

2021 ASMA Conference Schedule

Session Title	Author(s)
Welcome to ASMA 2021 - Let the Games Begin...	Dr. Matt Robinson; Margaret Ann Wallace; Dr. Kristen McAlexander; Dr. Barry Shaw
A Word From ASMA President - Dr. Marshall J. Magnusen	Dr. Marshall J Magnusen
Research Presentations	
Athletics is Education	Molly Harry
The Impact of Athlete-Coach Fit on Student-Athlete Satisfaction	Mark Beattie; Dr. Brian A. Turner
Value Added Incentives and Group Sales: An examination of Fan Experience Enhancements Offered Among Major League Soccer (MLS) Organizations	Michael Diacin
"All the Way Up!" The Impact of Altitude at Coors Field on Visiting Team Performance in Major League Baseball (MLB)	Dylan Cole; Sean Pradhan, Ph.D.
Discrepancies In Parent Observations and Personal Spectator Behaviors in Youth Sport Settings	Jerry F. Reynolds II, PhD, LMSW, MSW
Protecting 26.2 Miles: Reviewing The Effects Of The 2013 Boston Marthon Bombing On Domestic And International Security Protocols For Marathons And Exploring New Measures Planned Due To COVID-19	David Zinn
Sport sponsorship in the 21st century: Measurement techniques and best practices	David Synowka; Artemisia Apostolopoulou; David Synowka
Fake news travels fast: How misinformation circulates around Coronavirus crisis	Liang Xiao; Bo Li
Kids These Days: Corporate Social Responsibility and Generational Influence on Consumer Intention	Maya Mathis; Amanda Greene; Dr. Charles Jones; Natalie L. Smith
Communicating from the Court to the Community: A Content Analysis of NBA Teams' Social Responsibility Twitter Communications	Cameron Wilson
The Ever-Evolving Concussion Policies and Protocols in Sport	Bridget Wooleyhand
"Exploring in the dark": Conceptualizing inclusion of queer student-athletes	Sarah Stokowski; Austin Anderson; Megan R. Turk; Allison Fridley
Investigating the glass cliff phenomena in Division I women's basketball	Nicholas Swim; Dr. Adam R. Cocco; Meg Hancock, Ph.D.
The impact of the International Swimming League on the life of professional swimmers	Rodrigo Feller; Robert Turick
Industry Interviews - Lunch & Learn	
A Scaffolded Interview of a NCAA Division III Athletic Department: The Impact of COVID-19 from the Perspective of a Student-Athlete, Coach, and Athletic Director.	Kim Fierke
Bubble or Burst: An Interview with Jon Niemuth from AECOM Sports about the Future of Events	Christina K. Wright
An Interview with Michael Terry, Director of Communications at U.S. Figure Skating	Michael Ross
An Interview with Matt Chelap, Vice President at Octagon, about: 1. The Home Depot adapting its title sponsorship of ESPN College GameDay during COVID-19 2. Adaptations to PlayStation's title sponsorship of the Fiesta Bowl during COVID-19 3. How Octagon	Robert Zullo
An Interview with Jacquelyn Luedtke from U.S. Ski & Snowboard about Fundraising and Special Events in Non-Profit Sport	Farah Ishaq

An Interview with Claire Poole, Founder and CEO of Sport Positive Summit	Lauren Lichterman; Dr. Brian P. McCullough (Advisor)
An Interview with Marissa Ahrens, Community Relations Manager at Atlanta United FC	Alexis Sewell; Michael Ross (Advisor)
An Interview with Stephen Keener, President and Executive Director of Little League, about: 1. Diversity in Baseball and 2. Little League operations during COVID-19 and 3. Strategic planning for the future within youth sports	Dr. Robert Zullo (Advisor)
An Interview with AD Gene Smith from Ohio University about Adminstrating Name, Image, and Likeness Rights at a Power 5 Institution”	Brandon Wright
An Interview with Dr. Tom Hart Conference USA South Commissioner	Micah Natale
Donor Analytics Crash Course: An Interview with Baylor’s Associate Vice President for Advancement and Prospect Development	Dr. Marshall J Magnusen
An Interview on Selling Special Events with Caleb Ambrose, Account Executive with the Houston Astros	Dr. Matt Robinson
Research Presentations	
Student-Athlete Mentorship within the Football Championship Subdivision (FCS)	Khirey Walker; Ronnie Watson
An International Approach to Student-Athlete Mental Health	Ronnie Watson; Khirey Walker
Park Proximity: A Case Study of Youth Access and Accessibility	Emily Howell; Adam G. Pflieger
Analysis of Factors Which Affect Game Outcomes in Major League Soccer	Chelsea C. Police; Anthony Montanaro; Spencer Stone; Dr. Adam R. Cocco
Factors Influencing Marketing-Generated Revenue Within Autonomy Football Bowl Subdivision Institutions	Alicia Romano; Dr. Yoon Tae Sung (Advisor); Dr. Alan Morse (Advisor)
Who Benefited from the Pyeongchang Olympic Announcement? Evidence from the South Korean Stock Market COPY	Ted Hayduk
Association Between Mental State and Perceived Healing Rate Among Injured NCAA Division III Athletes	Sydney Williams; Dr. Kristen McAlexander (Advisor)
“It’s about talent and the ability to throw the ball, not the color of your skin”: A racial tasking update of college quarterbacks	Robert Turick
Involvement Profiles of Youth Sport Parents: A Cluster Analysis	Edward Horne; Jeff Farr; John Kaczorowski; B. Christine Green
The Perfect Storm: Developmental Professional Golf, Athletic Identity, & COVID-19	Dr. Allison Smith; Dr. Robbie Matz; Jeongwon Choi
COVID-19 and Stress Among Collegiate Student-Athletes	Sabrina Reed; Hailey Daehnke; Paige Kuefler; Belle Hembree; Mackenzie Butler
#WildcatsCare: A Case Study of the Mental Health Awareness Campaign at the University of Arizona	Sarah Stokowski; Alex Aurebach; Alison Fridley
Recreating the Internship Experience: An Exploration of a Virtual Course Offering	Brittany N. Connor; Dr. Jordan Bass
The 2019-2020 Graduates: How Have They Fared On The Job Market?	Jillian McNiff
The Value of the Tank: Drafting Strategies in the NFL	Greyson Allen; Dr. Samantha Roberts

Disability Provision at Globe Life Field: Have Stadiums Become More Inclusive?	Makayla Martin; Dr. Samantha Roberts
Evening Social	
Research Presentations	
Does Beer Matter When It Comes To The Attendance Of College Baseball Games? Examining The Relationship Between Team Identification, Satisfaction, And Attitude Toward Beer Sales On Revisit Intention	Jinwook Chung; Yongchae Rhee; Wonyoung Kin; Woo-Young Lee
Equality, if Only in Tuition- An Examination of Perceived Inequities Across Sports by DIII Student Athletes	Jennifer Schmult
Time to get paid, but how? A critical examination of NIL technology solutions for college athletes	Courtney Flowers
COVID-19 and Season Postponements: A Qualitative Look at NCAA Division III College Athlete Experiences	Ashton Vasquez; Matthew Wilding; Jennifer Garcia
Just a Fantasy? Examining Fantasy Sport in a Time Without Sport.	Brody Rauhley; Jacob Chamberlin
An Examination of Campus Recreation Programming for Students with Disabilities	Joshua R. Pate, Ph.D.; Deborah R. Shapiro, Ph.D.
"This is Fine" The Impact of Blowouts on Next-Game Performance in the National Hockey League (NHL)	Ravi Chachad, M.S.; Sean Pradhan, Ph.D.
The Impact of Positive Leadership on an Intercollegiate Athletics Department Culture	Sean Dahlin; Howard Gauthier, Ph.D.
Athletic Success And Donation Intentions: Does Sense Of Community Mediate?	Addison Pond; Dr. James T. Allen; Dr. T.C. Greenwell; Mr. Youngjik Lee
Understanding CRM implementation and employee engagement in collegiate athletics: Unlocking improved workplace performance	Kyle Brannigan; Logan Schuetz; Brent Oja
Physical activity and practice design during boys and girls high school sport practices	Troy Carlton; Michael A. Kanters; Thom L. McKenzie
Driving Change: Utilizing a Conceptual Framework to Guide Decision Making and Curricular Innovation	Dr. Jennifer J. Kane; Dr. Elizabeth A. Gregg
The Whole student-athlete: Addressing the importance of mental health	Heath Hooper
A theoretical perspective of the application of communication privacy management theory applied to NCAA intercollegiate athletics	Heath Hooper; Michael Ross
Helping Youth Sport Managers Develop Family-Friendly Sport Programming	Jeff Farr
Accessibility at Arrowhead: Disability Provision & the Kansas City Chiefs	Darryan Wellborn; Dr. Samantha Roberts
Who is the REAL Red Machine? International Recruitment Strategies in the NHL	Sawyer Craig; Dr. Samantha Roberts
Assessment of outcomes and implementation of a sport for development coach education program in Sri Lanka	Paul Wright; Steven Howell; Jennifer Jacobs; James Ressler; Marcella Otto
Industry Interviews - Lunch & Learn	

An Interview with Dave Newport, the Director of the Environmental Center at the University of Colorado-Boulder	Lauren Lichterman; Dr. Brian P. McCullough (Advisor)
Interview with Walter Holland from the Minnesota Lynx about Range	Tyler Hajek
An Interview with Northwestern State Athletic Director Greg Burke about Fundraising and Sponsorships at an FCS Level Institution	Garret Sulak
An Interview with Lee Biglin – Director of Ticket Operations & Analytics from Ohio State University about Ticketing and Revenue Generation during Covid-19	Logan Schuetz; Kyle Brannigan
An Interview with Austin Pasco, Youth Programs Manager at New Orleans Saints & Pelicans	Michael Ross
The evolution and future of scouting in baseball with Gene Watson, Senior Director-Pro Scouting/Assistant to the General Manager	Lester Sombito
An Interview with Don Costante, Sr. Director of Event Presentation and Production at the Kansas City Royals, over Event Presentation	Jennifer Schmult
An Interview with Gina Antonello, former Head Communications Director of the XFL and current Assistant Professor of Sport Management at NYU	Jackie O'Reilly; Michael Ross (Advisor)
An Interview with Sharod Williams, Director of External Operations: The Journey from D-II student athlete from Miami, FL, to becoming a seasoned Athletic Administrator by the age of 30	Dr. Clayton Bolton
Career Progression and Virtual Game Day Presentation with Ian Davis of the LA Clippers	Dr. Kristen McAlexander
Research Presentations	
Welcome to America! How can the campus athletic community better assist international student-athletes with their transition into the American university setting?	Robert Turick
Keeping Up with the Gilberts: The Utilization of Sensory Spaces in the NBA	Greyson Allen; Dr. Samantha Roberts
Priming the Pump: An Analysis of Sport Management Faculty Internal Grant Awards	Jeffrey Petersen; David Pierce
A Content Analysis of Division III Athletic Websites in Pennsylvania	Robert Zullo
Media Representations of Newly Hired NCAA DI Basketball Coaches-Fischer, Houghton, McAlarnen	Mikaela Fischer; Emily Houghton; Michelle M. McAlarnen, Ph.D.
What is Your Motivation? NCAA Division I Student Athletes Motivational Perspectives on Dual Roles	Jeongwon Choi; Dr. Allison B. Smith (Advisor)
Content Analysis of Sport Management Graduate Program Course Offerings	David Pierce; James Johnson; John Miller; Benjamin J. Downs
"Series Not Completed": Applied History, Crisis Management, and the 1919 Stanley Cup Finals	Benjamin J. Downs
Examining the Relationship among Endorser Credibility, Level of Involvements, and Attitude toward Stimuli on Purchase Intention: An Elaboration Likelihood Model Perspective	Wonyoung Kim; Yongchae Rhee; Jongyeol Yoo; Steve Dittmore
Covid-19 and the Chinese Super League: Managing the world's most popular sport in a time of global crisis	Jingxian (Cecilia) Zhang; Bo Li; Brody Rauhley; Dr. Paul M. Pedersen
The POLICE principle of sport management: Bridging the gap between theory and practice	Dr. Stavros Triantafyllidis
Sport Specialization: Impact on Motivations in Education Development	Karl Wernecke; Dr. Charles Jones; Dr. Natalie Smith; Amanda Greene

Utilization and Impact of Career Services Among Collegiate Student-Athletes	Evan A. Davis; Shea Brgoch; Dr. Leeann Lower-Hoppe; Kristy McCray; Megan Parietti
Lead by example: An exploration of the athlete brand as a role model	Oizhas Taniyev; Brian Gordon, Ph.D.; Dr. Jordan Bass
Is Performance Being Bought? Data Envelopment Analysis of Professional Road Cycling	Matt Mackenzie; Dr. Samantha Roberts; Dr. Michael Oldham; Dr. Tara Tietjen-Smith
Autism Awareness in the NFL: The Impact of 'True' Inclusion	Patrick Hunt; Dr. Samantha Roberts
Research Presentations	
Teamwork makes the net-work: Participant-governed networks and athletics sustainability collaboration	Martin Barrett; Gareth J. Jones; Kyle S. Bunds
The Importance of Niche Sport Attributes and Team Identification in Major League Lacrosse Game Attendance	Seonghun Lee; T. Christopher Greenwell, Ph.D.; Min Jung Kim, Ph.D.
International graduate students: An investigation of physical activity behaviors after coming to the United States	Seonghun Lee; Wonjun Choi; Brigitte Burpo; Mary Hums
A Content Analysis of COVID-19 Ticketing and Fan Attendance Policies at Small Colleges and Universities	Tim Wilson; Chris Croft
The benefits of working in sport: Examining work-life enrichment among high school coaches	Jeff Graham; Allison B. Smith
Exploring the Career Development of Taiwan Student Basketball Athletes from a Perspective of Spectator Sports	Li-Shiue Gau; Jong-Chae Kim; Hsiou-tan Chu; Pei-Shan Lu
Psychological and Physiological Signals in Leisure Involvement, Flow Experience, and Excessive Leisure	Li-Shiue Gau; Pei-Shan Lu; Hsiou-tan Chu; Jong-Chae Kim
From the Classroom to the Industry: An Exploration & Comparison of Sport Management Students' Transitions to Employment	Ashley Gardner; Dr. Adam Love; Dr. Steven Waller
Fuller House: The Impact of Promotions on Venue Capacity in Minor League Baseball	Brittany Needham; Garret Sulak; Rachel Morton; Dr. Jeffrey Petersen (Advisor)
Does Beer Matter When It Comes to the Attendance of College Baseball Games? Examining the Relationship between Team Identification, Satisfaction, and Attitude toward Beer Sales on Revisit Intention	Jinwook Chung; Yongchae Rhee; Wonyoung Kim; Woo-Young Lee
The Impact of Positive Leadership on an Intercollegiate Athletics Department Culture	Sean Dahlin; Howard Gauthier, Ph.D.
A Meta-Analytic Examination of the Association between Sport Participation and Depression among Adolescents	Meungguk Park
Below The Curve: Division I Power Five Female Athletic Directors	Angeline Seames; Adam G. Pfleegor
The Prevalence of Medial Tibial Stress Syndrome Symptoms Among NCAA DIII Athletes	Amanda M. Combs; Dr. Kristen McAlexander (Advisor)

The Changing Narrative of Female Ownership in Sport: The Impact of Angel City FC	Savannah Wood; Dr. Samantha Roberts
Industry Interviews - Lunch & Learn	
An Interview with Lee Spivak, Managing Principal of the Sports and Entertainment team with Waste Management Sustainability Services, about Procurement for Zero Waste	Jamee Pelcher; Dr. Sylvia Trendafilova (Advisor)
An Interview with Lee Spivak, Managing Principal of the Sports and Entertainment team with Waste Management Sustainability Services, about Greenhouse Gas Reductions	Jamee Pelcher; Dr. Sylvia Trendafilova (Advisor)
An Interview with Director of Business Development Morgan from USATF about Career Path and COVID Changes	Aaliyah Miller
Braden Holloway, N.C. State Head Swimming and Diving Coach: Developing Team Culture and Psychological Safety	Kelsie Saxe
An Interview with Tyler Marcotte from the Boston Celtics about Sport Fan Experience	Charles Schroeder
An Interview with Luke Mashburn, Director of Facility Operations for Atlanta United FC	Charles Collings; Michael Ross (Advisor)
Shifting Content and Communication Strategies During COVID-19	Dr. Leigh Ann Danzey-Bussell
An Interview with Emily Curtis, Seattle Mariners Quantitative Analyst	Brittany Needham
An Interview with Dr. Maura Murphy, Associate Athletic Director for Development, Ohio State University, about: 1. Women in Senior Roles of Intercollegiate Athletics and 2. Fundraising during COVID-19	Dr. Robert Zullo (Advisor)
Fundraising Interview with Blake Harris, Senior Director of Regional Development at Baylor University	Dr. Marshall J Magnusen
Interview with Denver Broncos Brad Thomas related to Marketing and Premium Seating	Dr. Barry Shaw
Student Research Competition Showcase	
Relationship Marketing: The Strategy for Acquisition of Long-Term Strategic Partnerships in the Disability Sport Sector	Nina Siegfried; Dr. Chris Greenwell (Advisor)
COVID-19's effects on Paralympians: Physical and Mental Challenges	Taio Hu; Joy Cabador; Mathew Mendoza; Dr. Michael Cottingham (Advisor)
Sport Consumers' Digital Ticketing Adoption Via Self-Service Technology	Sanghoon Kim; Dr. Hyun-Woo Lee (Advisor)
Research Presentations	
Exploring developmental opportunities within sport organizations: Applying meaningful work in the sport industry	Nathan R. Baer; Claire C. Zvosee, Ph.D.; Brent Oja; Minjung Kim, Ph.D.
Owned Streaming Platforms and Television Platform Deals: Products and Considerations from the World Rally Championship (WRC)	Samuel Tickell
Do Gender and Expertise Matter? An Exploration of Athletic Product Endorsement in China	Jiayao Chee Qi; Dr. Marshall J Magnusen; Jeffrey Petersen
How Do Collegiate Sport Clubs Achieve Organizational Effectiveness?	Ashley Ryder; Dr. Leeann Lower-Hoppe; Shea Brgoch; Dr. Richard Bailey; Chad Lowe; Stephen Dahl; Dr. Daniel Ray

The Characteristics of Athletic Academic Advisors	Jim Watkins; Kelsey Slater; Leslie Chang
Protecting 26.2 Miles: Reviewing the Effects of the 2013 Boston Marathon Bombing on Domestic and International Security Protocols for Marathons and Exploring New Measures Planned Due to COVID-19	David Zinn
Psychological Safety in Sport	Kelsie Saxe
Perception of Violence in MMA Marketing	Skyler King; Cam Cundiff; Patrick Marsh
The Prescription for Wellness is Fun!	Thomas P. Raimondi, ABD; Heather Lawrence, Ph.D.
The Lasting Impact of Achieving Excellence: An Examination of Division III National Champions	Kirby Boehm; Dr. Jordan Bass
September Derby	Olin L. Adams III; Paris S. Strom
African American Jockeys: Forgotten Pillars of Thoroughbred Racing	Olin L. Adams III; Paris S. Strom
Elite Endurance Athletes' Perceptions on the Value of Nutrition	Emily Johnson; Lauren Antle, B.S., R.D.
Community Engagement Strategies at the World Cup: Lessons for United 2026	Juan Olivo; Dr. Samantha Roberts
To Bubble Or Not To Bubble?	Nolan Myers; Dr. Samantha Roberts
ASMA Student Research Competition Awards	