



# 2023 Applied Sport Management Association Conference Program

BIRMINGHAM, ALABAMA

# ASMA 2023 Schedule Overview

## Wednesday, February 22nd

3:00pm - Hotel Check-In Begins

5:00pm - 9:00pm - Welcome Social (Arena Club at Legacy Arena)

## Thursday, February, 23rd

8:00am - Registration Opens (BJCC Lobby)

9:00am - 12:00pm - Conference Session I

9:00am - 12:00pm - Dr. Samantha Roberts Case Study

12:00pm - 1:30pm - Lunch on your own

12:00pm - 1:30pm - Executive Committee Meeting (Room L)

1:30pm - 3:40pm - Conference Session II

## Friday, February 24th

9:00am - 10:00am - Poster Session (Room K)

9:00am - 12:00pm - Conference Session III

12:15pm - 2:00pm - Awards Banquet & Luncheon (Room J)

**22-24**  
F E B

**ASMA**

BJCC



# Wednesday, February 22nd

## Hotel Check-In Begins

3:00pm

Hampton Inn and Suites - Tutwiler

2021 Park Place

Birmingham, AL 35203

The Westin Birmingham

2221 Richard Arrington Jr. Blvd. N.

Birmingham, AL 35203

## Welcome Social

Arena Club at Legacy Arena (BJCC Complex)

5:00pm - 9:00pm

Guided Tours of Legacy Arena & Protective Stadium

5:30pm

Team Sports Trivia Night

7:30pm



# BJCC



**P RED GARAGE**  
917 22<sup>ND</sup> ST N  
1400 SPACES

**P ORANGE LOT**  
1000 19<sup>TH</sup> ST N  
PREMIER PARKING  
380 SPACES

**P BOUTWELL GARAGE**  
801 19<sup>TH</sup> ST N  
1400 SPACES

**P GREEN LOT**  
2478 11<sup>TH</sup> AVE N  
180 SPACES

**P BLUE GARAGE**  
2000 11<sup>TH</sup> AVE N  
180 SPACES

**P PURPLE LOT**  
930 19<sup>TH</sup> ST N  
180 SPACES

**P PINK LOT**  
973 23<sup>RD</sup> ST N  
90 SPACES  
TESLA CHARGING

**P SILVER GARAGE**  
1080 22<sup>ND</sup> ST N  
330 SPACES

**P GOLD LOT**  
2130 11<sup>TH</sup> AVE N  
120 SPACES

- ① THEATRE
- ② CONCERT HALL
- ③ EAST EXHIBITION HALL\*
- ④ NORTH EXHIBITION HALL\*
- ⑤ SOUTH EXHIBITION HALL\*
- ⑥ LEGACY ARENA  
& CENTRAL TICKET OFFICE

- ⑦ FORUM BUILDING
- ⑧ SHERATON HOTEL  
& BIRMINGHAM BALLROOM
- ⑨ THE WESTIN BIRMINGHAM
- ⑩ UPTOWN BIRMINGHAM
- ⑪ PROTECTIVE STADIUM
- ⑫ TOPGOLF

\*MEETING HALLS LOCATED HERE

# ASMA



# Thursday, February 23rd

	Room G	Room H	Room I	Room J	Room K
9:00am - 10:00am	<p>An Explanation of How Journal Rankings are Developed and the Opportunities for Sport Management Chad Seifried Michael Martinez</p> <p>Developing an Interdisciplinary Research Collaboration: Sport Management and Retail Management Robin Hardin Michelle Childs</p> <p>Does My Work Matter? An Exploration of the Antecedents and Outcomes of Meaningful Work in Sport Employees Nathan Baer Claire Zvosec</p>	<p>Dr. Samantha Roberts Undergraduate Case Study Competition</p>	<p>Dr. Samantha Roberts Graduate Case Study Competition</p>	<p>Game-Based Learning in Sport Finance Using Daily Fantasy Football and Traditional Fantasy Football Robbie Matz Yizhou Qian</p> <p>Sport and Service Learning in Greece: Integrating an Experiential Learning Experience into an International Sport Management Course Cynthia Veraldo Brody Ruibley Dan Yost Heidi Grappendorf</p> <p>Representing a Diversifying Social World: The Case for Sport Film as a Sport Management Pedagogical Tool Patrick Crowe</p>	<p>Motivations and Intentions for College Sport Attendance Among Greek-Letter Organizations Stacey Forsythe Alison Fridley Chris Corr Sarah Stokowski Nnamdi Ezike</p> <p>Critical Content Analysis of the NCAA's New Purpose &amp; Principles: How the Association Lost its Power Molly Harry</p> <p>We are in the Wrong Business: Buyout Clauses and Coach-Centered Contracts in FBS Football David Zinn Clay Bolton</p>

# Thursday, February 23rd

	Room G	Room H	Room I	Room J	Room K
10:10am - 11:10am	<p>Development of a Youth Sport Typology Jordan Bass Cori Brungardt Sayvon Foster Julia Isbell Brian Gordon</p> <p>The Responsibilities of Interscholastic Athletic Directors Jake Simms Jon Welty Peachey</p> <p>Cincinnati Public Schools (CPS) Athletics Sales &amp; Marketing Partnership: The Incorporation of Transformative and Experiential Learning in an Undergraduate Classroom Peyton Jo Stensland Dante Jenkins David Kelley Farah Ishaq</p>	<p>Dr. Samantha Roberts Undergraduate Case Study Competition</p>	<p>Dr. Samantha Roberts Graduate Case Study Competition</p>	<p>Student Research Competition</p> <p>Re-Examining Sport Industry Segmentation in Academic Discourse Mandy Barefoot (Michael Martinez)</p> <p>Eliminating Compatibility Barrier for Disability-Inclusive Virtual Reality Sport Experience Jung-Phil Uhm (Hyun-Woo Lee)</p> <p>Personality and Player Position: A Pilot Study Jarid Morton (Stacey A. Forsythe)</p>	<p>Workshop</p> <p>Teaching Innovations: Unpacking the Possibilities Brian D. Avery</p>

# Thursday, February 23rd

	Room G	Room H	Room I	Room J	Room K
11:20am - 12:00pm	<p>Too Far Gone? An Ethical Analysis of Equipment Technology in Sport Adam Pfleegor</p> <p>Naming the Ghost or Cryptozoology?: Capitalism, Sport Management, and Multipurpose Arenas Benjamin Downs</p>	<p>Dr. Samantha Roberts Undergraduate Case Study Competition</p>	<p>Dr. Samantha Roberts Graduate Case Study Competition</p>	<p>Student Research Competition</p> <p>Help Needed: A Qualitative Analysis on Mental Health Perspectives of Division I Student-Athletes Ronnie Watson (Khirey Walker)</p> <p>Coming Out of the Shadows Shannon Smith (Jessica Monu)</p>	
12:00pm - 1:30pm	Lunch on your own				

# Thursday, February 23rd

	Room G	Room H	Room I	Room J	Room K
1:30pm - 2:30pm	<p>An Applied &amp; Academic View into Sports Betting Brody Rauhley</p> <p>"Needs Improvement" - Developing Sustainability in the Esports Ecosystem with Lessons from Industry Leaders and Higher Ed Michael Seidman</p> <p>An Examination of Sustainability Practices Within Southeastern Conference Swimming and Diving Teams Anna Harder Jeffrey Graham</p>	<p>A Case Study: Exploring the Gender Enrollment Gap in Sport Management Arden Anderson Jenny Lukow</p> <p>Challenges of Color Change: An Examination of Constraints for Minority Women in Division I Non-Revenue Sport Hunter Porter Robin Hardin</p> <p>Integrated or Marginalized?: Exploring The Experiences of Underrepresented Leaders in the Sport for Development Space Jason Francis</p>		<p><b>Workshop</b></p> <p>Should Sport Management Programs Across the Nation be Focusing on Preparing Students for Careers in NCAA Division II and III Athletic Administration Positions? Clay Bolton David Zinn</p>	<p>How Do Tutors Perceive Division I College Athletes? Molly Harry Amanda Hoffman</p> <p>An Exploration of Factors Influencing First-Generation Student-Athlete Retention at NAIA Institutions Adam Cocco Anthony Montanaro Alan Grosbach</p> <p>The Application and Understanding of Effective Academic Advising Strategies of NCAA Student-Athletes Heath Hooper Michael Ross Kyle Conkle</p>



# Thursday, February 23rd

	Room G	Room H	Room I	Room J	Room K
2:40pm - 3:40pm	<p>Eliminating Compatibility Barrier for Disability-Inclusive Virtual Reality Sport Experience Jun-Phil Uhm Hyun-Woo Lee</p> <p>Impact of Sales with Advanced Analytical Technology on Golf Consumer Purchasing Behavior: Traditional vs. Technological Procedures John Breedlove Shuoyu Chen Eric C. Wilson Yiran Su James J. Zhang</p> <p>Effects of Various Football Facemasks on Visuomotor Abilities in Sport Specific Activities Fulton Gil William Saino Rebecca Rogers Christopher Ballmann Patrick Marsh</p>	<p>Overcoming Challenges to Implement Anti-Doping Policy and Programs in Africa: Recommendations for Action Jonathan Ruwuya Byron Juma Jules Woolf</p> <p>The Role of Organizational Learning for Innovation in Sport for Development and Peace King Saah Olga Khokhryakova Per Svensson</p> <p>Sport for Development and Peace (SDP) Programs: Challenges and Strategies for Success Adam Love Carolyn Spellings Irina Arsova</p>		<p>Minor League Sports Panel</p>	<p>End the Monopoly! Professional Swimmers Opinions and Experiences About the Introduction of the International Swimming League Rodrigo Feller Haylee U. Mercado John Grady</p> <p>Obstacles Faced When Reclassifying from NCAA Division II to Division I: A Case Study of the University of North Alabama Athletics Ella Ratzloff Jim Watkins Mark Linder</p> <p>Factors Influencing Disc Golf Population Growth: Applying the Sport Commitment Model to Disc Golf Participation Seonghun Lee Min Jung Kim Wonjun Choi Stephen Hankil Shin</p>

# Friday, February 24th

	Room G	Room H	Room I	Room J	Room K
9:00am - 10:00am	<p>"Silly Minor League Team Name Done Right": The Rebrand of the Appalachian League  Jim Watkins  Sabrina Reed  Tim Wilson  Hailey Daehnke</p> <p>The Emergence of Vintage Logos: A Case Study of Tennessee Athletics  Michelle Childs  Robin Hardin  Kelsie Saxe  Kirby Simpson</p> <p>Ties and Differences in Sport Brand-Customer Personalities: Self-Determined and Relationship-Based Processes between Nike and Adidas  Jun-Phil Uhm  Hyun-Woo Lee  Ju Young Lee  Jinwook Jason Chung</p>	<p>Athlete Politicization and its Effect on Self-Brand Connection and Purchase Intention  Mark Beattie  James Evans  Chad Gerber  Eli Bigthumb</p> <p>Financial Management and Organizational Success of English Premier League Clubs  Jarid Morton  Alexander Traugutt</p> <p>Consumption in Segmented WNBA Marketplaces: An Importance-Performance Map Analysis (IPMA) of Market Demand Factors' Impact  Hannah H. Bo  Lauren Johnson  Brandon Mastromartino  James J. Zhang</p>	<p>Workshop</p> <p>Burnout and the Sport Management Professor: Best Practices to Manage Burnout at Various Career Stages  Brooke Forester  Mitchell Woltring  Caitlyn Hauff  Jason Hughes</p>	<p>Young Professionals Panel</p>	<p>Poster Session</p>

# Friday, February 24th

	Room G	Room H	Room I	Room J	Room K
10:10am - 11:10am	<p>Where are we Now? An Afterschool Program's Evaluation After COVID: A Longitudinal Case Study Marcella Otto-Dorenkott Paul Wright Karisa Kuipers</p> <p>The Formation of Social Capital Among Cadet-Athletes at a Senior Military College Sarah Quinn Suzuka Yosue Alex Gang Ju Young Lee</p> <p>Comparison of Inclusive Policies for LGBTQ+ Community Between Collegiate Athletics and Fitness Centers Kelly Stubbington Soyoun Lim</p>	<p>Team Market Size and the effect on Sponsorship Antecedents and Outcomes Colin Cork Junyi Bian</p> <p>The Influence of Sponsorship Engagement on Brand Loyalty: An Analysis of the On-Site and Social Media Activational Communications Achyut Kulkarni Evan Frederick Chris Greenwell</p> <p>"More Likes More Climbing" - An Investigation of Climbers' Intention to use Social Media for Self-Promotion Nina Adanin Irina Arsova</p>	<p>A Comparison of Perfectionism and Time of Sport Specialization of Division I Athletes Jason Hughes Mitchell Woltring Colby Ju3benville</p> <p>Surviving or Thriving in Intercollegiate Athletics?: Investigating the Application of Positive Psychology in Student-Athlete Well-Being Research James Hines Doris Watson</p> <p>An Assessment of Nurturant Fathering's Intergenerational Influence on Team Loyalty through Race Kevin Doran Dylan Williams Sean Dwyer Darin White</p>	<p>Legal Issues in Sport Panel</p>	

# Friday, February 24th

	Room G	Room H	Room I	Room J	Room K
11:20am - 12:00pm	<p>Interscholastic Athletic Directors Perceptions of Leadership Jake Simms Jon Welty Peachey</p> <p>The Importance of Remembering Althea Gibson Clay Bolton Michael Haase Kendyl Anderson Parker Lovett</p>	<p>Acts of Sport Corruption: Mill's Utilitarianism as a Guide to Punishment and Policies Robert C. Schneider</p> <p>Scale Development and Validation of the Humblebragging Construct in the Context of Sport Sangwon Na Dae-eun Kim Younghan Lee</p>	<p>Explaining the Role of Mentorship in Sport Management Internships and the Relationship with Internship Practitioners Reggie Overton</p>	<p><b>Workshop</b></p> <p>Getting Involved with ASMA: The Executive Board, Hosting Conferences, and the Journal of Applied Sport Management Adam Pfleegor Khirey B. Walker Adam Love Patrick Marsh Wonyoung Kim Michael Diacin Marcella Otto</p>	
12:15pm - 2:00pm	<p><b>Awards Banquet and Luncheon (Room J)</b></p> <p>Recognizing the 2023 ASMA Distinguished Service and Mentorship Award Recipient Jeffrey Petersen</p> <p>"Building upon the Foundation: Mentoring and Service in the Applied Sport Management Association"</p>				

# Poster Presentations

Friday, February 24th  
9:00am - 10:00am (Room K)

<p>The Impact of New NBA Training Facilities on Free Agent Signings Zachary Lundgren &amp; Jeffrey Petersen</p>	<p>Gender-based Violence Prevention Through Athletics: A Theory Based Approach Brittany Needham</p>
<p>Are Students Concerned About Environmental Sustainability in Sport? Jamee Pelcher</p>	<p>Infractions, Admission Application Quality, and the Power Five Khirey Walker</p>
<p>An Investigation of Core Price and Value-Added Incentives Utilized by Major League Baseball (MLB) teams to sell Group Ticket Packages Michael Diacin</p>	<p>Congruence Effects, Brand Type, and Athlete Celebrity Endorsement Yun Heui Jeon &amp; Steven Estes</p>
<p>Examining the Impact of Social Media on Sport Participation Intentions: The Case of Tour de France Ryan Turcott, Boe Burrus, Andrew Kim, &amp; James Zhang</p>	<p>Satisfaction with Life, Sleep Quality and Perceived Stress: Analysis of the NCAA D1 International Student-Athletes Tatiana Corso, Alex Gang, &amp; Ju Young Lee</p>
<p>An Analysis of Current NBA and NHL Arena Costs and Public Funding Dawson Drake, Brayden Utley, Mark Milton, &amp; Jeffrey Petersen</p>	<p>Leisure Barriers and Values associated with Watching Sport Experiences for the Visually Impaired Jung-Hsiang Lin, Li-Shiue Gau, Jong-Chae Kim, &amp; Nguyen Phan Thao Nguyen</p>
<p>The Social Dilemma: Fan Motivation for Non-Revenue Generating Sports Vada Samuels, Connor Hutson, &amp; Joseph Pederson</p>	<p>A Quantitative Analysis of Athletic Identity, Motivation, and Satisfaction on the Mental Health of Division I Student-Athletes Ronnie Watson, Khirey Walker, &amp; Benjamin Down</p>

# Poster Presentations

Friday, February 24th  
9:00am - 10:00am (Room K)

<p>The Effectiveness of Athlete Celebrity Endorsement based on Sociodemographic Variables Yun Heui Jeon &amp; Jennifer Mak</p>	<p>The Impact of NCAA Name, Image, Likeness Legislation on Female Non-Revenue Female Student-Athletes: A Qualitative Approach Yong Chae Rhee, Wonyoung Kim, Namhun Lim, &amp; Myungwoo Lee</p>
<p>Why Pickleball? Examination of Motivation to Play Pickleball and Future Intention to Watch Pickleball Games Jinwook Chung, Ju Young Lee, Dan Drane, &amp; Jun Sung Kim</p>	<p>The Effect of Sport Brands' ESG Activities on Brand Equity and Consumer Behavioral Intention Min-Ah Ryu, Seomgyun Lee, &amp; Han Soo Kim</p>
<p>Career Mobility of Sport Industry Practitioners: Exploring Traditional Versus New Career Patterns Michael Martinez, Mandy Barefoot, &amp; Jeffrey White</p>	<p>Systematic Examination of Corporate Social Responsibility Strategies: Moderating Effects of Transgression Severity Myungwoo Lee, Dong Hun Lee, Namhun Lim, Wonyoung Kim, &amp; Yong Chae Rhee</p>
<p>Crowd Management Strategies for Hosting a Safe Sports Event Stacey Hall, Brandon Allen, Enzo Fedato Ferreira, &amp; Sabrina Reed</p>	<p>Examining the Polarizing Debate Between PGA and LIV Golf Tours Benjamin Dotson, Brett Baker, Luke Schave, &amp; Myungwoo Lee</p>
<p>Welcome to the NIL World?: An Analysis of Twitter Response to the NCAA's Name, Image, and Likeness Policy Bumsso Park &amp; Han Soo Kim</p>	<p>Examining the Reverse Flutie Effect: A Case Study of High Point University John-Michael Hughes, Alex Gang, &amp; Ju Young Lee</p>
<p>Social Effectiveness of Sport Team Coaches: A Narrative Review Marshall J. Magnusen, Matt Robinson, &amp; Mark Howard</p>	<p>Do They Really Care: A Content Analysis of Mental Health Resources on NCAA Division III Athletic Department Websites Gerardo Cardoza, Isaiah Hernandez, John Martinez, Kahm Traylor, &amp; Mark Howard</p>



# Poster Presentations

Friday, February 24th  
9:00am - 10:00am (Room K)

Applying Sport Experience Design (SX) Framework on Analyzing Customer  
Experience Corresponding to Different Lengths of Free Trials in the Fitness and  
Health Industry  
Zehua Hei

