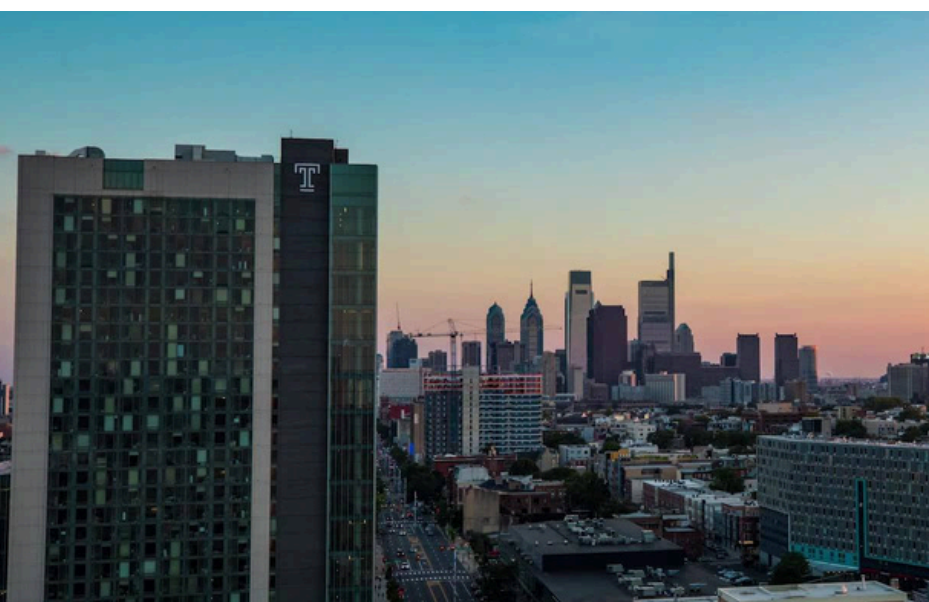


APPLIED SPORT MANAGEMENT ASSOCIATION CONFERENCE PRESENTATION SCHEDULE



School of Sport, Tourism &
Hospitality Management

February 11-13, 2026



PRESENTED BY:





THANK YOU SPONSORS!!!



School of Kinesiology



A Division of the Philadelphia Convention
& Visitors Bureau



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

SPORT MANAGEMENT



CONFERENCE SCHEDULE

11

WEDNESDAY

3:00 P.M.

HOTEL CHECK-IN

**DOUBLETREE BY HILTON HOTEL PHILADELPHIA CENTER CITY
237 SOUTH BROAD STREET
PHILADELPHIA, PA 19107**

5:00 P.M.

CONFERENCE OPENING SOCIAL

**F-1 ARCADE PHILADELPHIA
1330 CHESNUT STREET
PHILADELPHIA, PA 19107**



School of Sport, Tourism &
Hospitality Management

Additional Notes:

TRANSPORTATION WILL BE PROVIDED FROM THE CONFERENCE HOTEL TO THE CONFERENCE VENUE. THE SHUTTLE TO THE CONFERENCE VENUE WILL RUN CONTINUOUSLY THROUGHOUT PRESENTATION TIMES.

A GUIDE FOR NAVIGATING SEPTA (PUBLIC TRANSPORTATION) IS INCLUDED IN THE PROGRAM.

CONFERENCE SCHEDULE

12

THURSDAY



School of Sport, Tourism &
Hospitality Management

7:30 A.M.

CHECK-IN/CREDENTIAL PICK UP OPEN

ALT 702

8:00 A.M.

GRAD CASE STUDY COMPETITION (BROAD ST.)

LIA. WALK 220

UG CASE STUDY COMPETITION (BEN FRANKLIN)

LIA. WALK 131

UNDERGRADUATE RESEARCH COMPETITION

ALT 702

POSTER SESSION I

ALT 702

ORAL PRESENTATION SESSIONS (01-03)

SPK 213, 214, 215

9:15 A.M.

ORAL PRESENTATION SESSIONS (04-06)

SPK 213, 214, 215

10:30 A.M.

SPORT ANALYTICS PANEL

LIA. WALK 520

GRAD CASE STUDY COMPETITION (BOATHOUSE)

LIA. WALK 220

10:55 A.M.

UG CASE STUDY COMPETITION (ROCKY BALBOA)

LIA. WALK 131

11:20 A.M.

GRADUATE RESEARCH COMPETITION FINALISTS

SPK 215

11:40 A.M.

ORAL PRESENTATION SESSIONS (07-08)

SPK 213, 214

12:30 P.M.

LUNCH ON YOUR OWN

EXECUTIVE BOARD MEETING

TBA

1:15 P.M.

WORKS-IN-PROGRESS SESSION

LIA. WALK 220

1:30 P.M.

POSTER SESSION II

ALT 702

ORAL PRESENTATION SESSIONS (010-012)

SPK 213, 214, 215

2:00 P.M.

UG CASE STUDY COMPETITION (LIBERTY BELL)

LIA. WALK 131

2:45 P.M.

MEGA SPORTING EVENT PANEL

LIA. WALK 520

4:00 P.M.

ORAL PRESENTATION SESSIONS (013-015)

SPK 213, 214, 215

7:00 P.M.

CONFERENCE SOCIAL @ LUCKY STRIKE

1336 CHESNUT STREET | PHILADELPHIA, PA 19107

ALT - Alter Hall; Lia. Walk - 1810 Liacouras Walk; SPK - Speakman Hall

CONFERENCE SCHEDULE

13

FRIDAY



School of Sport, Tourism &
Hospitality Management

8:00 A.M.

CHECK-IN/CREDENTIAL PICK UP OPEN

8:30 A.M.

ORAL PRESENTATION SESSIONS (016-018)

9:45 A.M.

ORAL PRESENTATION SESSIONS (019-021)

11:00 A.M.

ORAL PRESENTATION SESSIONS (022-024)

12:15 P.M.

CLOSING LUNCHEON & AWARDS BANQUET

2026 DISTINGUISHED SERVICE & MENTORSHIP AWARD

DR. ROBIN HARDIN (UNIVERSITY OF TENNESSEE)

"THE PRIVILEGE OF BEING OF SERVICE"

INTRODUCTION - DR. ELIZABETH TAYLOR

SPK 2ND FLOOR

SPK 213, 214, 215

SPK 213, 214, 215

SPK 213, 214, 215

HGSC 200BC

Additional Notes:

WE WILL HAVE SPACE FOR LUGGAGE IN SPEAKMAN HALL, SO YOU CAN CHECK OUT FROM YOUR HOTEL PRIOR TO ATTENDING THE CONFERENCE ON FRIDAY MORNING.

IN ORDER TO ATTEND THE CLOSING LUNCHEON, YOU NEEDED TO ACKNOWLEDGE YOUR ATTENDANCE DURING YOUR REGISTRATION IN ORDER TO RECEIVE A TICKET.

FEEDBACK FROM THE UNDERGRADUATE RESEARCH, GRADUATE RESEARCH, AND CASE STUDY COMPETITIONS WILL BE PROVIDED BY TUESDAY, FEBRUARY 17TH, 2026.

HGSC - Howard Gittis Student Center ; SPK - Speakman Hall

2026 ASMA OPENING SOCIAL



WEDNESDAY, FEBRUARY 11. 2026

5:00 PM - 7:00 PM

F1 ARCADE PHILADELPHIA

1330 CHESTNUT STREET – PHILADELPHIA, PA 19107

267.957.3131



THURSDAY NIGHT SOCIAL

LUCKY X STRIKE

Lucky Strike Philadelphia

- **1336 Chestnut Street**
- **Philadelphia, PA, 19107**
- **215.545.2471**



Thursday
February 12, 2026



Event Runs from
7:00 pm – 8:30 pm



Thursday, February 12th, 2026 – Oral Presentations

<p>8:00 – 9:00 a.m.</p>	<p>Speakman 213 (O1)</p>	<p>Speakman 214 (O2)</p>	<p>Speakman 215 (O3)</p>
	<p><u>Moderator: Prat Yadav</u></p> <p>Balancing the Books and the Bettors: Navigating the Financial Implications of Legalized Sport Gambling in North Carolina Institutions of Higher Education</p> <p>Kirby Boehm <i>Lewis Clark State College</i></p> <p>Sean Dahlin <i>Idaho State University</i></p> <p>Gambling Issues in Collegiate Esports</p> <p>Bradyn Rogers <i>University of North Alabama</i></p> <p>Kyle Conkle <i>University of North Alabama</i></p> <p>Gambling Problem? Call... Advertising a Sports Product that Requires a Warning Label</p> <p>Brody Ruihley <i>Miami University</i></p>	<p><u>Moderator: Zoe Hill</u></p> <p>Reimagining Engagement: Lessons from Implementing Project-Based Learning in Sport Management Education</p> <p>Jake Simms <i>Lincoln Memorial University</i></p> <p>Natali Shultz <i>Lincoln Memorial University</i></p> <p>Riley Miller <i>Lincoln Memorial University</i></p> <p>Joy Williams <i>Lincoln Memorial University</i></p> <p>Alyssa M. Trad <i>Lincoln Memorial University</i></p> <p>Academic Engagement: Students' and Employer's Perception of Workforce Preparation and Skill Building Through Experiential Learning in A Sport Management Curriculum</p> <p>David Perricone <i>Felician University</i></p> <p>Neil Malvone <i>Caldwell University</i></p> <p>The Transformative Power of Peer Connection in Short-Term Study Abroad</p> <p>Patrick Marsh <i>Samford University</i></p>	<p><u>Moderator: Cee Rivers</u></p> <p>Redefining Equity: Building High-Quality Youth Sport Experiences in Non-Profit Community Programs</p> <p>Daniel Getliff <i>Temple University</i></p> <p>Sole Purpose: Volunteer Motivation, Identity, and Organizational Involvement in Youth Sport Programs</p> <p>Christian Cavanaugh <i>Temple University</i></p> <p>Gareth Jones <i>Temple University</i></p> <p>Christine Wegner <i>University of Florida</i></p> <p>Bradley Baker <i>Temple University</i></p> <p>Mariana Folco <i>Students Run Philly Style</i></p> <p>Issues of Capacity and Equity within the Youth Sport Landscape: A City-level Analysis</p> <p>Shreyas Rao <i>Temple University</i></p> <p>Gareth Jones <i>Temple University</i></p> <p>Mike Barsotti <i>Temple University</i></p> <p>Becca Fagan <i>Philadelphia Youth Sport Collaborative</i></p>

Thursday, February 12th, 2026 – Oral Presentations

<p>9:15 – 10:15 a.m.</p>	<p>Speakman 213 (O4) <u>Moderator: Brielle Wheeler</u></p> <p>The Social Contract of Inclusion: Black Women’s Labor and Leadership in Division I Basketball</p> <p>Ajhanai Keaton <i>University of Massachusetts Amherst</i> Amanda Malool <i>University of Massachusetts Amherst</i></p> <p>The Road to the Sideline: Examining the Impact of the Rooney Rule on the Recruitment and Advancement of Black Coaches in the National Football League</p> <p>Enrique Washington <i>Linfield University</i></p> <p>White Saviorism in Sports Media: The Case of Caitlin Clark</p> <p>Ashley Gardner <i>Temple University</i> Patrick Crowe <i>Winston Salem State University</i> Cee Rivers <i>Temple University</i></p>	<p>Speakman 214 (O5) <u>Moderator: Sophie Trad</u></p> <p>Assessing Our Journal’s Impact: A Content Analysis of the Journal of Applied Sport Management</p> <p>Jeffrey Petersen <i>Baylor University</i> Marshall Magnusen <i>Baylor University</i></p> <p>Rasch Calibration of Serious Leisure Inventory and Measure</p> <p>Lei Xue <i>University of Mississippi</i> Minsoo Kang <i>University of Mississippi</i> Kofan Lee <i>University of Mississippi</i></p> <p>Perception Under Pressure: How Match Context Influences Head Referee Ratings in Youth, Amateur, and Professional Soccer</p> <p>Bret Myers <i>Villanova University</i></p>	<p>Speakman 215 (O6) <u>Moderator: Shreyas Rao</u></p> <p>When Effort Matters More Than Money: The Impact of Participatory CSR on Consumers’ Psychological Ownership and Behavioral Intentions</p> <p>Sinhae Roh <i>Indiana University - Bloomington</i> Zack Pedersen <i>West Virginia University</i> Kevin Byon <i>Southern Methodist University</i> Paul M. Pedersen <i>Indiana University - Bloomington</i></p> <p>Fan Motivation in the New Era of Women’s Sports: A Comparative Study of Basketball Events</p> <p>Colleen Dibble <i>University of South Carolina</i> Grace Kazmierski-Davie <i>Kennesaw State University</i> Mark Nagel <i>University of South Carolina</i> Khalid Ballouli (Advisor) <i>University of South Carolina</i></p> <p>Understanding Celebrity Athlete Endorsement in a Comprehensive Framework</p> <p>Sungjai Hong <i>James Madison University</i> Mikihiro Sato <i>University of Illinois Urbana-Champaign</i></p>
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Thursday, February 12th, 2026 – Oral Presentations

10:30 – 11:30 a.m.

Speakman 213

Speakman 214

Speakman 215

**Sport Analytics Panel
1810 Liacouras Walk 520**

Thursday, February 12th, 2026 – Oral Presentations

11:40 – 12:20 p.m.	Speakman 213 (O7)	Speakman 214 (O8)	Speakman 215 (O9)
	<u>Moderator: Julia Oakes</u>	<u>Moderator: Leah Stein</u>	<u>Moderator: Shreyas Rao</u>
	Title IX and the New (College) World Order Part II: House Settlement, Title IX, and Transgender Participation	“I went to a rehab facility...just the trauma from being in the league...and not knowing what to do.’ Struggles of	<u>Graduate Research Finalists.</u> <u>Beginning at 11:20 a.m.</u>
	Erica Zonder <i>Eastern Michigan University</i> Elizabeth Taylor <i>Temple University</i> Emily Houghton <i>Minnesota State University, Mankato</i>	Retired NFL Players in the Aftermath of their Playing Career. Sarah Tackett <i>University of Wisconsin – La Crosse</i> Terri Bradshaw McNamara <i>University of Wisconsin – La Crosse</i> Peyton Stensland <i>University of Cincinnati</i>	Beyond the Grant: An Examination of Funder-Driven Capacity Building in Sport for Development Joelle Ferguson <i>Louisiana State University</i> Per Svensson (Advisor) <i>Louisiana State University</i>
	“Just here, begging to be included”: Transgender Sport Participants’ Experiences of Navigating Sports Eligibility Policies	Preparation for Financial Success: Exploring Financial Literacy Programming Offered in Power 5 Athletic Departments	Eco-Framed Giveaways as Credibility Signals: Examining the Impact on Merchandise Purchase Intentions and the Moderating Role of Fan Identification
	Jessica Hamdan <i>York College of Pennsylvania</i> Adam Love <i>University of Tennessee, Knoxville</i>	Kayla Martinez <i>University of Louisville</i>	Huiyeon Kim <i>Southern Methodist University</i> Kevin Byon (Advisor) <i>Southern Methodist University</i>
	Exploring Sense of Community for Women in Sport Management Programs	From Classroom to Career: Navigating Gender Bias in Sport Management	Recruiting Without Scholarships: Amateur Motivations for Division III Athletes Competing at Small, Private Colleges
	Danielle DeRosa <i>University of Connecticut</i>	Tiesha Martin <i>Radford University</i> Reagan Adams <i>Radford University</i>	Cam Mallett <i>Pennsylvania State University</i> Mark Dyreson (Advisor) <i>Pennsylvania State University</i>

Thursday, February 12th, 2026 – Oral Presentations

<p>1:30 – 2:30 p.m.</p>	<p>Speakman 213 (O10) <u>Moderator: Giovanni Fornia</u></p> <p>The Impact of Roster Turnover on Game Attendance in Men’s College Basketball</p> <p>Adam Cocco <i>University of Louisville</i> Chris Greenwell <i>University of Louisville</i> Nels Popp <i>University of North Carolina</i></p> <p>Fairness at Bat: NCAA Division I Baseball Coaches’ Perceptions of Distributive Justice amid Scholarship and Roster Reform</p> <p>Tiffany Demiris <i>St. Bonaventure University</i> Nicholas Davidson <i>Tusculum University</i> Sarah Stokowski <i>Clemson University</i> Christopher Corr <i>Clemson University</i> Andrew Rudd <i>Franklin Pierce University</i></p> <p>Coaching Through Connection: How Division I Coaches Facilitate Bonding Social Capital for Student-Athletes</p> <p>Landry Levinson <i>University of Wisconsin-Madison</i></p>	<p>Speakman 214 (O11) <u>Moderator: Adam Goodman</u></p> <p>The Anti-Doping Industry and Sport Management: Career, Teaching, and Research Opportunities</p> <p>Jules Woolf <i>University of Illinois Urbana-Champaign</i> Rekha Janarthanan <i>University of Illinois Urbana-Champaign</i> Jonathan Ruwuya <i>University of Illinois Urbana-Champaign</i></p> <p>Social Media Branding in Sportainment: A Case Study of Burnley F.C.’s Creative Player Announcement Videos on X</p> <p>Ryan Chen <i>Miami University</i> Jiaying Wang <i>Missouri Southern State University</i> Haozhou Pu <i>University of Dayton</i> Chenyu Shi <i>Shanghai University of Sport</i></p> <p>Connecting With the Listeners: Strategies Implemented by Fantasy Sport Podcasters to Build an Audience</p> <p>Tyler Ratts <i>University of Dubuque</i> Brody Ruibley <i>Miami University</i></p>	<p>Speakman 215 (O12) <u>Moderator: Ashlyn Casey</u></p> <p>Player Performance in a New League: Transferable Skills and Player Incentives in Unrivaled</p> <p>Richard Paulsen <i>University of Michigan</i> Yiwei Ye <i>University of Michigan</i></p> <p>Globalization in the NBA</p> <p>Angel Rooks Orton <i>Syracuse University</i> Alexia Lopes <i>Syracuse University</i></p> <p>The Impact of Trades on Player Performance in the NBA</p> <p>Kejian Zhu <i>University of Michigan</i> Richard Paulsen <i>University of Michigan</i></p>
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Thursday, February 12 th , 2026 – Oral Presentations			
2:45 – 3:45 p.m.	Speakman 213	Speakman 214	Speakman 215
	<p>Philly 2026: Mega Sporting Events Panel 1810 Liacouras Walk 520</p>		

Thursday, February 12th, 2026 – Oral Presentations

4:00 – 5:00 p.m.	Speakman 213 (O13)	Speakman 214 (O14)	Speakman 215 (O15)
	<u>Moderator: Kansas Paige Lee</u>	<u>Moderator: Megan Hunt</u>	<u>Moderator: Maya Sheed</u>
	Predicting NCAA Division I Football Conference Winning Percentage: An Applied Resource Allocation Perspective	A Qualitative Analysis of the Pressing Issues Facing Interscholastic and Intercollegiate Athletic Administrators	Factors Predicting Season Ticket Renewals in Men's and Women's College Basketball
	James Johnson <i>Ball State University</i> Benjamin Downs <i>Ball State University</i> Zachary Evans <i>Ball State University</i> Megan Donahue <i>Ball State University</i> Davis Matz <i>University of Providence</i>	Tyler J. Ratts <i>University of Dubuque</i> Michael Fraina <i>Farmingdale State College</i> Eric W. Forsyth <i>Bemidji State University</i>	Chris Greenwell <i>University of Louisville</i> Adam Cocco <i>University of Louisville</i> Nels Popp <i>University of North Carolina</i>
	Shared Leadership and Organizational Performance in College Football	Understanding Self-Care Experiences for Collegiate Athletic Department Employees	From Sellouts to Strategy: Using Attendance Data to Guide WNBA Venue Planning
	Jeremy Foreman <i>University of Louisiana at Lafayette</i> Sean Dahlin <i>Idaho State University</i> Seungmin Kang <i>North Dakota State University</i>	Cheryl Rode <i>Niagara University</i> Janet Howes <i>University of Saint Joseph</i>	Allen Solomon <i>Southern New Hampshire University</i> Kevin Snyder <i>Southern New Hampshire University</i>
	The Impact of NCAA Football Video Game Ratings on Perceptions of Athlete Skill and Brand	Sport Employee Relocation: Strategic HR Policy Development for Entry-Level Positions	The Caitlin Clark Effect Goes Pro: Analysis of the Impact of Caitlin Clark on 2024-25 WNBA Attendance
	Zack Pedersen <i>West Virginia University</i> Sinhae Roh <i>Indiana University – Bloomington</i> Braden Norris <i>Sam Houston State University</i>	Mandy Barefoot <i>Western Kentucky University</i> Mike Martinez <i>Louisiana State University</i>	Jeffrey Petersen <i>Baylor University</i> Lawrence Judge <i>Florida Gulf Coast University</i>

Friday, February 13th, 2026 – Oral Presentations

<p>8:30 – 9:30 a.m.</p>	<p>Speakman 213 (O16) <u>Moderator: Prat Yadav</u></p> <p>The Ultimate Fight for Security: When UFC Meets the White House</p> <p>Tiffany Demiris <i>St. Bonaventure University</i> Tim Wilson <i>Middle Tennessee State University</i> Dylan Williams <i>The University of Alabama</i> Matthew Joss <i>St. Bonaventure University</i></p> <p>Exploring Sport Spectators' Perceptions of AI Security Technologies in Sport Venues</p> <p>Olukunle Olukola <i>The University of Southern Mississippi</i> Oluseyi Olukola <i>The University of Southern Mississippi</i> Brandon Allen <i>The University of Southern Mississippi</i> Stacey Hall <i>The University of Southern Mississippi</i> Alison Fridley <i>The University of Southern Mississippi</i></p> <p>When to Trust, When to Own: Temporal Distance, Adherence, and Attribution in AI Predictions</p> <p>Taegeu Bok <i>Indiana University – Bloomington</i> Kevin Byon (Advisor) <i>Southern Methodist University</i></p>	<p>Speakman 214 (O17) <u>Moderator: Taylor Carney</u></p> <p>SHE RUNS: Early Data on Women's Experiences of Harassment while Running in the United States</p> <p>Kristy McCray <i>Otterbein University</i></p> <p>Toward a Unified Understanding of the Social Impact of Sport: An Integrated Definition, Critical Review, and Future Directions</p> <p>Yuhei Inoue <i>University of Illinois Urbana-Champaign</i> Nicolas Scelles <i>Manchester Metropolitan University</i> Larissa Davies <i>Manchester Metropolitan University</i></p> <p>Recommendations for Creating More Inclusive Youth and College Sport Environments</p> <p>Natalie Bunch <i>University of Cincinnati</i> Beth Cianfrone <i>Georgia State University</i> Lauren Beasley <i>Georgia State University</i></p>	<p>Speakman 215 (O18) <u>Moderator: Gabrielys Cornier</u></p> <p>Make American Athletics Great Again? State Governments' Anti-Immigrant Attempt to Preserve the NCAA-Olympic Pipeline</p> <p>Estevan Molina <i>University of Wisconsin – Madison</i> Peter Miller (Advisor) <i>University of Wisconsin – Madison</i></p> <p>Roster Dynamics in NCAA College Football in the Post-2020 Period</p> <p>Georgy Shukaylo <i>University of Michigan</i> Judith Grant Long (Advisor) <i>University of Michigan</i></p> <p>An Analysis of Energy Sustainability in Sports Facilities in Relation to Energy Deregulation, Climate Zone, and Sport Played</p> <p>Courtney Stahlhoefer <i>Baylor University</i> Jeffrey Petersen (Advisor) <i>Baylor University</i></p>
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Friday, February 13th, 2026 – Oral Presentations

<p>9:45 – 10:45 a.m.</p>	<p>Speakman 213 (O19)</p>	<p>Speakman 214 (O20)</p>	<p>Speakman 215 (O21)</p>
	<p><u>Moderator: Candice Wang</u></p> <p>Exploring the Effect of International College Athletes' Participation in On-Campus International Events on Their Mental Well-Being</p> <p>Kibaek Kim <i>University of Memphis</i> Brenda Mathias <i>University of Memphis</i> Simran Sethi <i>University of Kentucky</i> Karina Jolly <i>University of Alabama</i></p> <p>Five Seasons Later: How Extra Eligibility Might Reshape Academics</p> <p>Robert Turick <i>Indiana Tech</i></p> <p>The Ethics of Pay Games in College Sport</p> <p>Adam Pfleegor <i>Siena University</i></p>	<p><u>Moderator: Prat Yadav</u></p> <p>More of the Same: Masculine Dominance in Season Two of Physical 100</p> <p>Patrick Crowe <i>Winston-Salem State University</i> Vincent Peña <i>DePaul University</i> Yunjung Kim <i>St. John's University</i></p> <p>What Motivates Middle-Aged Adults to Train Martial Arts: A Qualitative Investigation</p> <p>Ataberk Surenkok <i>University of Tennessee, Knoxville</i> Adam Love <i>University of Tennessee, Knoxville</i> Lars Dzikus <i>University of Tennessee, Knoxville</i> Anton Schulz <i>University of Tennessee, Knoxville</i></p> <p>Choosing a Course: A Case Study of Runners' Experiences with the Illinois Marathon</p> <p>Patrick Tkachuk <i>Northern Illinois University</i> Farah Ishaq <i>Northern Illinois University</i> Wonock Chung <i>Northern Illinois University</i></p>	<p><u>Moderator: Sam Gleason</u></p> <p>The Usage of Functional Training Space in Developing Loyalty Among Novices and Experienced Customers in Sport and Fitness Centers</p> <p>Zehua Hei <i>University of Northern Colorado</i> Alan Morse <i>University of Northern Colorado</i></p> <p>The Impact of University Recreational Center Sports Activities on Students' Quality of Life</p> <p>Saydah Alatwah <i>University of Northern Colorado</i> Alan Morse (Advisor) <i>University of Northern Colorado</i></p> <p>Fußball Football</p> <p>Ashlyn Casey <i>Temple University</i></p>

Friday, February 13th, 2026 – Oral Presentations

11:00 – 12:00 p.m.	Speakman 213 (O22)	Speakman 214 (O23)	Speakman 215 (O24)
	<u>Moderator: Shreyas Rao</u>	<u>Moderator: George Taff Smith</u>	<u>Moderator: Candice Wang</u>
	Cultural Expansion: Expanding the Model of Athlete Brand Image to Include Cultural Representation in NIL Branding	B-S-Who? Investigating Institutional Legitimacy through the Construction of College Basketball Facilities	Strengthening the Digital Self: Developing Digital Resilience among NCAA College Athletes Using an Intervention-Based Approach
	Nicolas Graves <i>University of Cincinnati</i> Jason Simmons (Advisor) <i>University of Cincinnati</i>	Benjamin Downs <i>Ball State University</i> Zachary Evans <i>Ball State University</i> James Johnson <i>Ball State University</i>	Nataliya Bredikhina <i>University of Delaware</i> Ksenia Power <i>University of Temple</i> Bomin Paek <i>University of Kansas</i>
	The End of the Seawolves: Sonoma State University's Elimination of Division II Athletics	The Project Life Cycle of Temporary Sport Stadia: A Case Study of Nassau County International Cricket Stadium	Examining Division I Athletes' Perfectionism Through the Lens of the Developmental Sport Participation Model
	Richard Campbell <i>Sonoma State University/University of San Francisco</i> Daniel Rascher <i>University of San Francisco</i> Michael Visser <i>Sonoma State University</i> Damon Aiken <i>California State University, Chico</i>	Martin Barrett <i>Frostburg State University</i> Kyle Bunds <i>North Carolina State University</i>	Jason Hughes <i>Elizabeth City State University</i> Colby Jubenville <i>Middle Tennessee State University</i> Mitchell Woltring <i>University of South Alabama</i>
	The Impact of Sport Brands' Femvertising on Female Consumers' Purchase Intentions: The Moderating Role of Feminist Knowledge	The Modernization of Major College Football Stadia at Bowling Green State University	Executive-Firm Education Match, Performance, and Tenure: Evidence from NCAA Men's Basketball
	Yue Jin <i>South China University of Technology</i> Jingxian Cecilia Zhang (Advisor) <i>Mount St. Mary's University</i>	Chad Seifried <i>Louisiana State University</i>	Tyler Skinner <i>University of South Carolina</i>
12:15 p.m.	Closing Luncheon & Awards Banquet Howard Gittis Student Center 200BC		
	2026 ASMA Distinguished Service and Mentorship Award Dr. Robin Hardin (University of Tennessee) <i>"The Privilege of Being of Service"</i> Introduction – Dr. Elizabeth Taylor		

Thursday, February 12th, 2026 | Poster Presentations
Alter Hall 702 (MBA Commons)

8:00 – 9:00 a.m.

Beyond Borders: NIL Rights and the International Student-Athlete Experience

Charlie Eldredge
Elon University
 Khirey Walker (Advisor)
Elon University

The Impact of Climate Change-Induced Sport Event Disruptions on Climate Anxiety and Pro-Environmental Behavioral Intentions: The Mediating Role of Coping Strategies

Myungwoo Lee
The Citadel - The Military College of South Carolina

Woolee An
The Citadel – The Military College of South Carolina
 Ju Young Lee
The Citadel - The Military College of South Carolina

An Investigation of Required Skills for Digital Media and Marketing Positions Within Professional and Intercollegiate Sport Organizations

Michael Diacin
University of Indianapolis

The Hidden Struggles Behind the Jersey: An Autoethnographic Study of Division II Student-Athlete Life

Ashley Salvesen
Georgian Court University
 Alexa Bracero
Georgian Court University
 Jeongwon Choi
Georgian Court University

Exploring Tennis Experiences Among Korean Middle-Aged Women Through Sense of Community (SOC) Theory

Mina Woo
University of Southern Indiana
 Incheol Jang
University of Southern Indiana

Behind the Play, Behind the Mic: The Dual Lives of Athlete Podcasters

Thomas Payne
East Texas A&M University
 Ruby Blayrock
East Texas A&M University
 Cesar Flores
East Texas A&M University
 Ho Yeol Yu (Advisor)
East Texas A&M University

NIL: Evaluating Its Impact on Motivation, Team Cohesion, and Dynamics in College Athletics

Samantha Donatelli
The Citadel - The Military College of South Carolina
Ju Young Lee (Advisor)
The Citadel - The Military College of South Carolina
Myungwoo Lee (Advisor)
The Citadel - The Military College of South Carolina

Keeping Coaches in the Game: The Impact of Organizational Resilience on Turnover Intentions

Steven Prewitt (Advisor)
East Texas A&M University
Palmer Campbell
East Texas A&M University
Ho Yeol Yu (Advisor)
East Texas A&M University

From Transactions to Insights: Modeling Attendance Patterns in Minor League Hockey

Anabella Shpak
Elon University
Alex Traugutt (Advisor)
Elon University

Building the Fan Base: Season Ticket Holder Perceptions and Attendance Motivations in Minor League Hockey

Lindsay Ferretti
Elon University
Alex Traugutt (Advisor)
Elon University

Exploring the Dimensionality of Sports Facility Quality

Diego Yazawa
Springfield College

Breaking The Ice: The History of Women's Hockey in North America

Abbey Zaletel
Syracuse University

Integrating Performance Technology and Training Strategies to Optimize Workload, Injury Prevention, and Tactical Decision Making in NCAA Division I Women's Soccer

Peter Dearl
The Citadel - The Military College of South Carolina
Myungwoo Lee (Advisor)
The Citadel - The Military College of South Carolina
Ju Young Lee (Advisor)
The Citadel - The Military College of South Carolina

Surface-Specific Injury Patterns Amongst Professional Tennis Players in Grand Slam Tournaments

Lindsay Wilson
Baylor University
Jeffrey Petersen (Advisor)
Baylor University

Whistle, Replay, and Flow: How Officiating Technology Shapes Soccer Fans' Game Experience

Minseok Cho
Springfield College
Don Lee
University of Houston

The Value for Event Attendees: How does the Student Section Improve Attendees' Experience?

Colin Cork
Western Michigan University
Xin Du
Western Michigan University

The Influence of Lifeguard Body Shape on Perceived Safety and Reattendance

Romario Taylor
Troy University
Kwangho Park (Advisor)
Troy University
Win Koo (Advisor)
Troy University

The Effect of Perceived Expertise and Entertainment of YouTube Sports Channels on Subscription and Sports Participation Intentions: The Moderating Role of Self-Efficacy

Joynob Sultana
Troy University
Kwangho Park (Advisor)
Troy University
Sanghoon Kim (Advisor)
Michigan State University

Enhancing Undergraduate Sport Management Students' Merit through Experiential Learning

Robert C. Schneider
SUNY Brockport

1:30 – 2:30 p.m.

Internal Communication and Workflow Efficiency in Minor League Baseball: A Case Study of the Jersey Shore BlueClaws

Charlotte Simon
East Stroudsburg University
Anthony Voto
East Stroudsburg University
Ethan Millirons
East Stroudsburg University
Brianna Anderson
East Stroudsburg University
Angelina Luciano
East Stroudsburg University

Sustainable Benefits of Small-Scale Participatory Sport Events: Impacts on Participant Satisfaction and Destination Image

Ho Yeol Yu
East Texas A&M University
Myungwoo Lee
The Citadel - The Military College of South Carolina
Sangwon Na
University of Central Arkansas
Kyu-Soo Chung
Kennesaw State University

To Add or Not to Add? Assessing New Collegiate Sport Offerings through a Proforma Lens at [Redacted Institution]

Robert Turick
Indiana Tech

Analysis with Kaplan-Meier Survival and Deep Learning Methods to Predict Career Expectancy for Baseball Players

Joseph O'Neil
Defiance College
Eli Plassman
Defiance College
Seonguk Kim
Defiance College
Yun Heui Jeon
Defiance College

Reviving the Crowd: Fan Engagement, Experience, and Attendance Challenges in Minor League Baseball

Jordan Valenti
East Stroudsburg University
Colin Kuhnel
East Stroudsburg University
Keiran Reyes
East Stroudsburg University
Will McDonnell
East Stroudsburg University

An Exploration of International Students' Engagement and Cultural Adaptation through Attendance at Sporting Events

Seonghun Lee

Wagner College

Mark Jaewon Chang

SUNY Brockport

Stephen Hankil Shin

Belmont University

An Exploration of Internship Job Announcements in U.S. Professional Sport Leagues: Knowledge, Skills, and Abilities

Incheol Jang

University of Southern Indiana

Mina Woo

University of Southern Indiana

Preliminary Results for An Exploration of Parental Knowledge Acquisition in Sports: Implications for Facilitating Athlete Development

Peter Myre

University of New Mexico

Edward Horne

Concordia University Chicago

Using Data Collection and Analysis to Improve Decision-Making in College Athletic Department

Jacoby Benjamin

The Citadel - The Military College of South Carolina

Myungwoo Lee (Advisor)

The Citadel - The Military College of South Carolina

Ju Young Lee (Advisor)

The Citadel - The Military College of South Carolina

Overlooked and Understudied: A Case Study on Mental Health and Resource Awareness Among Division II Club Sport Athletes

Dominic Puccio

East Stroudsburg University

Tyler Bannerman

East Stroudsburg University

Juan Feliciano

East Stroudsburg University

Devyn DeMoe

East Stroudsburg University

Matt Barna

East Stroudsburg University

Daniel Emmick

East Stroudsburg University

Transfer Activity & Team Performance in NCAA Division I Men's Basketball: A Quantitative Analysis Of Power 4 Programs (2021-2025)

Kerrigan Miller
University of North Carolina at Chapel Hill
Colin Lopez
University of North Carolina at Chapel Hill
Jackson Sears
University of North Carolina at Chapel Hill

Walking with Nature: Storytelling and Social Solidarity in the Oxfam Trailwalker Korea

Ju Young Lee
The Citadel - The Military College of South Carolina

Kyuhyun Choi
Seoul National University

Alex Gang
Washington State University

Daeyeon Kim
University of Central Missouri

Jin Park
Illinois State University

Jiyoung Park
Western Illinois University

Managing Heat Risks in Sport: How Acclimatization Shapes Ethnic Sport Participants' Satisfaction, Burnout, and Subjective Well-Being

Kyu-Soo Chung
Kennesaw State University

Hoyeol Yu
East Texas A&M University

Minhong Kim
University of North Texas

Wonju Lee
Clemson University

How Facility Satisfaction Impacts the Fan Experience at a D-II University

John Pride
East Stroudsburg University

Tyler Gomolinski
East Stroudsburg University

Quinn Jackus
East Stroudsburg University

Jared Frace
East Stroudsburg University

Elliott Trujillo
East Stroudsburg University

Mario Sandy
East Stroudsburg University

Soccer Players' Transfer Valuation and Financial Efficiency

Dong Hao
University of Michigan

The Role of Customers' Self-Esteem in the Effect of Body Shape of Other Customers on Customers' Service-Participation Continuation

Sangchul Park
Michigan State University
Sanghoon Kim
Michigan State University
Andrew Sellers
Grand Valley State University
Joonyoung Han
Yeungnam University

Where Do You Get Your Pancakes? Evaluating Impact of Transfer Portal Offensive Lineman in the Big Ten and SEC

Branden Johnson
University of Cincinnati
Matt Huml
University of Cincinnati

Betting Market Signals and Ticket Pricing: Evidence from Big Ten Men's Basketball Secondary Market

Yo Han Lee
Old Dominion University
Moonsup Hyun
University of Louisville
Wonsok Jee
Arizona State University
Marcella Otto
Old Dominion University

AR/VR Sport Involvement and Well-being: A Biopsychosocial Perspective on Physical, Psychological, and Social Pathways

Sanghoon Kim
Michigan State University
Sangchul Park
Michigan State University
Kwangho Park
Troy University
Joonyoung Han
Yeungnam University

Promotions, Social Connection, and Fan Loyalty: Building Attendance for NCAA Women's Volleyball

Alexa Psotka

The Citadel - The Military College of South Carolina

Ju Young Lee (Advisor)

The Citadel - The Military College of South Carolina

Myungwoo Lee (Advisor)

The Citadel - The Military College of South Carolina

Tradition vs. Expansion: A Comparative Study of Marketing Strategies and Fan Engagement Between Original Six and Southern NHL Teams

Lauren MacDonnell

The Citadel - The Military College of South Carolina

Ju Young Lee (Advisor)

The Citadel - The Military College of South Carolina

Myungwoo Lee (Advisor)

The Citadel - The Military College of South Carolina

From Practice to Experience: Managing Consumer Satisfaction in Hybrid Golf Facilities through Experiential Marketing and Kano Analysis

Chun-Yu Kung

Asia University, Taiwan

Hung-Yi Chu

Asia University, Taiwan

Li-Shiue Gau

Asia University, Taiwan

Jong-Chae Kim

Fairleigh Dickinson University

Evaluating Youths' Motivation to Participate in a Sport-Based Youth Development (SBYD) Program

Marcella G. Otto

Old Dominion University

Paul M. Wright

Northern Illinois University

Grace Louis

Northern Illinois University

Jordyn King

Northern Illinois University

Shayan Shafiei Nikou

Northern Illinois University

Emerson Baptiste

Northern Illinois University

Evaluating Coaches' Perceptions of a School-Based Soccer Program: A Mixed-Methods Assessment of the Chicago Fire P.L.A.Y.S. Initiative

Shayan Shafiei Nikou
Northern Illinois University
Paul M. Wright
Northern Illinois University
Marcella G. Otto
Old Dominion University

Going Green in Big 4 Sport Venues: Examining the Relationship of Public Funding and LEED Certification of Stadiums and Arenas

Meredith Hurst
Baylor University
Caitlyn Thrasher
Baylor University
Sheridan Robinson
Baylor University
AJ Norris
Baylor University
Jeffrey Petersen (Advisor)
Baylor University

From Posts to Profits: Female College Athletes' Self-Presentation Strategies on Social Media in the Name, Image, and Likeness Era

Jiyoung Park
Western Illinois University
Jin Park
Illinois State University
Bomin Paek
University of Kansas

When Athletes Speak Up: Does It Bring Fans Closer or Push Them Away?

Irin Akter
Troy University
Kwangho Park (Advisor)
Troy University
Minkil Kim (Advisor)
Troy University

Thursday, February 12th, 2026 Undergraduate Research Poster Competition Alter Hall 702 (MBA Commons)	
8:00 a.m. – 9:00 a.m.	<p>Are MLS Teams Spending Wisely? An Empirical Analysis of Player Performance and Salary Allocation</p> <p>Maddy Baird <i>Elon University</i> Alex Traugutt (Advisor) <i>Elon University</i></p> <p>Liberal Game, Divided Field: Soccer Fandom and the Politics of Belonging in Spokane</p> <p>Sadie Chamberlain <i>Washington State University</i> Alex Gang (Advisor) <i>Washington State University</i></p> <p>Sports Betting: An Economic Goldmine, or Epic Mistake?</p> <p>Kyle Corrado <i>East Stroudsburg University</i> Kyle Brannigan (Advisor) <i>East Stroudsburg University</i></p> <p>Public Opinion About NIL: A Fan Favorite</p> <p>Robert Gaddy <i>Temple University</i> Elizabeth Taylor (Advisor) <i>Temple University</i></p> <p>Does Conference Realignment Pay? Evidence from NCAA Division I Institutions</p> <p>Meghan Logue <i>Elon University</i> Alex Traugutt (Advisor) <i>Elon University</i></p> <p>The Transfer Portal Era: Crowding Out High School Opportunities in Power Four Football</p> <p>Lucy McAfee <i>Elon University</i> Alex Traugutt (Advisor) <i>Elon University</i></p> <p>International Student Athletes in NCAA Division I Men's Soccer: Motivations, Aspirations, and Issues</p> <p>Sam Miller <i>Elon University</i> Khirey Walker (Advisor) <i>Elon University</i></p>

Power, Performance, and Perception: The Framing of Black Women in WWE Fan Spaces

Cee Rivers

Temple University

Ashley Gardner (Advisor)

Temple University

Racing at a Crossroads: Governance Reform and the Ethics of Equine Welfare

Abigail Trinkle

Siena University

Adam Pfleegor (Advisor)

Siena University

ASMA



DR. CHRIS CORR

Senior Lecturer
Clemson University



DR. JEFFREY PETERSEN

Professor
Baylor University



DR. SARAH STOKOWSKI

Associate Professor
Clemson University

2026 ASMA FELLOWS



School of Sport, Tourism &
Hospitality Management

ASMA

DR. SAMANTHA ROBERTS CASE STUDY COMPETITIONS

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GRADUATE BOATHOUSE ROW DIVISION

DREXEL UNIVERSITY | NEW YORK UNIVERSITY | TEMPLE UNIVERSITY 3
UNIVERSITY OF SOUTH CAROLINA 2 | UNIVERSITY OF TENNESSEE

UG BENJAMIN FRANKLIN DIVISION

DESALES UNIVERSITY | EAST STROUDSBURG UNIVERSITY | FELICIAN UNIVERSITY
UMASS BOSTON 1 | SLIPPERY ROCK UNIVERSITY 1 | SYRACUSE UNIVERSITY

UG ROCKY BALBOA DIVISION

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SAMFORD UNIVERSITY 2 | SIENA UNIVERSITY | SLIPPERY ROCK UNIVERSITY 2

UG LIBERTY BELL DIVISION

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UMASS BOSTON 2 | RADFORD UNIVERSITY | SAMFORD UNIVERSITY 1
TEMPLE UNIVERSITY

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DR. SAMANTHA ROBERTS
CASE STUDY
COMPETITIONS
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Grad Broad Street Division | Lia. Walk 220



8:25 A.M. TEMPLE UNIVERSITY "2"



8:50 A.M. NORTHERN ILLINOIS UNIVERSITY



9:15 A.M. UNIVERSITY OF SOUTH CAROLINA "1"



9:40 A.M. TEMPLE UNIVERSITY "1"

ASMA

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DR. SAMANTHA ROBERTS
CASE STUDY
COMPETITIONS
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Grad Boathouse Row Division | Lia. Walk 220



10:30 A.M. UNIVERSITY OF TENNESSEE



10:55 A.M. NEW YORK UNIVERSITY



11:20 A.M. TEMPLE UNIVERSITY "3"



11:45 A.M. DREXEL UNIVERSITY



12:10 P.M. UNIVERSITY OF SOUTH CAROLINA "2"

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COMPETITIONS
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UG Ben Franklin Division | Lia. Walk 131



8:00 A.M. SYRACUSE UNIVERSITY



8:25 A.M. UNIVERSITY OF MASSACHUSETTS BOSTON "1"



8:50 A.M. DESALES UNIVERSITY



9:15 A.M. EAST STROUDSBURG UNIVERSITY



9:40 A.M. FELICIAN UNIVERSITY



10:05 A.M. SLIPPERY ROCK UNIVERSITY "1"

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COMPETITIONS
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UG Rocky Balboa Division | Lia. Walk 131



10:55 A.M. ADAMS STATE UNIVERSITY "2"



11:20 A.M. SIENA UNIVERSITY



11:45 A.M. NIAGARA UNIVERSITY



12:10 P.M. SLIPPERY ROCK UNIVERSITY "2"



12:35 P.M. MOUNT ST. MARY'S UNIVERSITY



1:00 P.M. SAMFORD UNIVERSITY "2"

ASMA

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CASE STUDY
COMPETITIONS
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UG Liberty Bell Division | Lia. Walk 131



2:00 P.M.

CATAWBA COLLEGE



2:25 P.M.

RADFORD UNIVERSITY



2:50 P.M.

ADAMS STATE UNIVERSITY "1"



3:15 P.M.

SAMFORD UNIVERSITY "1"



3:40 P.M.

EAST TEXAS A&M UNIVERSITY



4:05 P.M.

TEMPLE UNIVERSITY



4:30 P.M.

UNIVERSITY OF MASSACHUSETTS BOSTON "2"

ASMA

ASMA 2026

TEMPLE UNIVERSITY

School of Sport, Tourism &
Hospitality Management

SPORT ANALYTICS PANEL



Ella Papanek

Research Advisor
Prediction Markets



Jake Scott

Director of Evaluation & Strategy
Ed Snider Youth Hockey Foundation



Brad Congelio

Assistant Professor
Kutztown University



Moderated by Neil Schwartz

President of SBRnet, Inc.



Thursday, February 12th
10:30 A.M.



Temple University
1810 Liacouras Walk 520

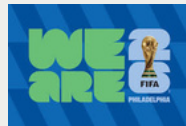
MEGA SPORTING EVENTS PANEL



RYAN OGLE



MEG KANE



**BREA WEBSTER-
STANKO**



**MODERATED BY
DR. ASHLEY GARDNER**



**TEMPLE UNIVERSITY
ASSISTANT PROFESSOR OF
INSTRUCTION**



Thursday, February 12



2:45 P.M.



1810 LIACOURAS
WALK ROOM 520

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SEPTA Guide

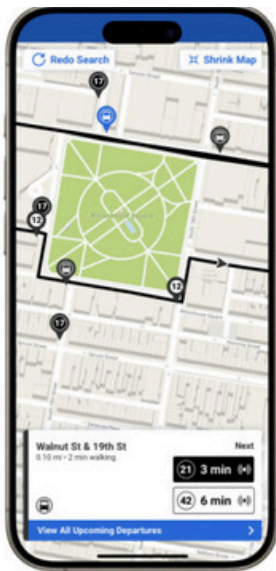
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Overview

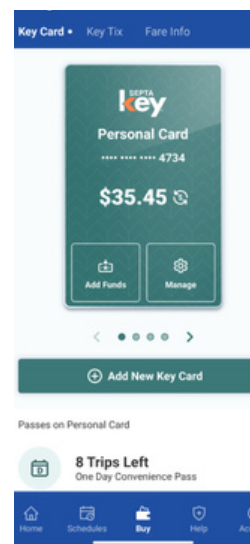
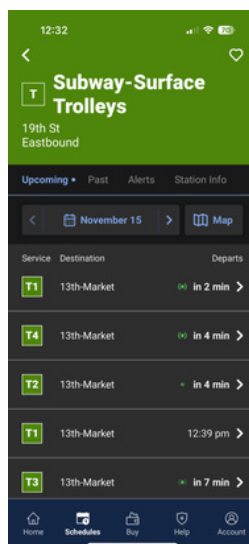
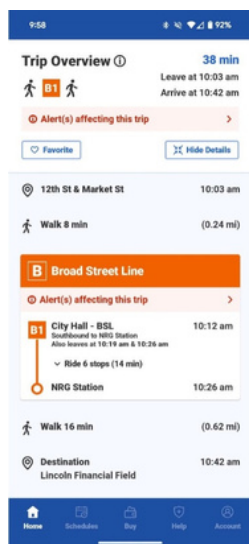
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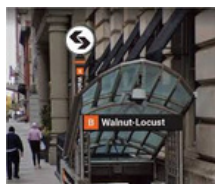
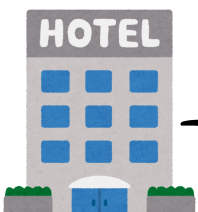
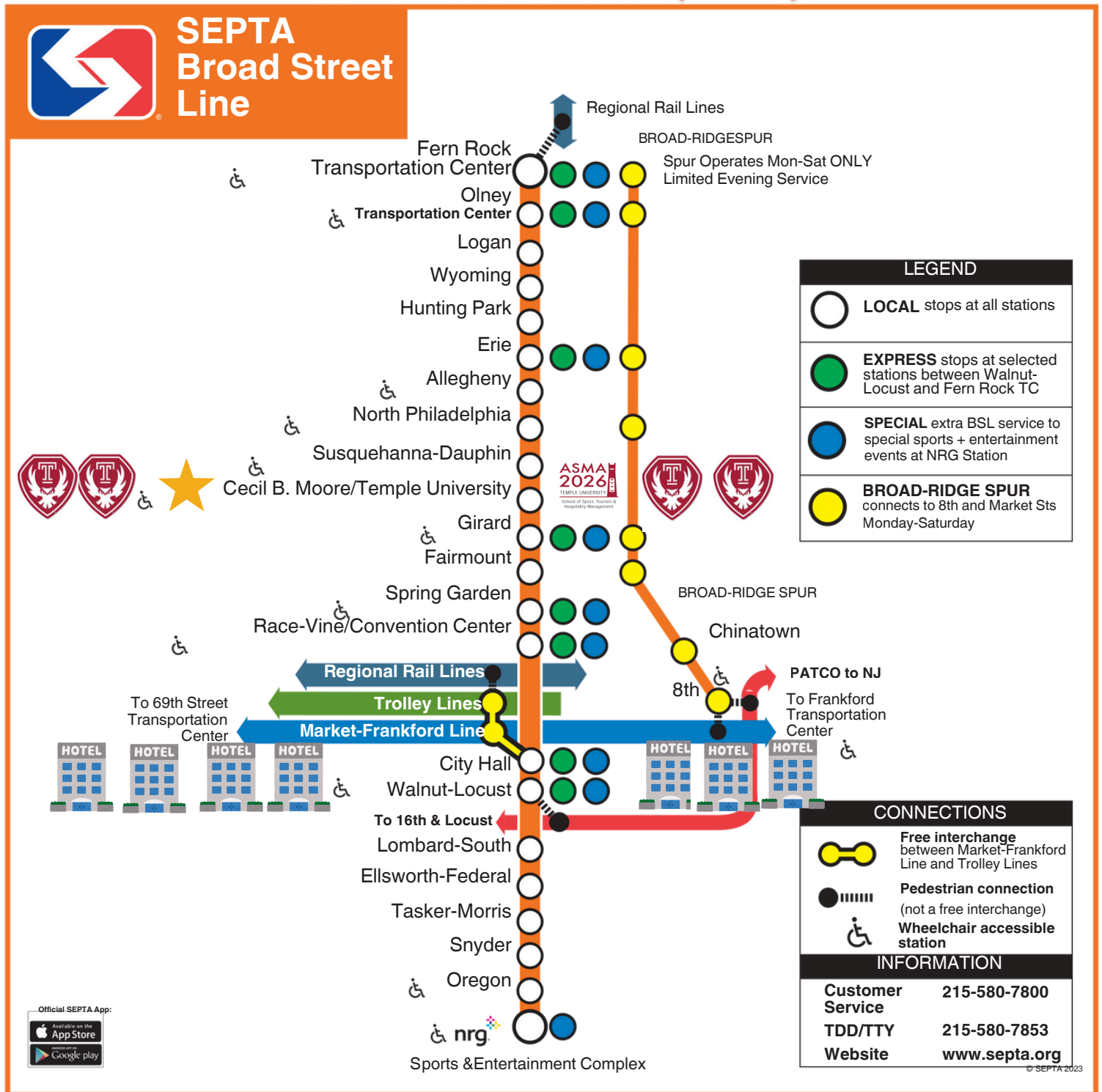
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Exit the station and walk **NORTH**, away from **Cecil B. Moore Avenue**, toward **W. Montgomery Ave**. Make a **RIGHT** on **W. Montgomery Ave (<.1 mile)** and then a **LEFT** on **North 13th Street (<.1 mile)**.



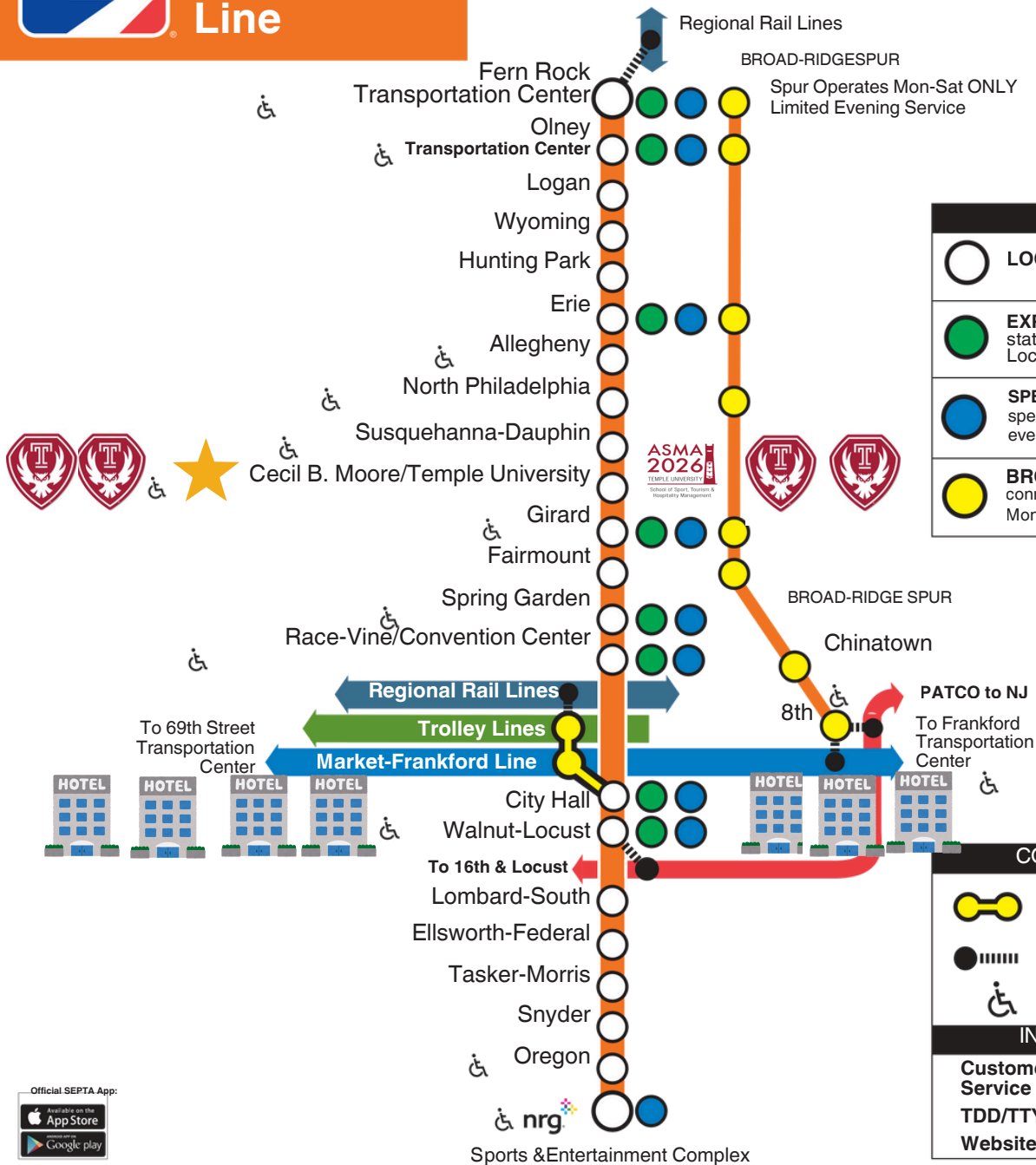
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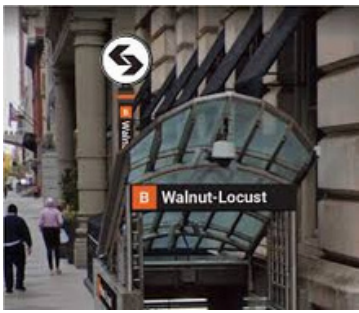
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Philadelphia, Pennsylvania, 19122



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Make a **RIGHT** on **W. Montgomery Ave** toward **North 13th Street**. Walk .1 mile



Make a **LEFT** on **North 13th Street**. Walk 250 feet.

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B Broad Street Line

Key

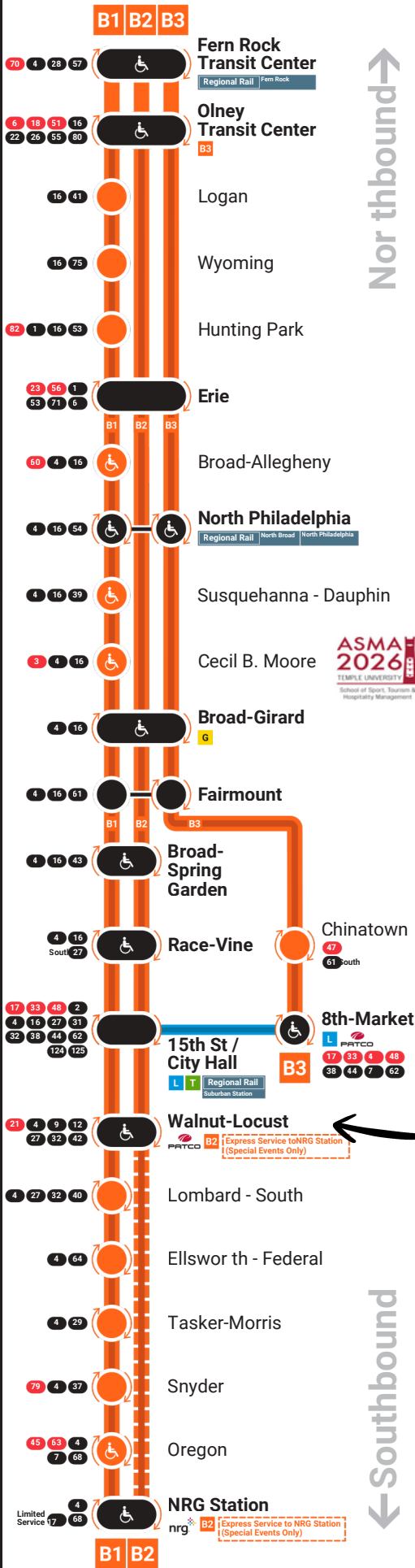
- Local Station
- Transfer Station
- Reverse Direction Without Additional Fare
- Underground Service
- Elevated Service
- Accessible Station
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- Standard Bus Route

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Station Name
Additional Fare Required

PATCO
Additional Fare Required

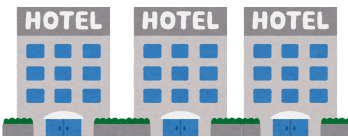
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B	B1 Local B2 Express B3 Spur
Broad Street Line	
T	T1 Route 10 T2 Route 34 T3 Route 13 T4 Route 11 T5 Route 36
Subway-Surface Trolleys	
G	G1 All Stops
Route 15 Trolley	
D	D1 Route 101 D2 Route 102
Media-Sharon Hill Line	
M	M1 Local
Norristown High Speed Line	



Northbound

Southbound





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Route 16 (Northbound)

Also travels along Broad Street, connecting Center City to Temple.

Route 3 (Westbound)

Travels along Cecil B. Moore Avenue, a main artery for the university area.

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- 3. Pay Your Fare:** Use a SEPTA Key card, a SEPTA Key Tix mobile ticket, or cash (exact change required). Contactless payments (credit/debit card, Apple/Google/Samsung Pay) are also accepted on buses.
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Pro Tip: Use the SEPTA Trip Planner for real-time schedules and specific stop information. The Broad Street Line subway (Orange Line) is also a fast alternative if you're near a station like City Hall or Jefferson Station, just a quick ride to the Cecil B. Moore station.

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