<u>**11:00 AM, Wednesday, March 26**</u>   **25-minute oral presentation (Room: Breakout A)**

RELIGION AND SPIRITUALITY IN THE SPORT WORKPLACE

Charles H. Wilson, Jr. University of Tennessee

Keywords: religion & spirituality in the workplace, sport workplace

Religion and spirituality are an important part of American culture with 92% of the population believing in God or a universal spirit (Pew, 2008). Religious pluralism is increasing due to immigration, globalization, and technological advances (Hicks, 2003; Neal, 2013). In order to be more effective, modern sport managers should be aware of both the legal and ethical issues relating to religion and spirituality in the workplace. Legally, sport managers should be aware of the Establishment and Free Exercise clauses of the First Amendment, as well as recent court interpretations. Ethically, sport managers should realize that it is both inaccurate and morally problematic to assume that employees' (or players') religious and spiritual beliefs can or should remain private, as if it was as simple as removing a coat and leaving it outside of the place of work or play (Hicks, 2003).

There is both the potential for positive synergy resulting from intentional strategies for religious and spiritual accommodation, but also the potential for negative fallout resulting from discrimination related to religious and/or spiritual prayer, symbols, and expression. Importantly, this real or perceived discrimination may be either intentional or unintentional, which is why educating leaders on this topic is paramount. The impact of globalization, demographic changes, and religious pluralism make this topic especially relevant in America sport. Furthermore, the sport setting is often ignored as a workplace by the general public, popular media, and academic scholars alike, yet it is another workplace where these religious flashpoints arise as a result of the growing globalization of college sports and the increasingly diverse religious backgrounds of the athletic administrators, coaches, and players. Implications for sport managers include risk management of litigation resulting from legal challenges resulting from policies regarding religious symbols, dress or expression, and also the potential impact on employee or player performance.

<u>**11:00 AM, Wednesday, March 26**</u>   25-minute oral presentation (Room: Breakout B)

FACTORS INFLUENCING ACADEMIC MAJOR CHOICE OF INTERNATIONAL STUDENT-ATHLETES COMPETING IN THE NCAA

Robin Hardin, University of Tennessee
Sylvia Trendafilova, University of Tennessee
Sarah Stokowski, Eastern Illinois University
Gi-Yong Koo, Troy University

Keywords: NCAA, international student-athletes, academic major

The number of international student-athletes in the National Collegiate Athletic Association has nearly tripled since the turn of the century. Facilitating a positive educational experience for international student-athletes is an important issue in higher education as this study examined the factors influencing the academic major choice of international student-athletes. The instrument for this study was based on a previous work related to major selection, with 12 dimensions being adopted to explore what influences academic major choice. Participants were student-athletes from schools in NCAA Division I. An on-line questionnaire was sent via e-mail and a total of 133 valid responses were collected. Data were analyzed through an exploratory factor analysis to identify the underlying structure of the motives for selecting a major. Results indicated that six factors played a major role in choosing a major: time, professional promise, external influence, perceived easiness, financial reward, and second choice.

The findings of this study are valuable to coaches, administrators and prospective student-athletes. Student-athletes much declare an academic major prior to their fifth semester in order to maintain continuing academic eligibility. The findings here demonstrate student-athletes are given the opportunity to select their academic major without undue influence from coaches or academic counselors. In addition, everyone involved in mentoring student-athletes should be aware of the academic demands of certain majors. The findings also provide insight for academic counselors as they can better understand why international student-athletes are choosing their academic major. This will enhance the relationship between the student-athlete and the academic counselor and make for a more positive experience for all involved. Future research should explore the specific types of majors and how the issue of time demands may hinder the ability to pursue the desired major to better understand the process of decision-making.

11:25 AM, Wednesday, March 26   **25-minute oral presentation (Room: Breakout A)**

NO TAILGATING ALLOWED? THE POTENTIAL ECONOMIC IMPLICATIONS OF THE SUPER BOWL'S TAILGATING POLICY

Andy Gillentine, University of South Carolina
John Miller, Troy University

Keywords: tailgating, economic impact, event management

Fans attending the 2014 Super Bowl at Met Life Stadium will be faced with a new policy regarding tailgating activity prior to the game. Although the NFL has modified its position, the policy clearly curtails tailgating activity. Attendees will be allowed to have food and drink in their car or eat or drink next to their car provided they stay within the boundaries of a single parking space. Of the 28,000 parking spaces at MetLife Stadium, 15,000 will be used primarily for security and media. Most fans at the game are expected to be out-of-towners who will be encouraged to use mass transit. While each of the policies is framed within concerns of event security, it is also important to consider the potential economic impact these policies could have on the host city and/or community. The movement towards banning tailgating is not an isolated occurrence as universities and other professional sport organizations have also instituted bans of varying degrees.

Research on tailgating has focused primarily on consumer behaviors and motivations and risk management and legal issues associated with this activity (James, Breezeel & Ross, 2001; Gillentine & Miller, 2006; Miller & Gillentine, 2006; Gillentine, Miller & Crow, 2010). Only recently has focus been placed on the economic implications of tailgating activities. Brown, Gillentine & Grady (2011) explored the economic implications of tailgating participants who did not attend the event and identified interesting economic implications of this consumer segment. If, as noted by Gillentine (2003), 10 percent of tailgaters do not attend the event, the economic impact from the tailgating only group would be significant. By disallowing tailgating, sport organizations could be costing the host community a significant sum of money. This presentation will explore the potential implications of tailgating bans by sport organizations and alternatives to the No Tailgating policies.

11:25 AM, Wednesday, March 26   25-minute oral presentation (Room: Breakout B)

SPIRITUALITY AND TRANSITIONING TO DIVISION I ATHLETICS: A PERSONAL NARRATIVE

Ashlee Burt, University of Tennessee

Keywords: college athletics, transitioning, spirituality

More than 100,000 student-athletes transition from scholastic sport to collegiate sport each year and that transition includes not only the athletic realm but also the academic, emotional, and social realms. All students must make this transition but student-athletes face unique challenges because of their dual role as students and athletes. Excelling academically is challenging enough but student-athletes must also adapt to a higher level of athletic competition as well as deal with the emotional and social issues with being in a new environment (Haas, Smith, & Kagan, 2013; Smith & Zhang, 2009).

Collegiate coaches determine the team roster, but it is the existing team members who determine if a student-athlete is a team member or just a name on the roster. This has to do with acceptance and becoming part of the team community (Galipeau & Trudel, 2004). This is a challenge not only socially and emotionally but in the case of many student-athletes spiritually as well. There is a clear connection between sport and religion and many times student-athletes use spiritually to assist in the transition to collegiate athletes (Bain-Selbo, 2012; Coakley, 2008, Hoffman, 2010; Waller, Dzikus, & Hardin, 2008).

This narrative focuses on the use of spiritually in the transition of a student-athlete to Division I women's soccer. The student-athlete faced ridicule from her teammates because of her family history with the university. There were accusations that her family had paid to coach to offer her a scholarship, and she was constantly criticized by her teammates during preseason practice about playing ability and practice habits. The student-athlete used her spiritually to help her through those first few weeks, and she eventually earned a starting spot on the team during the preseason. This narrative examines those struggles and how spiritually helped her make the transition.

1:00 PM, Wednesday, March 26   **25-minute oral presentation (Room: Breakout A)**

THE USE OF INSTAGRAM IN THE SEC: A QUALITATIVE ANALYSIS

Joshua Bowles, University of Tennessee
Elizabeth Taylor, University of Tennessee

Keywords: social media, NCAA Division-I, Instagram

Photo and video sharing has become increasingly prevalent in the world of social media, and Instagram has separated itself from the rest. Instagram is a mobile-based photo sharing social network that holds a growing user base of 150 million monthly active users posting 55 million photos with 1.2 billion likes daily (Instagram, 2013). This data, as well as the simplistic, filter-based design, have made Instagram a powerful tool for sport marketers and communication professionals. Both sport organizations and their fans are always searching for new ways to connect, and Instagram has become an effective way to facilitate interaction through photo and video.

This study examines how Southeastern Conference (SEC) athletic departments are using Instagram, with a focus on both the types of content and overall strategic goals. Telephone interviews with university media relations representatives focused on examining the motivations to use Instagram and experiences running official Instagram accounts. Several patterns emerged relating specifically to the importance of sharing a "behind-the-scenes" view of their respective universities and athletic teams and using Instagram as a tool to help enhance the athletic department's overall brand and social media strategy. Participants made note that it allows them to tell their own stories and be more transparent with their fans.

The prominence of the larger, more established networks such as Facebook and Twitter makes it important for athletic departments to seek ways they can separate themselves and adapt to the ever-changing nature of social media. Many different techniques and strategies for using Instagram were found as account followers ranged from 1,200 to more than 20,000 followers for conference members. These interviews show most athletic departments are realizing the value of Instagram and are using it to connect with their fans in ways they've been unable to on other social networking sites.

1:00 PM, Wednesday, March 26   **25-minute oral presentation (Room: Breakout B)**

EFFECT OF CORPORATE RENAMING OF COLLEGE FOOTBALL STADIUM

Doyeop Kim, University of Southern Mississippi
Matthew Walker, Texas A&M University
Stephen Shin, Belmont University
Dennis Phillips, University of Southern Mississippi

Keywords: corporate renaming, perceived threat, patronage intentions

Putting a corporate name on an existing or new sport venue has become popular in the United States since the late 1990s (Boyd, 2000). In order to secure a new financial revenue source, many National Collegiate Athletic Association Division one institutions have sold the name of their stadium to different corporations (Crompton & Howard, 2003). As such, even though corporate renaming of a sport venue has increased in popularity over the last decade, academic research on the topic has not kept pace. The context in which this study examined the effect of corporate renaming was the football stadium at the University of Southern Mississippi. The stadium which can accommodate 36,000 spectators has become a favorite place in the town where local residents gather, socialize, and enjoy the nation's most popular sporting event (Cox, 2004). The current study examined the influences of 1) corporate renaming of a college football stadium and 2) a type of corporate sponsor (i.e., regional vs. national) on local residents' perceived threat to community distinctiveness loss, anger, and patronage intentions for the sponsor and the team, while controlling for three covariates (i.e., community identification, brand familiarity, and team identification). Two-way multivariate analysis of covariance indicated the significant effects of corporate renaming, whereas the sponsor type was not a significant factor. The results suggest that changing the historic name of the stadium to a new corporate name makes respondents feel threatened and anger. However, patronage intentions for the sponsors and the team were not significantly influenced by this factor. Furthermore, no matter what type of corporate sponsors was engaged in the naming rights contract, respondents' perceptions were not significantly affected.

1:25 PM, Wednesday, March 26   25-minute oral presentation (Room: Breakout A)

COLLEGIATE ATHLETIC DIRECTORS' PERCEPTIONS OF SPORT CHAPLAINS

Robin Hardin, University of Tennessee
Steven Waller, University of Tennessee
Lars Dzikus, University of Tennessee

Keywords: college athletics, holistic care, chaplains

The holistic care of student-athletes is a developing phenomenon as more and more athletic administrators realize that student-athletes not only need physical care but also emotional and social care. Student-athletes face a challenging transition to college not only in terms of the physical demands of competing at an elite level but also in terms of the mental demands and the social transition (Pate & Hardin, 2013; Pate, Stokowski, & Hardin, 2011). Athletic departments have a plethora of staff available to assist the student-athlete. These include strength and conditioning coaches, athletic trainers, doctors, sport psychology consultants and nutritionists. There is also staff to assist in areas not related to athletic performance such as media relations, academic counselors, and social workers. One aspect that is not as visible at many colleges and universities is staff to assist with spiritual needs.

Research has shown the strong relationship and interaction with sport and religion (Bain-Selbo, 2012; Coakley, 2008, Hoffman, 2010; Waller, Dzikus, & Hardin, 2008). Sport chaplains are becoming prevalent in collegiate athletics, and this research examined collegiate athletic directors' perception of sport chaplains in as well as staff that meet the performance needs of student-athletes. Data were gathered by using an online questionnaire with responses from 197 collegiate athletic directors across all three NCAA divisions. The results showed more emphasis was placed on meeting the physical and performance needs of student-athletes rather than meeting the psycho-spiritual needs as athletic directors value staff that care for the physical needs more than staff that care for the psycho-spiritual needs. There are tangible results in the physical care aspect in terms of performance but results of being emotionally and spiritually healthy are not as visible. However, peak performance is achieved when a student-athlete has a complete state of health to include both physical and psycho-spiritual.

1:25 PM, Wednesday, March 26   **25-minute oral presentation (Room: Breakout B)**

"POWER TO THE PEOPLE": DO MEGA EVENT PROTESTS CREATE CHANGE?

B. Nalani Butler, University of Tennessee
Thomas J. Aicher, University of Cincinnati

Cities, states and countries compete for the right to host mega-events because of the perceived positive economic, socio-cultural, and environmental impacts they engender for the host communities (Getz, 2008). Researchers have called into question the reported economic gains provided by hosting these events; however, a broader consensus argues intangible factors occur from hosting events (Szymanski, 2002). For instance, officials have suggested the value generated from the 'free promotion' from hosting mega-events as a form of justification for the large investments because it enhances the awareness and image of the host community (Deccio & Baloglu, 2002). Alternatively, host community residents have grown weary of the financial investments and have demonstrated concerns of increased taxation and cost of living (Konstantaki & Wickens, 2010). These counterviews have led community residents to question officials and take to the streets in protest. For example, concerns about the mismanagement of funds, increased taxes, and social-injustices' against national peoples, has led to numerous protests of both the Olympic Games and World Cup Events, several including violent clashes between protestors and security officials, which have flooded the international media. Following the methods of previous research (Preuss & Alfs, 2011).

In our presentation, we will review international media coverage of the protests associated with the Beijing Olympics, South Africa World Cup, Vancouver Winter Olympics, London Olympics and the Brazil World Cup. In doing so we plan to develop a better understanding of the impact pre-mega event protests may have had on the actual mega-event and the international perceptions of the host communities. In addition we will examine how the host country and the international sport governing body, addressed protest related issues. This will allow us to better understand the perceived negative impacts associated with hosting a mega-event. A full discussion of the results will be provided in the presentation.

3:00 PM, Wednesday, March 26 **25-minute oral presentation (Room: Breakout A)**

VOLUNTEERING WITH SPECIAL OLYMPICS: EXAMINING STUDENT MOTIVES TO SERVE INDIVIDUALS WITH INTELLECTUAL DISABILITIES

Michael J. Diacin, University of Indianapolis
Jennifer L. VanSickle, University of Indianapolis

Keywords: volunteer, disability, Special Olympics

Introduction and Purpose:
Volunteers are a critical component in the planning and execution of many sport related events and activities. Volunteer motives have been investigated in various settings and at events of differing size and scope; however, much of the research conducted in connection with volunteer motives has not focused upon motivations to work with and serve individuals with intellectual disabilities. Furthermore, the motivations of college students behind working with intellectually disabled athletes have not received much attention. Therefore, the purpose of this study was to investigate the motivations held by undergraduate students who volunteered to assist intellectually disabled athletes at a Special Olympics event.

Participants and Methods:
This study included eighteen participants (12 female, 6 male). All of the participants were undergraduate students enrolled at a small, private university in the Midwest United States. The average age of the participants was 20.3 years. Participants worked at a bowling event that was held at the World Summer Games. Qualitative measures were utilized to collect data. Participants completed a reflective journal that was created during the time participants were engaged in the experience and was completed a week after the experience ended. Eight open-ended questions were constructed in order to gain insight into the reasons why participants were motivated to volunteer for this event.

Results:
Three reasons why the participants were motivated to participate in this experience emerged on a repeated basis. First, they were motivated to serve because they wanted to become more comfortable when being around and interacting with people possessing an intellectual disability. Second, they wanted to work with people with intellectual disabilities on a "trial" basis to see if they were compatible with working with this population in their future career endeavors. Third, they wanted to become more aware of and sensitive toward stereotypes directed at individuals with intellectual disabilities.

3:00 PM, Wednesday, March 26   **25-minute oral presentation (Room: Breakout B)**

EXPLORING ORGANIZATIONAL APPROACHES IN SPORT-FOR-DEVELOPMENT: A CALL FOR COMMUNITY-BASED PROGRAMS

Per Svensson, University of Louisville
Mary Hums (Advisor), University of Louisville

Keywords: sport-for-development, organizational approaches, social change

Sport-for-development (SFD) broadly refers to the use of sport as a tool for promoting positive social change in diverse contexts (Burnett, 2009; Kay & Spaaij, 2012). The purpose of this presentation is to provide an analysis of existing approaches in SFD and to highlight how sport managers can increase the likelihood of facilitating positive social change. A growing number of international sport federations and national governments have developed policies in support of sport as a vehicle for facilitating change (Coalter, 2010; Spaaij, 2009). Furthermore, the use of sport in development and peace-building efforts is embraced by the United Nations. However, sport sociologists are increasingly questioning the underlying assumptions of these SFD policies of programs as many continue to depict sport as an inherently positive tool for solving complex social issues (Coakley, 2011; Coalter, 2010, 2013). This study was guided by Giulianotti's (2011) conceptualization of three types of SFD approaches: (a) technical, (b) dialogical, and (c) critical. Many SDF programs are largely driven by donor expectations and hierarchical management structures. Scholars have raised concerns of organizational approaches in SFD as programs operated in low and middle-income countries are often implemented with little or no consideration of local needs or broader historical, social, political, and economical contexts (Coalter, 2013; Darnell, 2007). Despite ambitious goals, these programs often result in unintended negative outcomes (Burnett, in press). According to Giulianotti (2011) these are characteristics of organizations using the technical or dialogical approaches. In contrast, critical approaches are characterized by local ownership, extensive community consultation, and integration of SFD in more holistic approaches to facilitate change. Although critical approaches are rare in SFD, a case study of Gainline Africa, a Canadian SFD rugby organization based in Africa, will highlight how sport managers can develop critically grounded and community-based SFD programs.

3:25 PM, Wednesday, March 26   **25-minute oral presentation (Room: Breakout A)**

THE CROSSFIT INFLUENCE: EXAMINING PERSUASION STRATEGIES IN THE FITNESS INDUSTRY

Phil Mosley, Belmont University
Matt Jones, Belmont University
Ted B. Peetz (Advisor), Belmont University

Keywords: persuasion, marketing, CrossFit

The CrossFit movement has emerged as a significant player within the fitness industry. Fast Company (2013) noted "affiliate gym growth went from 49 worldwide in 2001, to roughly 500 in 2008, finally ballooning to its current size of 2,800". Its flagship competition, the CrossFit Games, has grown from roughly 28,000 competitors in 2011 to over 138,000 in 2013 (Tabata Times, 2013). Even though the growth of CrossFit has been substantial, very little research has been conducted on this fitness trend. The growth of this strength building regimen presents an interesting case to examine persuasive marketing techniques. The purpose of this study will be to examine six basic tendencies of human behavior as outlined by Cialdini (2002) and how CrossFit gyms use these influencers in their marketing strategies. Theoretical and practical applications will be discussed. Each of the six tendencies: reciprocation, commitment and consistency, social proof, liking, authority, and scarcity are presented in a conceptual model investigating the persuasion techniques used in the marketing of CrossFit.

3:25 PM, Wednesday, March 26   **25-minute oral presentation (Room: Breakout B)**

COMMUNICATION AND SPORT LABOR MIGRATION: AN OVERVIEW ON TECHNOLOGY AND AMERICAN MEN'S BASKETBALL SPORT LABOR MIGRANTS

B. Nalani Butler, University of Tennessee
Joshua Bowles, University of Tennessee
Lars Dzikus, University of Tennessee

Keywords: sport labor migration, social media, globalization and technology

Studies in sport labor migration have for the most part focused on the sport labor migrant and their activities on the pitch, court, field, etc (Maguire, 2011). However, more research is needed on how sport labor migrants playing in other cities, states, and countries communicate with friends, family and associates abroad. The ever-changing landscape of technology has created a world in which someone in Beijing can communicate with someone in Denver at the click of a button. Sport labor migrants no longer spend dinner alone, but can Skype in family members thousands of miles away and share conversation over a meal, regardless of where they are and the time of day.

Through an empirical study on professional men's basketball in Europe, we have compiled information pertaining to how professional men's basketball sport labor migrants communicate and maintain relationships with friends and family members while playing basketball overseas. All of the participants in this study live in the United States and have spent at least two or more years playing basketball in Europe in addition to spending up to eight to ten months out of the year in the country they played basketball in.

In our presentation, we will give a timeline of communication technology and its relation to sport labor migrants, specifically in the sport of professional men's basketball. We will look at how technology through social media and direct lines of communication has evolved with sport labor migration, specifically with American men's professional basketball players migrating to Europe.

4:00 PM, Wednesday, March 26   **Poster presentation (Room: Large A)**

THE VALUE OF ASIAN MLB PLAYERS ON THEIR TEAMS' FINANCIAL SUCCESS

Jiho Kim, Wingate University
Stephen Shin, Belmont University
Curt Laird, Wingate University
Benjamin H. Nam, University of Tennessee

Keywords: Asian MLB player value, Asian MLB market

Asian MLB players are considered a significant marketing tool to attract both the Asian and Asian American MLB markets, most notably those of Japan, Korea and Taiwan. In fact, Kim and Jeon (2008) found nearly 80% of Major League Baseball International's revenues were from these three Asian countries. With the successes of Korean MLB players, following their games became a part of Korean baseball fans' routine and MLB games received an increased amount of media coverage in Korea. MLB experienced the marketing benefits of brand awareness and brand value in Korea through the success of these Korean players, while also increasing revenues in broadcast rights, sponsorship, and merchandising.

Thus far, MLB Asian players' marketing values are based solely on the competitiveness of their teams and not on any other factors. When considering the tangible and intangible economic benefits from Asian countries and Asian communities in the U.S. (Kim, 2010), understanding the impact of the Asian MLB players on their teams' financial success is a critical issue to MLB marketers. Therefore, an integrated framework is proposed which explains the economic value of Asian MLB players based on the expected revenues from the Asian and Asian-American MLB markets. This conceptual model provides an opportunity to realize multiple revenue generation opportunities in MLB's global Asian market and Asian American community. Furthermore, this proposed model is a useful reference in making sound financial investment decisions regarding Asian players.

4:00 PM, Wednesday, March 26   **Poster presentation (Room: Large A)**

GAINING A COMPETITIVE EDGE WHEN RECRUITING STUDENT-ATHLETES: THE ROLE OF RECRUITER
POLITICAL SKILL

Marshall James Magnusen, Baylor University
Brooke Forester, University of South Alabama

Keywords: college choice, recruiter characteristics, recruiting effectiveness

Over the past several decades a small body of research on recruiting in college sports has developed
that is largely uniform in its focus on the identification of factors that are important to the college choice
decisions of student-athletes. However, efforts to better understand the extent to which recruiter (i.e.,
coach) characteristics influence student-athlete college decisions are sorely lacking in the sport and
education literatures. Accordingly, the present study investigated the role of recruiter personality (i.e.,
positive affectivity) and social effectiveness (i.e., political skill) on both subjective and objective
recruiting outcomes in the context of NCAA Division I women's soccer. A total of 139 head women's
soccer coaches participated in this study. Recruiter positive affectivity had a significant positive
association with recruiter political skill ($\gamma = .29$, $p < .01$), and political skill had a positive association with
the overall quality of recruiting class signed ($\gamma = .48$, $p < .01$), recruiters' satisfaction with their recruiting
class ($\gamma = .51$, $p < .01$), and recruiters' perceptions of recruitment effectiveness during the 2011-2012
NCAA recruiting cycle ($\gamma = .55$, $p < .01$). In sum, the results of this study identify multiple recruiter
characteristics and provide empirical evidence that the characteristics of the individuals doing the
recruiting in NCAA sport contexts are likely to improve their recruitment success as well as enhance
their perceptions and levels of satisfaction with their personal job performance. The present results
stand in contrast to a meta-analytic review of the correlates of recruiting outcomes in non-sport
contexts conducted by Chapman et al. (2005). They reported that both job and organization
characteristics were important predictors of recruiting outcomes but "who does the recruiting appears
not to be important" (p. 938). Implications for the results of this study, limitations, and suggestions for
future research will be discussed at length.

Reference:

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organizations and job choice: a meta-analytic review of the correlates of recruiting outcomes.
Journal of Applied Psychology, *90*, 928-944.

4:00 PM, Wednesday, March 26   **Poster presentation (Room: Large A)**

THE IMPACT OF CONSTRUED EXTERNAL IMAGE FACTORS ON SPORT MANAGEMENT STUDENT PERCEPTIONS OF PRIDE IN A SPORT EMPLOYER

Hua Guo, Baylor University
Marshall James Magnusen, Baylor University

Keywords: firm familiarity, pride, social prestige

Todd and Kent (2009) argued that sport employees, possibly more so than individuals working in non-sport industries, may be more inclined to develop a connection to their employer that partly determines their desire to remain a group member. They further contended that reputation, familiarity, and social prestige factors (collectively categorized as construed external image (CEI)) would contribute to an employee connecting with a sport employer. With that conceptualization in mind, the purpose of this study was to investigate whether the CEI factors of organizational reputation, familiarity, and social prestige have a positive and direct effect on sport management students' levels of perceived pride in being employed by a professional sport organization. The outcome of pride is an important variable to explore because employees who demonstrate pride in the organization employing them are less likely to leave and more likely to demonstrate a greater level of organizational commitment (Gouthier & Rhein, 2011). A total of 91 undergraduate sport management students participated in this study. Two of the three hypotheses were supported. Hypothesis 1 was not supported. The t-value of the path from organizational reputation to pride was 1.656, which is less than the critical value of 1.96. Hypothesis 2 and 3 were supported by the data. The t-value of the path from familiarity to pride was 3.864, which is higher than the critical value of 1.96 at the 5% significant level. The coefficient of the path was 0.327. The t-value of the path from social prestige to pride was 3.939, which is higher than the critical value of 1.96 at the 5% significant level. The coefficient of the path was 0.448. Thus, higher levels of familiarity and social prestige with a sport organization were associated with higher levels of pride in a potential sport organization employer by sport management students.

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4:00 PM, Wednesday, March 26   **Poster presentation (Room: Large A)**

SPORT INTERNET USAGE MOTIVATION AND GENDER

Allison J. Musser, University of Illinois at Urbana-Champaign
Jacqueline McDowell, University of Illinois at Urbana-Champaign
Yung-Kuei Huang, Tamkang University

Keywords: motivation, gender, media

Current research does not address the connection between fan identification and Internet usage or connections between gender and sport Internet usage. The purpose of this paper is to examine the motivations behind sport Internet usage, how fan identification is related, and explore gender differences therein. Wann's (1995) Sport Fan Motivation Scale and Wann and Branscombe's (1993) Sport Spectator Identification Scale were adapted and distributed via online survey to 285 self-identified sports fans. Hypotheses included: (1) the factor structure of motivations for sport Internet usage will be consistent with motivations for sport consumption behavior identified in previous literature; (2) more highly identified fans will (a) have different motivations for sport Internet usage and (b) spend more time on the Internet following their teams compared to less identified fans; (3) there will be a sex difference in (a) motivations (b) team identification and (c) time spent devoted to sport Internet usage, and (4) the relationship between (a) identification and motivation and (b) identification and time spent on sport Internet usage will be stronger for males than females.

The results show that although Wann's (1995) scale included separate categories for eustress and self-esteem, the present study indicated that these measures should be combined into one motivation: personal seeking (Iso-Ahola, 1980). Additionally, the researchers found that men and women report different motivations for sport Internet usage, and that fan identification is an important contributor to sport Internet usage motivations. Implications include further understanding of how sport managers can enhance the online connection between fans and their teams. Additionally, given the salience of sport fan identity, sport managers should continue efforts to build team identification. A final implication is that sport managers should note that gender impacts sport fan motivations.

4:00 PM, Wednesday, March 26   **Poster presentation (Room: Large A)**

FAN BEHAVIOR AT HIGH SCHOOL FOOTBALL GAMES

Cheryl R. Rode, University of Tennessee

Keywords: high school, fan behavior, ethnography

Fan behavior has been examined in terms of motivation to attend events, perceived service at events, and constraints that hinder attendance. There has also been research that examines fan behavior at events with one of the most noteworthy being Bill Buford's Among the Thugs when he immersed himself into soccer hooliganism.

Research has also been focused on collegiate and professional sports while high school sports have received little scholarly attention. This study examines fan behavior at high school football games from an ethnographic perspective as the researcher was immersed into the culture of the fans. The study specifically examines behaviors expressed by individuals at high school football games based on Hunt, Bristol & Bashaw's (1999) conceptualization of BIRGing (Basking in Reflective Glory) and CORFing (Cutting off Reflective Failure). The Motivation for Sport Consumption (MSSC) scale developed by Trail and James (2001) was also used as basis for observing fan behavior. The goal was to determine if the motivations for consumption and attendance were actually observed at events.

High school football games were observed throughout the regular season and at different venues. This allowed for a range of fan experiences to be observed. The MSSC categorized fans on a continuum from observers to the highly committed fan (Trail & James, 20001). The observations revealed a majority of fans on the observer end of the spectrum versus the highly committed fan. However, one high school football game was an exception where the majority of fans demonstrated interest in the game events by actively voicing their opinions throughout the game. All other game observations revealed fans as observers. Most fans were engaged in conversations with others in the immediate area or merely focused on watching the game and rarely expressing joy or frustration as the game occurred.

4:00 PM, Wednesday, March 26   **Poster presentation (Room: Large A)**

EVALUATING THE PROGRAMS OF THE GENERAL ADMINISTRATION OF SPORTS AFFAIRS BASED ON THE STRATEGIC PLAN OF THE DEANSHIP OF THE STUDENTS AFFAIRS AT KSU

Amr Algmmal, King Saud University
Tarek Abdelazim Elshamekh, King Saud University
Melfy Eddosary, King Saud University

Keywords: evaluating programs, strategic plan, administration of sports affairs

This study aimed to evaluate the programs of the General Administration of Sports Affairs at King Saud University based on the strategic plan of the Deanship of the Students Affairs (1432-1440 Hijri). This evaluation was conducted randomly with 440 representing all colleges at KSU. The descriptive approach was used and the questionnaire consisted of five main themes: level of quality and innovation in the sports activities and programs, sports media, administrative systems implementing these activities and programs, incentives system and financial resources. The results showed that the General Administration of Sports Affairs accomplished low levels of proportions from the KSU strategic plan regarding the five themes by 58%, 53%, 54%, 56% and 56% respectively. The findings suggested some recommendations including signing cooperative agreements and partnerships with the public and private sectors, designing joint sports activates and programs for attracting more students, making good publicity for these activities by diversifying media, modifying the existing rules and regulations to make sure the students involved, amending the current policy of incentives to be efficient and effective, and finally making different sources of funding for the General Administration of Sports Affairs to be extended to the private not only governmental supports through its programs and activities marketing, facilities, human resources and expertise.

9:00 AM, Thursday, March 27   **25-minute oral presentation (Room: Breakout A)**

SELF-EFFICACY IN INTERCOLLEGIATE ATHLETES

Bryan L. Shelangoski, University of Louisville

Keywords: self-efficacy, sport confidence, student-athlete

The purpose of this presentation is to explain a recent (Shelangoski et al., 2014) research article regarding Bandura's (1977) self-efficacy and Vealey's (1986) sport confidence implications on collegiate athletes and to explore gender, playing experience, and class status (e.g., first year, sophomore) differences related to self-efficacy in these student-athletes. Methodologically, this cross-sectional study utilized quantitative data, obtained in person via a survey questionnaire broken into three appraisal inventories (General, State, and Trait Self-Efficacy), to examine the relationship between self-efficacy and athletic performance in 78 fall-sport male and female University of Louisville student-athletes across multiple sports. The study presentation attempts to fill two major gaps in previous research: (a) understanding the relationships of gender, playing experience, and class status on self-efficacy, specifically by analyzing a variety of sports; and (b) expanding upon previous research studies by increasing the generalizability and external validity of the existing self-efficacy theories. The results of the study indicated that student-athletes had high levels of self-efficacy; that males possessed higher levels than females; that more playing experience did not predict higher levels of self-efficacy; and finally, that student-athletes became more self-efficacious as their class status increased (i.e., progressed). Theoretical and practical implications of the study's findings are discussed.

9:00 AM, Thursday, March 27   25-minute oral presentation (Room: Breakout B)

WHAT'S THE CALL? AN AUTOETHNOGRAPHY OF A NEW SPORTS OFFICIAL

Charles H. Wilson, Jr. University of Tennessee

Keywords: sports officials, autoethnography

Sports officials are a vital aspect of most team sports played in America, basketball in particular. While officials have been commonly blamed for losses for years, recent high-profile controversies involving officials at the highest level, such as the 2012 National Football League officials' lockout and the conviction of former NBA official Tim Donaghy for his involvement in betting on games he was working, have increased the scrutiny of the profession. Currently, there are growing calls to further professionalize sports officiating through annual employment, training, and evaluation at elite levels. However, officials begin their career at the youth or high school level before working their way up to higher levels of competition. As a long-time basketball player and coach at both the high school and college level, I was interested in the lived experience of a novice sports official just breaking into the ranks.

Glesne (2011) defined ethnography as a qualitative research method that seeks "to interpret people's constructions of reality and identify uniqueness and patterns in their patterns and behaviors" (p. 19). Autoethnography inserts the researcher into the sociological context as full participant. After over a decade and half as a basketball coach, I went through the process to become a certified basketball official at the state level as well as training for a local parks and recreation department over a full season. My attempt to fully immerse myself in the officials' world included joining the local officials association for middle and high school games, passing certification tests, joining a national professional organization for officials, and attending training sessions. My experiences at these two different levels of youth and high school basketball were quite different and unexpected. My experiences have implications for officials' associations and sport governing bodies as they attempt to recruit and retain quality officials.

9:25 AM, Thursday, March 27   **25-minute oral presentation (Room: Breakout A)**

SAFE AT HOME: LEGAL AND PUBLIC POLICY RATIONALE BEHIND MLB's DECISION TO ELIMINATE HOME PLATE COLLISIONS

Jeffrey F. Levine, University of Louisville
Jordan I. Kobritz, SUNY Cortland

Keywords: Major League Baseball, concussions in sport, public policy and sport

On December 11, 2013, Major League Baseball's (MLB) Playing Rules Committee voted unanimously to prohibit home plate collisions between base runners and catchers.

Home plate collisions are among baseball's most exciting plays and a part of the game's tradition. Baseball has been notoriously slow to implement rule changes, which begs the question: why outlaw home plate collisions now? League concerns over player safety along with the current legal climate may be the catalysts for change.

The average salary in MLB last year was $3.3 million. San Francisco Giants catcher Buster Posey, who makes $18.5 million per year, was lost to the team in 2011 after suffering a gruesome ankle injury in a home plate collision. The injury could have ended Posey's career. With Posey in the lineup, the Giants won the World Series in 2010 and 2012, but failed to make the playoffs in 2011.

A class action concussion lawsuit against the National Football League (NFL) was recently settled for $765 million. In addition, a concussion lawsuit has been filed against the National Hockey League (NHL). An increasingly burgeoning body of medical science has linked concussions to an array of serious medical illnesses. In light of the factors mentioned above, it is hardly surprising that MLB is attempting to make the game safer, i.e., protect its investment in players, and at the same time reduce future legal liability.

This presentation will: 1) review the motivation behind MLB's rule to eliminate home plate collisions; 2) discuss the impact of the rule change on reducing potential legal liability; 3) explore the possibility that MLB, like other sport leagues, could face legal action from former players; and 4) examine public policy issues related to MLB's duty as a steward of the game of baseball at all levels.

9:25 AM, Thursday, March 27   **25-minute oral presentation (Room: Breakout B)**

BOUNCING BACK: EXAMINING RESILIENCY IN INTERCOLLEGIATE ATHLETES

Landon T. Huffman, University of Tennessee

Keywords: resiliency, intercollegiate athletics, holistic care

Intercollegiate athletes have been subjected to increased pressures, demands, and stress due to the influence of commercialism and prevalent financial implication associated with winning in arguably the most competitive level of intercollegiate athletics (i.e., NCAA Division I Football Bowl Subdivision [FBS]). Intercollegiate athletes are immersed in this unique environment in which they must balance the demands and dynamics associated with their academic, athletic, personal, and social responsibilities and pursuits. As a result, the NCAA's principles promoting intercollegiate athlete well-being (Article 2.2) and health and safety (Article 2.2.3) have arguably been compromised. Therefore, it is vital to focus attention on holistic care and stress management of intercollegiate athletes.

Research posits individuals who are more resilient will more effectively manage stress. This is especially important for intercollegiate athletes so they do not experience sudden detrimental spikes in daily functioning, which in their environment could have particularly damaging effects on their academic, athletic, social, and personal endeavors. This research seeks to gain a better understanding of the current landscape of resiliency among intercollegiate athletes.

This research design employed survey methodology and emailed all accessible athletes competing in the Southeastern Conference (SEC) (N = 4,080). Resiliency was measured using the Brief Resilience Scale, a self-report questionnaire consisting of six items each measured on a five-point rating scale. Results from respondents (n = 634) indicated statistically significant indirect correlations existed between resiliency and perceived stress (R = -0.64; $p < 0.01$). Also, athletes who identified they were a female, minority, first-year students, or held a relatively lower grade point average (GPA) reported lower resiliency than their respective counterparts.

Insights gained from this study will aid athletic administrators with knowledge of the subgroups that may be at increased risk of effectively maintaining a more stable state of biopsychospiritual homeostasis (i.e., resilience) when encountering a stressful event(s).

11:00 AM, Thursday, March 27   25-minute oral presentation (Room: Breakout A)

INVESTIGATING COMPETITIVE BALANCE IN NHRA DRAG RACING USING THE GINI COEFFICIENT AND LORENZ CURVE

Gonzalo Asis, Presbyterian College
C. Clinton Harshaw, Presbyterian College
Clay E. Harshaw, Winston-Salem State University

Keywords: Gini, balance, Lorenz

Evidence of the direct relationship between competitive balance and fan attendance makes the former a major concern in professional sports. Numerous researchers have studied competitive balance in professional team sports (see for example Berri, Schmidt, & Brook, 2006), but few studies have addressed motorsport (Mastomarco & Runkel, 2009; Krauskopf, Langen, & Bünger, 2010). To date only one study has addressed competitive balance in professional drag racing (Harshaw, 2013). This study furthers the research of competitive balance in the National Hot Rod Association (NHRA) by analyzing the seasonal winnings of the drivers from 2009 through 2013 and by investigating the impact of rule changes on competitive balance.

Drivers competing in the NHRA professional classes earn portions of the event purse based on their final results. In this research we analyze competitive balance in professional classes of NHRA drag racing using a measure of economic inequality – the Gini coefficient. Analysis using the Gini coefficient is appropriate for studying the professional classes of the NHRA because one driver possibly could win every event in a season. To investigate the impact of rule changes on competitive balance in each of the four professional classes, we analyzed the Lorenz curves, graphical representations of inequality for purse winnings.

The results of our analysis reveal changes in competitive balance occur almost exclusively in the top half of drivers; that the fans and drivers' perception of balance does not always correspond with the evidence from the Gini coefficient; and that rule changes do not guarantee a more competitively balanced class.

11:00 AM, Thursday, March 27   **25-minute oral presentation (Room: Breakout B)**

UNCONVENTIONAL BUSINESS: THE EMERGING MARKET FOR DEAD AND RETIRED CELEBRITIES

Joshua Shuart, Sacred Heart University

Keywords: celebrity endorsement, heroes, sport marketing

Marketing dead celebrities is now a bustling, virtually recession-proof $2 billion/year industry (O'Reilly, 2013). After all, celebrities will continue to perish, and entrepreneurial businessmen will continue to find innovative ways to leverage these popular celebrity brands for extreme profit.

While some academics have argued that social media has all but destroyed celebrity sponsorships, Walter Delph argues the opposite: that increased contact and communication with celebrities (via Twitter, Facebook, etc.) has actually increased the emotional investment and brand loyalty of fans (Delph, 2013). He further theorizes, using the example of GAP's use of Jimi Hendrix, that original content can be generated, sold, marketed and analyzed – all using non-living entities. Hendrix has been dead since 1970, but has been releasing "new" albums ever since. There are numerous similarities between retired and dead celebrities.

This paper will include the following:
1. Discussion of the most sought-after dead (and retired) athletes, and reasons why dead/retired athlete endorsers are often preferable to active ones.
2. Practical application for sport managers and marketing executives centered on the viability of using athletes as product pitchmen. Included here will be classic endorsement theory, as well as current developments in sports marketing.
3. Revelation and analysis of "The Top Earning Dead Celebrities" (Pomerantz & O'Malley, 2012).

In the post-"Moneyball" sports industry, a tremendous focus is on analytics and heightened understanding of what impacts an organization's bottomline. This paper will highlight some emerging trends, as well as provide a unique method for assessing celebrity endorser effectiveness.

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UTILIZING EVENT CHOICE MOTIVATIONS TO ORGANIZE PARTICIPANT COMMITMENT AND SELF-DETERMINATION

Jason A. Rice, University of Louisville
Melissa K. Rosely, University of Cincinnati
Thomas J. Aicher, University of Cincinnati
Marion E. Hambrick, University of Louisville

The 2013 Annual Marathon Report estimates marathon participants grew to an all-time high with an approximated 518,000 runners completing a marathon in 2011, with a slight decrease in 2012 to 487,000. In addition to the full marathon, a record 1.85 million people finished a half marathon in 2012 (Annual Half Marathon Report, 2013). With this level of growth, it is important to develop a stronger understanding of why individuals select one event compared to another, as well as move beyond simple descriptive studies and typologies currently found in the literature (Weed, 2009). Therefore, the purpose of this study is to determine potential sources of motivation for people to select an event. To do so, we will utilize the Psychological Connection Model (PCM) (Funk & James, 2001), Self-Determination Theory (SDT) (Deci & Ryan, 1985), and the evaluative meaning of the sport experience (Kapalindou & Vogt, 2010). Based on previous research, we hypothesize the meanings people associate with participating in an event will predict their stage (e.g., Awareness, Attraction, Attachment, or Allegiance) within PCM, as well as their level of self-determination (e.g., Autonomous or Controlled). In addition, we hypothesize stage occupied in the PCM will correspond with level of self-determination. Additional descriptive characteristics of participant groups and prediction will come from the meanings they associate with participating in an event. Data will be collected via an online survey upon the conclusion of a full and half marathon event. The instrument will include the PCM scale (Funk & James, 2001), the Sport Motivation Scale (Pelletier, 2013), and evaluative meaning scale (Kapalindou & Vogt, 2010), as well as demographic information. Analysis will be conducted to determine the potential relationships between PCM, SDT, and evaluative meanings. A full discussion of the results will be provided in the presentation.

11:25 AM, Thursday, March 27   25-minute oral presentation (Room: Breakout B)

CENTERFOLDS: A PUBLIC RELATIONS CAMPAIGN TO HELP ERADICATE DOMESTIC VIOLENCE THROUGH A JOINT PARTNERSHIP BETWEEN SPORT MANAGEMENT, STUDENT-ATHLETES, AND OTHER CAMPUS ENTITIES

Robert Zullo, Seton Hill University

Keywords: sociology, revenue, publicity

This presentation will examine the unique partnership between a Sociology of Sport class, a local shelter designed to eradicate domestic violence and the school community including the athletic department. Through this class project students learn about gender, deviance and violence in sport while enacting a campaign to design, create and sell a calendar. The calendar features male models, including student-athletes from football, lacrosse, baseball and wrestling, wearing women's red high heels. This challenge to the paradigm of centerfolds brings awareness to the issue of domestic violence and sexual assault. Calendars are sold at campus proceedings that include athletic events. Students in the class also facilitate a community Walk a Mile in Her Shoes event, recruiting men's athletic teams and coaches as well as their classmates to wear women's high heels for one mile around a local track. This participation helps to bring awareness and pledge support to making global change against domestic violence and sexual assault. The applied service-learning project fosters a sales training camp while enhancing the skills of publicity, event management and revenue generation. The presentation will help other instructors adopt this model as a non-traditional Sociology of Sport class project for their own campus and sport management program.

1:20 PM, Thursday, March 27   25-minute oral presentation (Room: Breakout A)

RISING TO THE CHALLENGES: EXPERIENCES OF FEMALE DIVISION-I ATHLETIC DIRECTORS

Elizabeth Taylor, University of Tennessee

Keywords: female athletic directors, NCAA Division-I, experiences

It's no secret that Intercollegiate Athletics is a male dominated industry. Not only do males hold majority of coaching positions, for men's and women's sport, males also greatly outnumber females in administration positions (Acosta & Carpenter, 2012). In the 2009 - 2010 NCAA Race and Gender Demographic report, the NCAA reported 32 female Division I athletic directors out of a total 342 (NCAA, 2010). Although the Senior Women's Administrator position was created in 1990 to increase female presence in athletic department's upper administration, females often experience limited decision making opportunities because they are relegated to support positions. This underrepresentation of females in leadership positions is ironic considering the continued increases in the number of female athletes since the implementation of Title IX (Norman, 2010).

Females often experience barriers to entrance when trying to break into the industry. These barriers include, unequal assumption of competence, hiring from a principle of similarity, homophobia, and lack of female mentors (Kamphoff, 2010; Kilty, 2006). In addition, females in intercollegiate coaching and administration positions often decide to leave the profession at an early age due to lack of time and support, family responsibilities, and burnout (Kamphoff, 2010).

The current study investigated the experiences of 10 female Division I athletic directors through telephone interviews. It focuses on their journey through intercollegiate athletics, and emphasizes how they were able to work their way to the top of the athletic department at the Division I level. Of the 10 female athletic directors interviewed 8 had collegiate coaching experience, which they thought increased respect from male coaches in their department. All of the study participants had experience in multiple areas of the athletic department (e.g., compliance, student-athlete development, coaching, fundraising). This gave them the benefit of being a more well-rounded candidate for head athletic director positions.

1:20 PM, Thursday, March 27   25-minute oral presentation (Room: Breakout B)

TWEETING IN THE CLASSROOM: HOW TO TEACH SPORT MANAGEMENT STUDENTS TO USE SOCIAL MEDIA EFFECTIVELY

Patrick M. Tutka, Louisiana State University
Dylan P. Williams, Louisiana State University

Keywords: social media, teaching

The rapid progression of social media has been fully embraced by the sport management industry. Stakeholders of both professional sport and intercollegiate athletics have utilized features from popular social media sites including Twitter, Facebook, and YouTube (Witkemper, Lim, & Waldburger, 2012). Professional and amateur athletes are able communicate with fans while franchise and university officials share important sport information and deal with crisis situations (Price, Farrington & Hall, 2013; Thrassou, Vrontis, Kartakoullis & Kriemadis, 2012; Zauner, Koller, & Fink, 2012).

As social media continues to develop in sport management, it will be important for sport management students to possess the knowledge and skills in social media (Desbordes, 2013). Specifically, sport administration students will need to understand the benefits of social media in order to acquire sponsorships, solicit ticket sales, and handle media relations (Thrassou et al., 2012; Zauner et al., 2012). Thus, sport management programs will need to develop programs and projects to facilitate social media within the classroom (Howes, 2009).

Several researchers have noted that social media usage is being taught in various industries including human resource management (Aydin, 2012; Binder & Mansfield, 2013; Brown & Vaughn, 2011; Casey, 2013; Davison, Maralist & Bing, 2011; Stoughton, Thompson & Meade, 2013). However, research is limited on how sport management programs have featured social media within their academic curriculum (Garden-Robinson, Eighmy & Ruehle, 2013).

This study will showcase sport management projects utilizing social media at a university in the Southeastern region of the United States. These projects utilize the compilation website known as Tagboard, which collects data from various social media sites through the use of the hashtag ("Tagboard at Glance", n.d.). Tagboards allow instructors to educate students on the proper use of social media in sales, marketing, event management, and other areas of professional and collegiate sport.

3:00 PM, Thursday, March 27　　　　　　　　　　**25-minute oral presentation (Room: Breakout A)**

SPORT-CENTRIC BOARDING SCHOOLS' IMPACT ON CURRENT STATE HIGH SCHOOL ACTIVITIES ASSOCIATION POLICY

Andrew Schneider, Arkansas State University
James Hines, Arkansas State University
David LaVetter, Arkansas State University

Secondary level boarding schools in which the entire student body participates in or studies athletics, or sport-centric boarding schools, are a growing trend in the U.S. in recent years (Brennan, 2012). These residence campuses significantly expose students to highly specialized sport programs to provide individuals access to collegiate athletic scholarships or professional opportunities. Sport-centric boarding schools are typically members of their respective state activities associations; however, activities associations often restrict state championship participation. This study examined National Federation of State High School Associations (NFHS) member activities associations' constitutions and bylaws to find current membership and post-season eligibility policy regarding boarding schools.

Two well-publicized sport-centric boarding schools include Findlay Prep (NV), a single-sport institution, and the IMG Academy (FL), a multiple-sport institution. Since Findlay Prep opened in 2006, every Findlay student (more than 50) has received a National Collegiate Athletic Association Division I (NCAA D-I) basketball scholarship (Walters, 2013). Additionally, between 50% and 60% of IMG Academy graduates earn NCAA D-I scholarships each year (Staples, 2011; Coughlin, 2013). Furthermore, future sport-centric boarding institutions, such as the proposed Chicago Basketball Academy, plan to incorporate sport business/administration into the curricula when the school opens in 2015 (Ecker, 2013).

This study aimed to find current boarding school policy among NFHS member activities associations' bylaws. While some states have existing policy addressing boarding schools' participation eligibility, most states have not yet been forced to make these regulatory decisions. Discussions of state associations possessing boarding school competition policy will be presented. Seeking to provide a better understanding of boarding schools' state post-season eligibility as well as association membership status, state associations without current regulation can benefit from the results of this study. Data from this study offers a useful tool that can be used by both academicians and practitioners in the legal and governance/policy discussion forums.

3:00 PM, Thursday, March 27   **25-minute oral presentation (Room: Breakout B)**

LEAVING MONEY ON THE TOUCHSCREEN: AN ANALYSIS OF REVENUE GENERATED BY SPORT PROPERTY MOBILE APPS

Benjamin D. Goss, Stetson University

Keywords: technology, revenue, mobile

With the drastic global increase of mobile devices, mobile device users, and mobile device interfaces for commerce, experts estimate mobile commerce (mcommerce) generated $41.68 billion of the total $262.3 billion of ecommerce sales for 2013, an increase of 68.2% from 2012 and account for 16% of total ecommerce sales (Jones, 2013). By 2017, mcommerce sales are expected to easily exceed $100 billion and reach over $113 billion, a compound annual growth rate of 28%.

As forward-thinking, digitally savvy, and revenue-conscious as many sport properties can be, common perception might be that their smartphone apps would not only be torrents of information, but also digital hubs of mcommerce. However, a recent analysis of sport property mobile apps revealed a startling lack of revenue generation opportunities, particularly beyond ticket sales.

The purpose of this presentation is to examine the number, kinds, and effectiveness of revenue-generating points inside the mobile apps of major sport properties. Included in the examination will be apps from teams within the three major North American sport leagues (National Basketball Association, National Football League, and National Hockey League) that allow individual properties to offer mobile apps. An examination of intercollegiate sport properties in the National Collegiate Athletic Association's Bowl Championship Series Division I football designation will also be included.

Recommendations for improvement of revenue opportunities for sport properties' mobile apps will also be provided, along with suggestions for future research.

3:25 PM, Thursday, March 27   25-minute oral presentation (Room: Breakout A)

MOSTLY POSITIVE: A QUALITATIVE ANALYSIS OF THE PERCEPTIONS OF ACADEMIC ADVISORS TOWARDS STUDENT-ATHLETES AND ATHLETIC DEPARTMENTS AT NCAA DIVISION I INSTITUTIONS

Cheryl R. Rode, University of Tennessee
Sarah E. Stokowski, Eastern Illinois University

Keywords: advising, perceptions, student-athletes

Student-athletes are a population with unique needs and pressures that are different than those of their non-athlete peers (Gayles, 2009; Papanikolaou et al., 2003). All students, including student-athletes, have access and are often required to meet with an academic advisor while enrolled in an institution of higher learning. Studies have shown that not only does meeting with an academic advisors increase student satisfaction, retention, and graduation rates, but academic advisers have a significant impact on the overall experience and ultimately the academic success of students (Coll & Zalaquett, 2007; Drake, 2011; Habley & Crochett, 1988). Past research has examined how students, faculty members, and college presidents perceive student-athletes; however, few studies that have focused on how academic advisors, a group that has regular interaction with this population perceives student-athletes (Burke, 1993; Preacco, 2009; Sailes, 1996; Watt & Moore, 2001).

A series of questionnaires were sent to academic advisors at NCAA Division I institutions. The final question asked this population to provide a short answer response to their perceptions of student-athletes and/or athletic departments. The response was overwhelming, over half of the respondents (200 academic advisors) left detailed comments regarding their experiences advising student-athletes as well as the interaction they had with the athletic department on their campus. The comments were collected, analyzed, and coded for meaning. The themes that emerged will be discussed during this presentation. Informed by Allport's (1954) intergroup contact theory, this study strives to better understand how academic advisors perceive student-athletes as well as athletic departments. By creating a culture of understanding, attitude changes can occur and a more mutually beneficial relationship can be achieved for stakeholders involved.

3:25 PM, Thursday, March 27   25-minute oral presentation (Room: Breakout B)

ON A HALLOWED HILL: THE 1965 SEASON OF TENNESSEE FOOTBALL

Olin L. Adams III, Auburn University
Marie Kraska, Auburn University

Keywords: sport history, college football, University of Tennessee football

This paper chronicles the status of college football in 1965 and a remarkable season at the University of Tennessee. College football was taking its first halting steps toward becoming the game and the business it is today. The 1965 season was the second for two platoon football and the first in which the Associated Press conducted a poll ranking teams after the bowl games. However, television coverage of games remained limited for 19 more years, until the United States Supreme Court held the NCAA television policy a restraint of trade.

Members of the Southeastern Conference lagged behind leading football programs of other regions in stadium capacity. Tennessee pursued an approach of piecemeal expansion. In 1962 the addition of a west upper deck had yielded a capacity of 51,227. Concurrent to the expansion the stadium was named in memory of past head coach and athletic director, Robert Neyland. Neyland had retired as coach following the 1952 season, and after a decade of mediocrity under Bowden Wyatt and an interim year, Doug Dickey became head coach.

Dickey brought changes in style, especially helmets with the letter T and a checkerboard end zone. But the young coach implemented substantive change, notably the I formation in his second season, 1965. The year began with two wins and a tie before the third Saturday in October. Alabama reserve quarterback Ken Stabler, confused as to the down, threw the ball out of bounds on fourth down late in the game, resulting in a 7-7 tie with Tennessee. The following Monday morning, two Tennessee assistant coaches were killed in a car-train accident, and a third died a few days later. With calm and steady leadership from Dickey, the team regrouped to achieve an 8-1-2 record and the university's first bowl bid in eight years.

4:00 PM, Thursday, March 27   **25-minute oral presentation (Room: Breakout A)**

REFUSAL TO PLAY: MODERN DAY BOYCOTTING IN COLLEGIATE ATHLETICS

Christina Gipson, Grambling State University
Steva Lowery, Grambling State University

While there is a plethora of research examining the impact of various international political protests in sport (e.g., the 20-year boycott against South Africa to end apartheid; the US boycott of the 1980 Moscow Olympics in hopes to get Soviet forces to withdraw from the Afghanistan invasion), relatively little attention has been placed on the ways in which athletes or teams might express their political voice by boycotting sporting contests. Carter (2010) alludes to this, highlighting that Venus and Serena Williams 2001 boycott of the prestigious Indian Wells tournament in California due to racism, drew little to no media attention or sympathy. This could simply be due to sporting boycotts getting more attention because they take aim at "nations whose human rights records … and national policies are abysmal" (Chhichhia, 2008, 1).

This study focuses on the players' rights movements in intercollegiate athletics in the United States in the backdrop of the first NCAA sporting boycott where a competition had to be canceled (Rhoden, 2013). Attention is placed on a collegiate team who collectively refused to play due to the poor conditions under which they were treated. A case study approach is taken to firstly, address the treatment of athletes, and secondly, highlight the impacts that their specific boycott had on the university and its athletic department. The role that the National College Players Association played in this event, and the roles that it could have placed will also be discussed with a view to explore the players' rights movement in intercollegiate athletics.