylor University Marshall J. Magnusen, Baylor University Glenn Miller, Baylor University	Social Effectiveness in Sport: Career Success Implications of Political Skill for Sport Coaches	Friday, Feb. 16 4:30-5:30pm Foster 228
10	Namhun Lim, Indiana University Wanyong Choi, Marshall University Zack Pedersen, Indiana University Paul M. Pedersen (advisor), Indiana University	Analyzing the Relationship Between Stadium Location and Major League Baseball (MLB) Attendance: The Application of Location Modeling to the 2006-16 MLB Seasons	Saturday, Feb. 17 8:00-9:00am Foster 143
11	Marlene A. Dixon, Texas A&M University Arden Anderson, Texas A&M University	Do No Harm: Exploring Unintended Consequences of an SFD Program in Kenya	Friday, Feb. 16 8:00-9:00am Foster 143
12	Daniel Alvarado, Georgia Southern University Emily Newell, Georgia Southern University	The International Student Athlete Experience Connecting Research with Practice in Coaching Perspective	Friday, Feb. 16 4:30-5:30pm Foster 228
13	Hyeongil Jang, Mississippi State University Dae-eun Kim, Mississippi State University Soyoun Lim, Mississippi State University Mi-Lyang Kim, Soonchunhyang University Younghan Lee (advisor), Mississippi State University	Virtual Advertising Match-up Hypothesis and Perceived Intrusiveness of Sport Media Viewers: Case of the South Korean Professional Baseball	Saturday, Feb. 17 9:00-10:00am Foster 228
14	Ji Wu, University of Minnesota Yuhei Inoue (advisor), University of Minnesota	Linking Sport Employees' Job Performance with Organization's Value: A Case of Nike+Run Club	Saturday, Feb. 17 8:00-9:00am Foster 144
15	Samantha Roberts, Texas A&M University – Commerce Clay Bolton, Texas A&M University – Commerce Dean Culpepper, Texas A&M University – Commerce	Cheating and Moral Reasoning in Youth Soccer: Challenges for the Future of the Sport	Saturday, Feb. 17 8:00-9:00am Foster 144
16	Kazunori Maeda, Kochi University of Technology Hironobu Tsuchiya, Osaka University of Health and Sport Sciences	Exploration and Conceptualization of a Sense of Community as Responsibility to the Hometown of Members of Professional Sports Organizations	Friday, Feb. 16 4:30-5:30pm Foster 226



	Kozo Tomiyama, Osaka University of Health and Sport Sciences		
17	Clay Bolton, Texas A&M University – Commerce Samantha Roberts, Texas A&M University – Commerce Tyler Oppenheim, Texas A&M University – Commerce	Preparing for the Real World: The Role of Pre-Internship Classes in Sport & Recreation Management	Friday, Feb. 16 3:30-4:30pm Foster 228
18	Jeffrey Graham, University of Tennessee Allison Smith, Virginia Commonwealth University Martin Baker, University of Tennessee	Drills, Free Play, and Purposeful Games: Examining National Youth Soccer Training Programs	Friday, Feb. 16 9:00-10:00am Foster 143
19	Brody J. Rauhley, Miami University	Fantasy Sport Voices Heard: Examining Feedback to Fantasy Sport Providers	Saturday, Feb. 17 9:00-10:00am Foster 228
20	Nathan Diambra, University of Tennessee Jeffrey A. Graham, University of Tennessee Adam Love, University of Tennessee Sylvia Trendafilova, University of Tennessee Vasileios Maroulas, University of Tennessee Chris Oballe, University of Tennessee	Using Topographical Clustering to Identify Emerging Positions and Strategies in NCAA Men’s Basketball	Friday, Feb. 16 3:30-4:30pm Foster 143
21	J. Patrick Marsh, Baylor University Leeann M. Lower, The Ohio State University W. Andrew Czekanski, Coastal Carolina University Richard JR Rathjens, The Ohio State University	Institutional Barriers to Sport Club Effectiveness	Saturday, Feb. 17 9:00-10:00am Foster 144
22	John E. Dollar, Northwestern State University Glenn Miller, Baylor University	Experiential Education: Developing the Sport Internship and Hatching the Golden Egg	Saturday, Feb. 17 8:00-9:00am Foster 226
23	Manuela Picariello, Texas Woman’s University Sylvia Trendafilova, University of Tennessee Steven N. Waller, University of Tennessee	Mentoring in Professional Sport: A Holistic Point of View	Saturday, Feb. 17 8:00-9:00am Foster 226
24	Alex Chinhoo Gang, Indiana University Juha Yoon, Indiana University Minkyoo Lee, Indiana University Zack Pedersen, Indiana University Paul M. Pedersen (advisor), Indiana University	An Analysis of the Turnover Ratio of Foreign Players in Professional Soccer: Identifying the Rationale Behind the Recruitment and Release Procedures Used in the K-League	Friday, Feb. 16 3:30-4:30pm Foster 144



26	Dana Drew Shaw, Belmont University Amie Smith Bradley, Southern Methodist University	Season of Change: Why Females Working in Intercollegiate Athletics are Bread Makers	Friday, Feb. 16 4:30-5:00pm Foster 143
28	Charles Parrish, Western Carolina University Seungwon (Shawn) Lee, George Mason University	Stadiums as Corporate/Social Event Venues: Exploring Fit Among Event Types	Saturday, Feb. 17 9:00-10:00am Foster 144
29	Seong-Hee Park, Hankuk University of Foreign Studies Young Do Kim, Elon University	Identifying the Future Development of eSports in Korea Using Big Data Analytics	Saturday, Feb. 17 9:00-10:00am Foster 226
30	Howard Bartee, Jr., Houston Baptist University	The Analytical Value of Diverse Youth Baseball Development on the Future of College Baseball	Friday, Feb. 16 9:00-10:00 Foster 143
	Teaching Roundtable Session		
	Susan Foster, Hal Walker, Susan Klinedinst, Tony Weaver	Internships and Academic Rigor: Enhancing the Structure and Function of Internships	
	Clinton Patterson, Dakota Farquahar-Caddell, Ryan Eklund	It Takes a Collaborative Team to Cheer on a College Sports Team	
	Laura Hatfield	Topic to be Determined	



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POSTER PRESENTATIONS

#	Author(s)	Title	Poster Session
1	David Zinn, Misericordia University	Game Attendance vs. Percentage of Seats Filled: An Alternative Way of Analyzing the 2016 National College Football Home Attendance Figures	Saturday
2	Jacob D. Augustin, Northwood University Alex Traugutt, University of Northern Colorado	Identity and Returns to Ownership: Evidence from the Thoroughbred Market	Saturday
3	Michael J. Diacin, University of Indianapolis	An Examination of Curriculum, Field Experience and Delivery Formats Within Sport Management Graduate Programs in the United States	Friday
4	G. Matthew Robinson, Baylor University Mitchell J. Neubert, Baylor University Andrew R. Meyer, Baylor University	Servant Leadership and Leader Effectiveness Outcomes: A National Study of Interscholastic Sport Administrators	Saturday
5	Youngmin Yoon, Eastern New Mexico University Jun Woo Kim, Arcadia University Marshall J. Magnusen, Baylor University	Fine Tuning Brand Endorsements: Exploring Race-Sport Fit with Athlete Endorsers	Saturday
6	Clinton A. Patterson, Baylor University & Tarleton State University Megan S. Patterson, Baylor University	Fostering Student Engagement and Belonging Through Sport: Factors Associated with Student Attendance at Collegiate Basketball Games	Friday
7	Sloane Milstein, Texas A&M University	Adding Sports to NCAA Institutions: Exposing the Buyer Seller Mismatch	Friday
8	Rhema D. Fuller, University of Memphis Brennan K. Berg, University of Memphis Michael Hutchinson, University of Memphis Tim D. Ryan, University of Memphis	The Effect of Athletic Association Reclassification on Institutional Status	Saturday
9	Kevin Gonzales, Texas A&M University – Commerce Clay Bolton (advisor), Texas A&M University – Commerce	The Role of the Mentor in Support Programs for NCAA DII Student-Athletes: A Case Study	Friday



	Samantha Roberts (advisor), Texas A&M University – Commerce		
10	Aaron Anderson, Texas A&M University D. Scott Waltemyer, Texas A&M University	Pay Inequity: A Case Study of the United States National Soccer Teams	Saturday
12	Jenee' Broussard, University of Louisiana at Lafayette Jeremy J. Foreman (advisor), University of Louisiana at Lafayette	The Effect of Discriminatory Mascot Changes on Team Revenue in College Athletics	Saturday
13	Brett Morvant, University of Louisiana at Lafayette Jeremy J. Foreman (advisor), University of Louisiana at Lafayette	Optimal Bye Weeks Before and After League Policy Changes	Friday
14	Jeffrey C. Petersen, Baylor University Lawrence W. Judge, Ball State University	Jetsetter Awareness of the Youth Olympic Games: Comparing Residents and International Travelers	Friday
15	Dakota Johnson, Baylor University Austen Reed, Baylor University Jeffrey C. Petersen (advisor), Baylor University	The Influence of Indoor Tennis Facilities on Division I Tennis Recruiting	Friday
16	Levi Norwood, Baylor University Miles Johnson, Baylor University Josh Myer, Baylor University Jeffrey C. Petersen (advisor), Baylor University	NCAA Dining Deregulation and the Nutrition Facility Arms Race	Friday
17	Teresa Nicolet, Baylor University Emma Baumann, Baylor University Michael Howk, Baylor University Jeffrey C. Petersen (advisor), Baylor University	Stadium Size and School Enrollment Impacts upon Football Success in Texas High Schools	Saturday
18	Zach Amundson, Baylor University Paul Langenfeld, Baylor University Cody McCoy, Baylor University Jeffrey C. Petersen (advisor), Baylor University	The "Super-team" Phenomenon and its Effect on NBA Attendance	Saturday
19	Dakota Jordan, Baylor University Chia-Chun Hsieh, Baylor University Jeffrey C. Petersen (advisor), Baylor University	The Impact of Stadium Ownership on Profits in the Football Bowl Subdivision	Saturday
20	Billy Kirkpatrick, Baylor University Alex Phillips, Baylor University	Researching Twins: Assessing Attendance in Shared Professional Venues	Friday



	Alhajie Dumbuya, Baylor University Jeffrey C. Petersen (advisor), Baylor University		
21	Haley White, Baylor University Austin Stone, Lamar University Jeffrey C. Petersen (advisor), Baylor University	Turf Troubles: An Analysis of Errors on NCAA Artificial Turf Infields	Friday
22	Cedric Whitaker, Baylor University Jared Alwan, Baylor University K.J. Smith, Baylor University Jeffrey C. Petersen (advisor), Baylor University	The Effects of FBS Stadium Renovation Investment on Recruiting Quality	Friday
23	Carson Bowers, Baylor University Amy Gaston, Baylor University Jeffrey C. Petersen (advisor), Baylor University	The Price of Victory: Facility Spending and Winning in Texas High School Football	Friday
24	Sukjoon Yoon, Texas A&M University James F. Petrick (advisor), Texas A&M University	Was the Ban of the Anchored Putter the Right Decision?	Saturday
25	Tyler Oppenheim, Texas A&M University – Commerce Samantha Roberts (advisor), Texas A&M University – Commerce Clay Bolton (advisor), Texas A&M University – Commerce	Success: An Exploration of the Role the Gender of a Head Coach Plays in the Success of a Female Sport	Friday
26	A. Morgan, Texas A&M University S. Milstein, Texas A&M University	Using Experiential Learning as a Tool for Student Success in Event Management	Friday
27	Christopher M. Keshock, University of South Alabama Brooke Forester, University of South Alabama Mitchell Woltring, University of South Alabama Sarah Cowart, Pennsylvania State University	Sport Management Capstone Course Service Learning Experiences: Event Group Leader Student Perceptions	Friday
28	Wonyoung Kim, Wichita State University Wanyong Choi, Marshall University Woo-Young Lee, University of Central Missouri Dae Yeon Kim, University of Central Missouri	Relationship between Perceived Community Benefits and Supports toward the Development of Public Funded Recreation Center	Saturday



29	Dae Yeon Kim, University of Central Missouri Kyungun Kim, University of Central Missouri Woo-young Lee, University of Central Missouri Wonyoung Kim, Wichita State University	Rasch Calibration and Optimal Categorization of Sponsorship Effectiveness Assessment	Saturday
30	Ricky Hoelscher, Texas A&M University – Commerce Samantha Roberts (advisor), Texas A&M University – Commerce Clay Bolton (advisor), Texas A&M University – Commerce	Fan Giveaways in Major League Baseball: A Longitudinal Analysis	Saturday
31	Trey Grubert, Texas A&M University – Commerce Clay Bolton (advisor), Texas A&M University – Commerce Samantha Roberts (advisor), Texas A&M University – Commerce	Salaries in the Big Four: Differences in Player Earnings across US Sport	Saturday
32	Brock Meckelborg, Baylor University Harrison Hanna, Baylor University Marshall J. Magnusen (advisor), Baylor University	Our Brand is Crisis: An Integration and Simulation-based Approach to Crisis Management Preparation in Sport	Friday
33	Ashley Veach, Baylor University Chia-chun Hsieh, Baylor University Dakota Jordan, Baylor University Marshall J. Magnusen (advisor), Baylor University	Keep Calm and Pay Your Dues: An Attributional Justice Approach to Understanding Dues Paying in Sport	Friday
34	Tanner Kaplan, Baylor University Justin Hoff, Baylor University Marshall J. Magnusen (advisor), Baylor University	Go for Chess, Not Checkers: A Review of Organizational Politics and Strategies for Sport Management	Saturday
35	Kerry Wright, Baylor University Jody Lee, Baylor University Cedric Whitaker, Baylor University G. Matthew Robinson (advisor), Baylor University	Leadership and Psychological Well-being in the Workplace: A Review and Applications for Sport Professionals	Friday



36	Kirk Bryant, Baylor University Josh Cochran, Baylor University Marshall J. Magnusen (advisor), Baylor University	Work-Life Balance in US Sport Organizations: Strategies from Europe	Friday
37	Alec Finch, Baylor University Klein Klotz, Baylor University G. Matthew Robinson (advisor), Baylor University	Constructing a Moral Architecture: Using Engagement Theory to Improve Ethical Decision-Making in Sport	Friday
38	Doyeon Won, Liverpool John Moores University Gonzalo A. Bravo, West Virginia University Weisheng Chiu, Open University of Hong Kong	Relationships Between Psychological Contract, Satisfaction, Commitment, and Turnover Intention of Athletic Personnel: Moderating Role of Psychological Contract Breach	Friday
39	Doyeon Won, Liverpool John Moores University Cindy Lee, West Virginia University	Factors Influencing Season Ticket Holders' Satisfaction and Renewal Intention: The Role of Off-Season Renewal Process	Friday
40	Carolyn Yoonhee Park, Seoul National University Doyeon Won (advisor), Liverpool John Moores University	Factors Affecting the Allocation of Foundation-Funded Budgets: A Case Study of the Quasi-Governmental Sport Organizations in Korea	Friday
41	Colin Sandoz, University of Louisiana at Lafayette Jeremy Foreman, University of Louisiana at Lafayette	The True Value of Long-Term MLB Pitcher Contracts	Saturday
42	Brody J. Ruihley, Miami University	Examining Fantasy Sport Entry	Saturday
43	Sarah Adams, Belmont University Dana Shaw, Belmont University Stephen Shin, Belmont University	International Student-Athlete Mentoring Program: Theoretical Framework of the Acculturation Process in Intercollegiate Athletics	Friday
44	Tim Wilson, Martin Methodist College Eileen Farchmin, Webber International University	The Emergence of College Football's First "Super Conference"	Friday
45	Patrick Mardini, University of Balamand Maria Kiwan, University of Balamand Nouhad Boustany, University of Balamand	The Effect of Sports Sponsorship on Sponsoring Firms: An Event Study	Saturday



46	Maura Walsh, Loras College Anne Marx, Loras College	An Examination of the US Soccer Federation Player Development Budget	Saturday
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