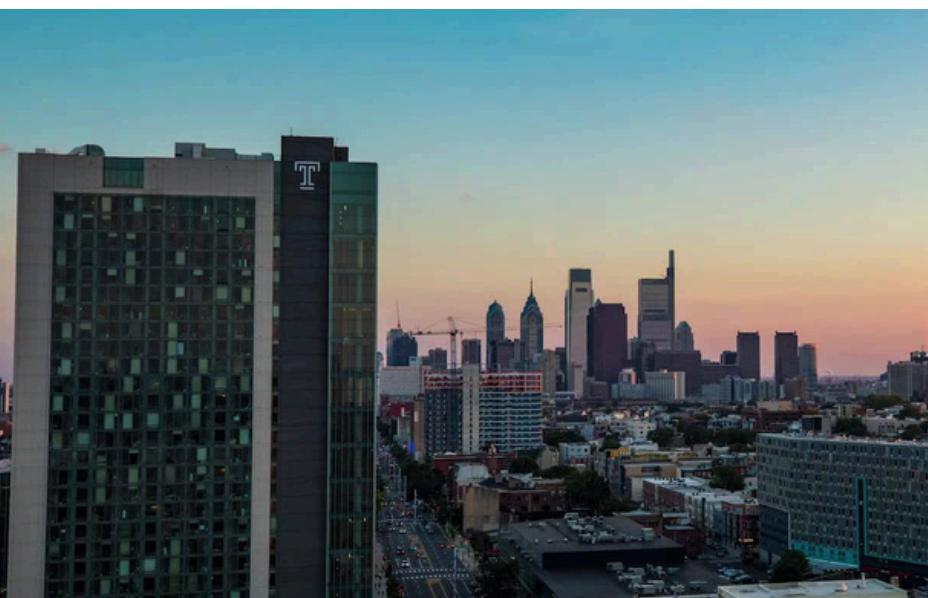


APPLIED SPORT MANAGEMENT ASSOCIATION CONFERENCE PRESENTATION SCHEDULE



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

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.

ASMA
2026
TEMPLE UNIVERSITY

School of Sport, Tourism & Hospitality Management



CONFERENCE SCHEDULE

12

THURSDAY

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	TBA
	EXECUTIVE BOARD MEETING	LIA. WALK 220
1:15 P.M.	WORKS-IN-PROGRESS SESSION	ALT 702
1:30 P.M.	POSTER SESSION II	SPK 213, 214, 215
	ORAL PRESENTATION SESSIONS (010-012)	LIA. WALK 131
2:00 P.M.	UG CASE STUDY COMPETITION (LIBERTY BELL)	LIA. WALK 520
2:45 P.M.	MEGA SPORTING EVENT PANEL	SPK 213, 214, 215
4:00 P.M.	ORAL PRESENTATION SESSIONS (013-015)	
7:00 P.M.	CONFERENCE SOCIAL @ LUCKY STRIKE 1336 CHESNUT STREET PHILADELPHIA, PA 19107	

ASMA
2026

TEMPLE UNIVERSITY

School of Sport, Tourism &
Hospitality Management

CONFERENCE SCHEDULE

13

FRIDAY

8:00 A.M.
8:30 A.M.
9:45 A.M.
11:00 A.M.
12:15 P.M.

CHECK-IN/CREDENTIAL PICK UP OPEN
ORAL PRESENTATION SESSIONS (016-018)
ORAL PRESENTATION SESSIONS (019-021)
ORAL PRESENTATION SESSIONS (022-024)
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

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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.

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 12 th , 2026 – Oral Presentations			
8:00 – 9:00 a.m.	Speakman 213 (O1)	Speakman 214 (O2)	Speakman 215 (O3)
	<u>Moderator: Prat Yadav</u>	<u>Moderator: Zoe Hill</u>	<u>Moderator: Cee Rivers</u>
	Balancing the Books and the Bettors: Navigating the Financial Implications of Legalized Sport Gambling in North Carolina Institutions of Higher Education Kirby Boehm <i>Lewis Clark State College</i> Sean Dahlin <i>Idaho State University</i>	Reimagining Engagement: Lessons from Implementing Project-Based Learning in Sport Management Education Jake Simms <i>Lincoln Memorial University</i> Natali Shultz <i>Lincoln Memorial University</i> Riley Miller <i>Lincoln Memorial University</i> Joy Williams <i>Lincoln Memorial University</i> Alyssa M. Trad <i>Lincoln Memorial University</i>	Redefining Equity: Building High-Quality Youth Sport Experiences in Non-Profit Community Programs Daniel Getliff <i>Temple University</i>
	Gambling Issues in Collegiate Esports Brady Rogers <i>University of North Alabama</i> Kyle Conkle <i>University of North Alabama</i>	Academic Engagement: Students' and Employer's Perception of Workforce Preparation and Skill Building Through Experiential Learning in A Sport Management Curriculum David Perricone <i>Felician University</i> Neil Malvone <i>Caldwell University</i>	Sole Purpose: Volunteer Motivation, Identity, and Organizational Involvement in Youth Sport Programs Christian Cavanaugh <i>Temple University</i> Gareth Jones <i>Temple University</i> Christine Wegner <i>University of Florida</i> Bradley Baker <i>Temple University</i> Mariana Folco <i>Students Run Philly Style</i>
	Gambling Problem? Call... Advertising a Sports Product that Requires a Warning Label Brody Ruihley <i>Miami University</i>	The Transformative Power of Peer Connection in Short-Term Study Abroad Patrick Marsh <i>Samford University</i>	Issues of Capacity and Equity within the Youth Sport Landscape: A City-level Analysis Shreyas Rao <i>Temple University</i> Gareth Jones <i>Temple University</i> Mike Barsotti <i>Temple University</i> Becca Fagan <i>Philadelphia Youth Sport Collaborative</i>

Thursday, February 12 th , 2026 – Oral Presentations			
9:15 – 10:15 a.m.	Speakman 213 (O4)	Speakman 214 (O5)	Speakman 215 (O6)
	<p>Moderator: Brielle Wheeler</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>Moderator: Sophie Trad</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>Moderator: Shreyas Rao</p> <p>When Effort Matters More Than Money: The Impact of Participatory CSR on Consumers’ Psychological Ownership and Behavioral Intentions</p> <p>Sinhalae 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>

Thursday, February 12th, 2026 – Oral Presentations

10:30 – 11:30 a.m.

Speakman 213

Speakman 214

Speakman 215



Thursday, February 12 th , 2026 – Oral Presentations			
11:40 – 12:20 p.m.	Speakman 213 (O7)	Speakman 214 (O8)	Speakman 215 (O9)
	<p><u>Moderator: Julia Oakes</u></p> <p>Title IX and the New (College) World Order Part II: House Settlement, Title IX, and Transgender Participation</p> <p>Erica Zonder <i>Eastern Michigan University</i> Elizabeth Taylor <i>Temple University</i> Emily Houghton <i>Minnesota State University, Mankato</i></p> <p>“Just here, begging to be included”: Transgender Sport Participants’ Experiences of Navigating Sports Eligibility Policies</p> <p>Jessica Hamdan <i>York College of Pennsylvania</i> Adam Love <i>University of Tennessee, Knoxville</i></p> <p>Exploring Sense of Community for Women in Sport Management Programs</p> <p>Danielle DeRosa <i>University of Connecticut</i></p>	<p><u>Moderator: Leah Stein</u></p> <p>“I went to a rehab facility...just the trauma from being in the league...and not knowing what to do.’ Struggles of Retired NFL Players in the Aftermath of their Playing Career.</p> <p>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></p> <p>Preparation for Financial Success: Exploring Financial Literacy Programming Offered in Power 5 Athletic Departments</p> <p>Kayla Martinez <i>University of Louisville</i></p> <p>From Classroom to Career: Navigating Gender Bias in Sport Management</p> <p>Tiesha Martin <i>Radford University</i> Reagan Adams <i>Radford University</i></p>	<p><u>Moderator: Shreyas Rao</u></p> <p><u>Graduate Research Finalists. Beginning at 11:20 a.m.</u></p> <p>Beyond the Grant: An Examination of Funder-Driven Capacity Building in Sport for Development</p> <p>Joelle Ferguson <i>Louisiana State University</i> Per Svensson (Advisor) <i>Louisiana State University</i></p> <p>Eco-Framed Giveaways as Credibility Signals: Examining the Impact on Merchandise Purchase Intentions and the Moderating Role of Fan Identification</p> <p>Huiyeon Kim <i>Southern Methodist University</i> Kevin Byon (Advisor) <i>Southern Methodist University</i></p> <p>Recruiting Without Scholarships: Amateur Motivations for Division III Athletes Competing at Small, Private Colleges</p> <p>Cam Mallett <i>Pennsylvania State University</i> Mark Dyreson (Advisor) <i>Pennsylvania State University</i></p>

Thursday, February 12 th , 2026 – Oral Presentations			
1:30 – 2:30 p.m.	Speakman 213 (O10)	Speakman 214 (O11)	Speakman 215 (O12)
	Moderator: Giovanni Fornia The Impact of Roster Turnover on Game Attendance in Men's College Basketball Adam Cocco <i>University of Louisville</i> Chris Greenwell <i>University of Louisville</i> Nels Popp <i>University of North Carolina</i> Fairness at Bat: NCAA Division I Baseball Coaches' Perceptions of Distributive Justice amid Scholarship and Roster Reform 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> Coaching Through Connection: How Division I Coaches Facilitate Bonding Social Capital for Student-Athletes Landry Levinson <i>University of Wisconsin-Madison</i>	Moderator: Adam Goodman The Anti-Doping Industry and Sport Management: Career, Teaching, and Research Opportunities 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> Social Media Branding in Sportainment: A Case Study of Burnley F.C.'s Creative Player Announcement Videos on X 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> Connecting With the Listeners: Strategies Implemented by Fantasy Sport Podcasters to Build an Audience Tyler Ratts <i>University of Dubuque</i> Brody Ruihley <i>Miami University</i>	Moderator: Ashlyn Casey Player Performance in a New League: Transferable Skills and Player Incentives in Unrivaled Richard Paulsen <i>University of Michigan</i> Yiwei Ye <i>University of Michigan</i> Globalization in the NBA Angel Rooks Orton <i>Syracuse University</i> Alexia Lopes <i>Syracuse University</i> The Impact of Trades on Player Performance in the NBA Kejian Zhu <i>University of Michigan</i> Richard Paulsen <i>University of Michigan</i>

Thursday, February 12th, 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 12 th , 2026 – Oral Presentations			
4:00 – 5:00 p.m.	Speakman 213 (O13)	Speakman 214 (O14)	Speakman 215 (O15)
	Moderator: Kansas Paige Lee Predicting NCAA Division I Football Conference Winning Percentage: An Applied Resource Allocation Perspective 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>	Moderator: Megan Hunt A Qualitative Analysis of the Pressing Issues Facing Interscholastic and Intercollegiate Athletic Administrators Tyler J. Ratts <i>University of Dubuque</i> Michael Fraina <i>Farmingdale State College</i> Eric W. Forsyth <i>Bemidji State University</i>	Moderator: Maya Sheed Factors Predicting Season Ticket Renewals in Men's and Women's College Basketball 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 Jeremy Foreman <i>University of Louisiana at Lafayette</i> Sean Dahlin <i>Idaho State University</i> Seungmin Kang <i>North Dakota State University</i>	Understanding Self-Care Experiences for Collegiate Athletic Department Employees Cheryl Rode <i>Niagara University</i> Janet Howes <i>University of Saint Joseph</i>	From Sellouts to Strategy: Using Attendance Data to Guide WNBA Venue Planning 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 Zack Pedersen <i>West Virginia University</i> Sinhae Roh <i>Indiana University – Bloomington</i> Braden Norris <i>Sam Houston State University</i>	Sport Employee Relocation: Strategic HR Policy Development for Entry-Level Positions Mandy Barefoot <i>Western Kentucky University</i> Mike Martinez <i>Louisiana State University</i>	The Caitlin Clark Effect Goes Pro: Analysis of the Impact of Caitlin Clark on 2024-25 WNBA Attendance Jeffrey Petersen <i>Baylor University</i> Lawrence Judge <i>Florida Gulf Coast University</i>

Friday, February 13 th , 2026 – Oral Presentations			
8:30 – 9:30 a.m.	Speakman 213 (O16)	Speakman 214 (O17)	Speakman 215 (O18)
	<p>Moderator: Prat Yadav</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>Moderator: Taylor Carney</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>Moderator: Gabrielys Cornier</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>

Friday, February 13 th , 2026 – Oral Presentations			
9:45 – 10:45 a.m.	Speakman 213 (O19)	Speakman 214 (O20)	Speakman 215 (O21)
	<u>Moderator: Candice Wang</u> <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>	<u>Moderator: Prat Yadav</u> <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>	<u>Moderator: Sam Gleason</u> <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 13 th , 2026 – Oral Presentations			
11:00 – 12:00 p.m.	Speakman 213 (O22) Moderator: Shreyas Rao Cultural Expansion: Expanding the Model of Athlete Brand Image to Include Cultural Representation in NIL Branding Nicolas Graves <i>University of Cincinnati</i> Jason Simmons (Advisor) <i>University of Cincinnati</i> The End of the Seawolves: Sonoma State University's Elimination of Division II Athletics 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> The Impact of Sport Brands' Femvertising on Female Consumers' Purchase Intentions: The Moderating Role of Feminist Knowledge Yue Jin <i>South China University of Technology</i> Jingxian Cecilia Zhang (Advisor) <i>Mount St. Mary's University</i>	Speakman 214 (O23) Moderator: George Taff Smith B-S-Who? Investigating Institutional Legitimacy through the Construction of College Basketball Facilities Benjamin Downs <i>Ball State University</i> Zachary Evans <i>Ball State University</i> James Johnson <i>Ball State University</i> The Project Life Cycle of Temporary Sport Stadia: A Case Study of Nassau County International Cricket Stadium Martin Barrett <i>Frostburg State University</i> Kyle Bunds <i>North Carolina State University</i> The Modernization of Major College Football Stadia at Bowling Green State University Chad Seifried <i>Louisiana State University</i>	Speakman 215 (O24) Moderator: Candice Wang Strengthening the Digital Self: Developing Digital Resilience among NCAA College Athletes Using an Intervention-Based Approach Nataliya Bredikhina <i>University of Delaware</i> Ksenia Power <i>University of Temple</i> Bomin Paek <i>University of Kansas</i> Examining Division I Athletes' Perfectionism Through the Lens of the Developmental Sport Participation Model Jason Hughes <i>Elizabeth City State University</i> Colby Jubenville <i>Middle Tennessee State University</i> Mitchell Woltring <i>University of South Alabama</i> Executive-Firm Education Match, Performance, and Tenure: Evidence from NCAA Men's Basketball 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.	<p>Beyond Borders: NIL Rights and the International Student-Athlete Experience</p> <p>Charlie Eldredge <i>Elon University</i> Khirey Walker (Advisor) <i>Elon University</i></p> <p>The Impact of Climate Change-Induced Sport Event Disruptions on Climate Anxiety and Pro-Environmental Behavioral Intentions: The Mediating Role of Coping Strategies</p> <p>Myungwoo Lee <i>The Citadel - The Military College of South Carolina</i> Woolee An <i>The Citadel – The Military College of South Carolina</i> Ju Young Lee <i>The Citadel - The Military College of South Carolina</i></p> <p>An Investigation of Required Skills for Digital Media and Marketing Positions Within Professional and Intercollegiate Sport Organizations</p> <p>Michael Diacin <i>University of Indianapolis</i></p> <p>The Hidden Struggles Behind the Jersey: An Autoethnographic Study of Division II Student-Athlete Life</p> <p>Ashley Salvesen <i>Georgian Court University</i> Alexa Bracero <i>Georgian Court University</i> Jeongwon Choi <i>Georgian Court University</i></p> <p>Exploring Tennis Experiences Among Korean Middle-Aged Women Through Sense of Community (SOC) Theory</p> <p>Mina Woo <i>University of Southern Indiana</i> Incheol Jang <i>University of Southern Indiana</i></p> <p>Behind the Play, Behind the Mic: The Dual Lives of Athlete Podcasters</p> <p>Thomas Payne <i>East Texas A&M University</i> Ruby Blayrock <i>East Texas A&M University</i> Cesar Flores <i>East Texas A&M University</i> Ho Yeol Yu (Advisor) <i>East Texas A&M University</i></p>
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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

<p>1:30 – 2:30 p.m.</p>	<p>Internal Communication and Workflow Efficiency in Minor League Baseball: A Case Study of the Jersey Shore BlueClaws</p> <p>Charlotte Simon <i>East Stroudsburg University</i> Anthony Voto <i>East Stroudsburg University</i> Ethan Millirons <i>East Stroudsburg University</i> Brianna Anderson <i>East Stroudsburg University</i> Angelina Luciano <i>East Stroudsburg University</i></p> <p>Sustainable Benefits of Small-Scale Participatory Sport Events: Impacts on Participant Satisfaction and Destination Image</p> <p>Ho Yeol Yu <i>East Texas A&M University</i> Myungwoo Lee <i>The Citadel - The Military College of South Carolina</i> Sangwon Na <i>University of Central Arkansas</i> Kyu-Soo Chung <i>Kennesaw State University</i></p> <p>To Add or Not to Add? Assessing New Collegiate Sport Offerings through a Proforma Lens at [Redacted Institution]</p> <p>Robert Turick <i>Indiana Tech</i></p> <p>Analysis with Kaplan-Meier Survival and Deep Learning Methods to Predict Career Expectancy for Baseball Players</p> <p>Joseph O'Neil <i>Defiance College</i> Eli Plassman <i>Defiance College</i> Seonguk Kim <i>Defiance College</i> Yun Heui Jeon <i>Defiance College</i></p> <p>Reviving the Crowd: Fan Engagement, Experience, and Attendance Challenges in Minor League Baseball</p> <p>Jordan Valenti <i>East Stroudsburg University</i> Colin Kuhnel <i>East Stroudsburg University</i> Keiran Reyes <i>East Stroudsburg University</i> Will McDonnell <i>East Stroudsburg University</i></p>
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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>
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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

The logo consists of the letters "ASMA" in a bold, light blue sans-serif font. The letters are slightly overlapping, with "A" on the left, "S" in the middle, "M" on the right, and "A" on the far right. The logo is centered within a white rectangular frame, which is itself centered on a light blue background.



DR. CHRIS CORR

Senior Lecturer
Clemson University



DR. JEFFREY PETERSEN

Professor
Baylor University



DR. SARAH STOKOWSKI

Associate Professor
Clemson University

2026 ASMA FELLOWS



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UG BENJAMIN FRANKLIN 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

DR. SAMANTHA ROBERTS

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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"



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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"



DR. SAMANTHA ROBERTS
**CASE STUDY
COMPETITIONS**

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& Human Dynamics

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"



DR. SAMANTHA ROBERTS

CASE STUDY COMPETITIONS

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& Human Dynamics

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"



DR. SAMANTHA ROBERTS
**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



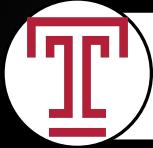
2:50 P.M. ADAMS STATE UNIVERSITY "1"



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"





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 SBРnet, 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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Philadelphia, Pennsylvania



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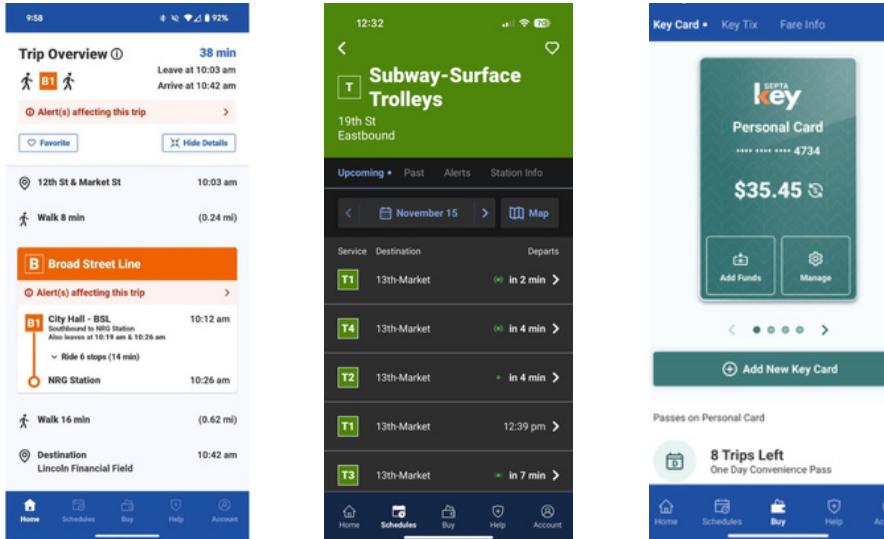
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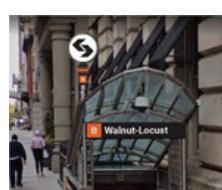
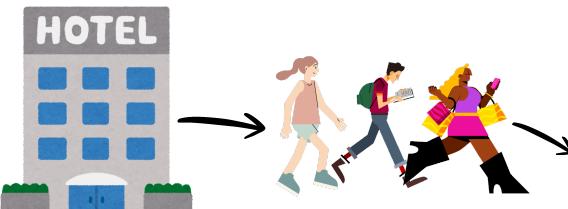
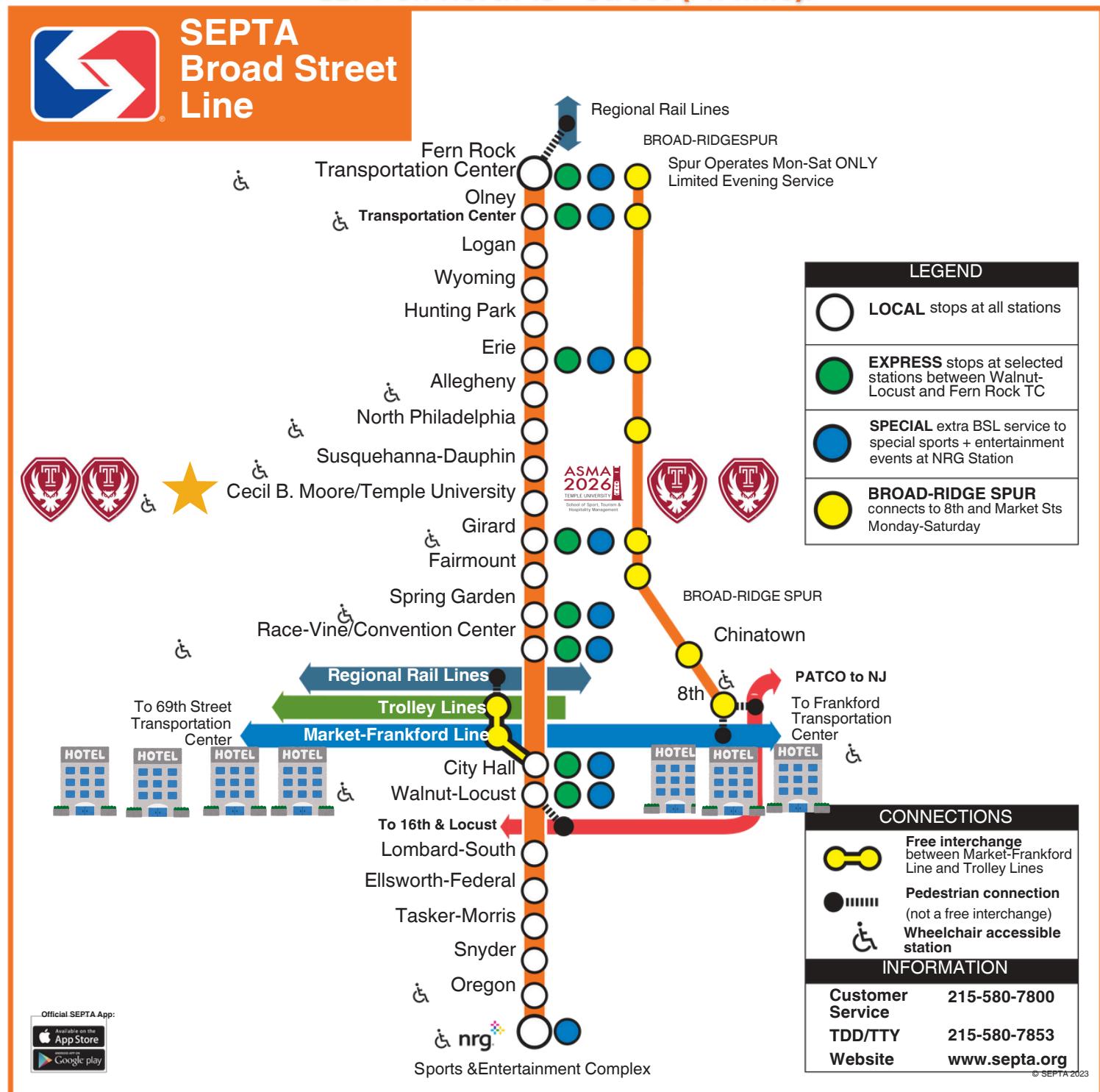
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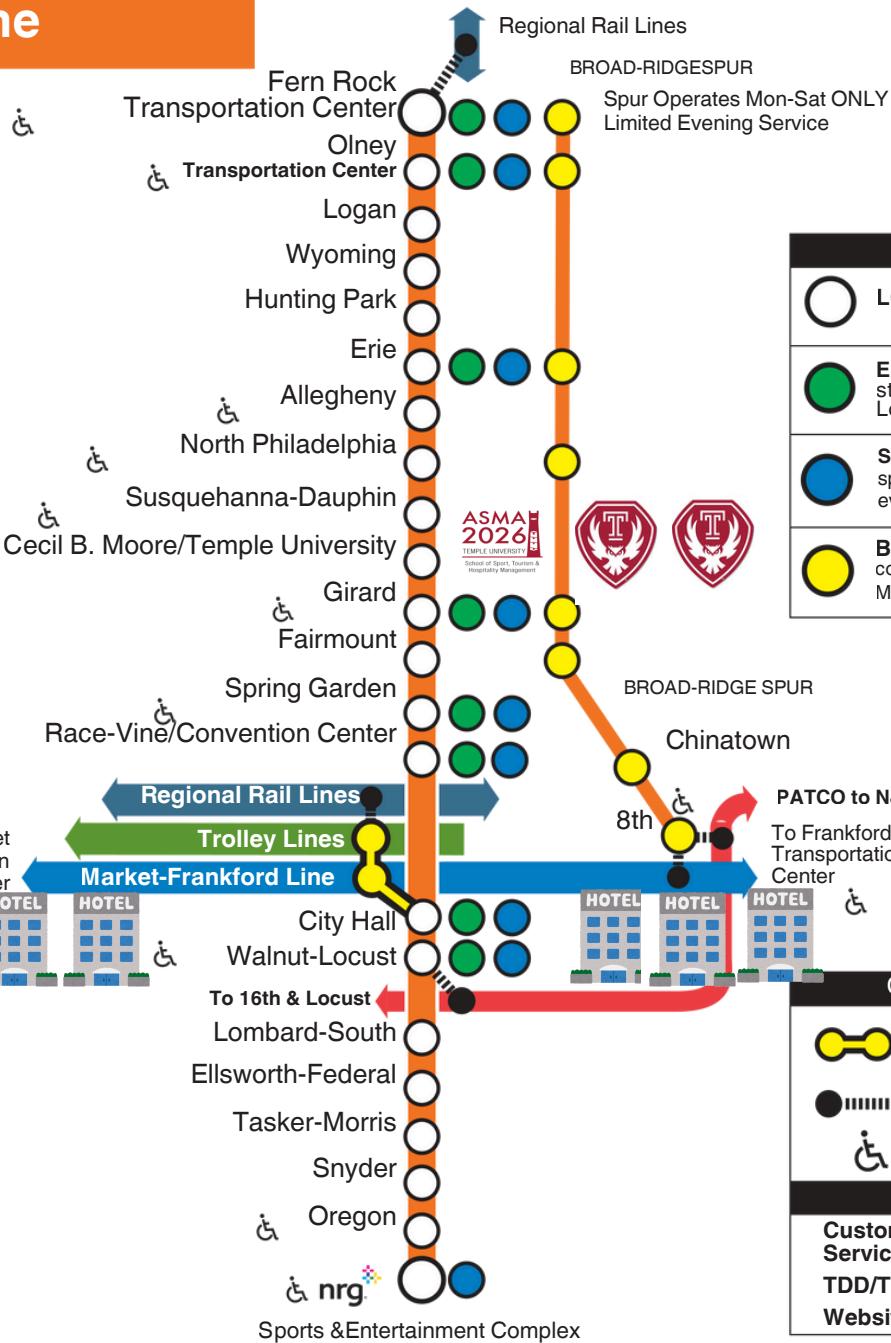
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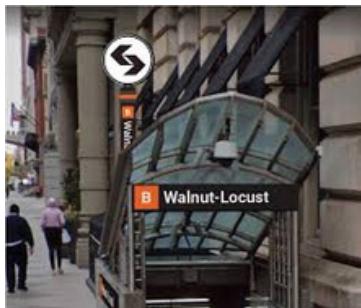


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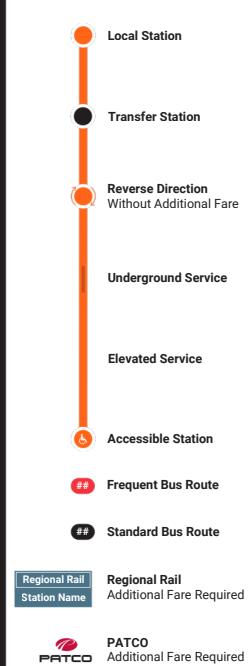


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Arrive at **STHM!!!**



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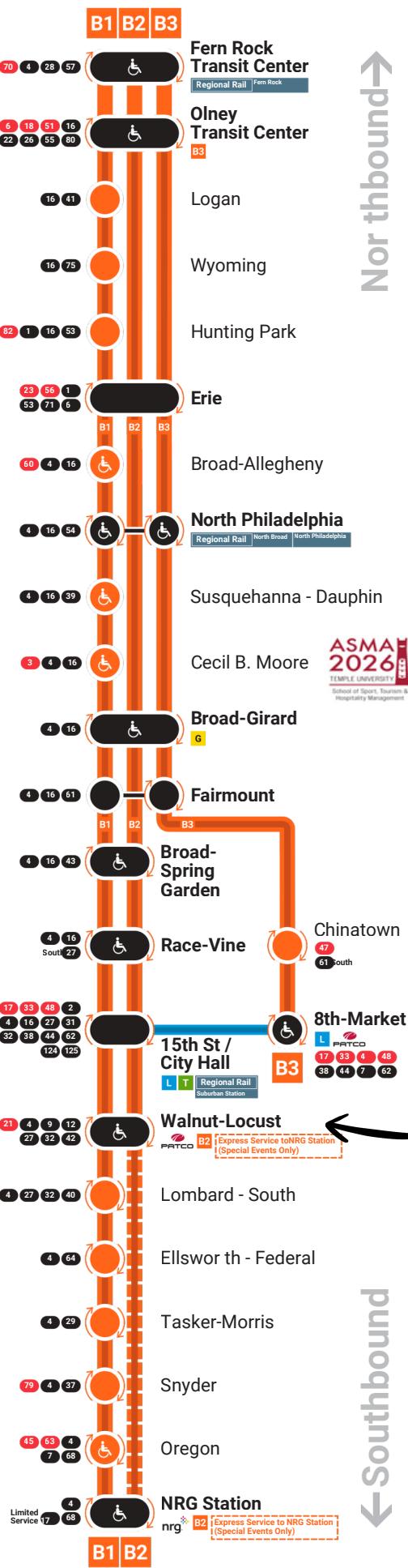
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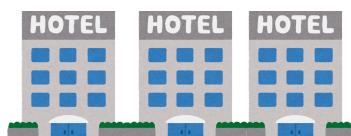
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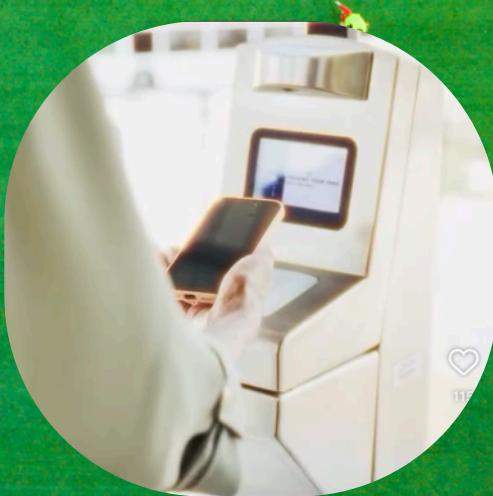
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