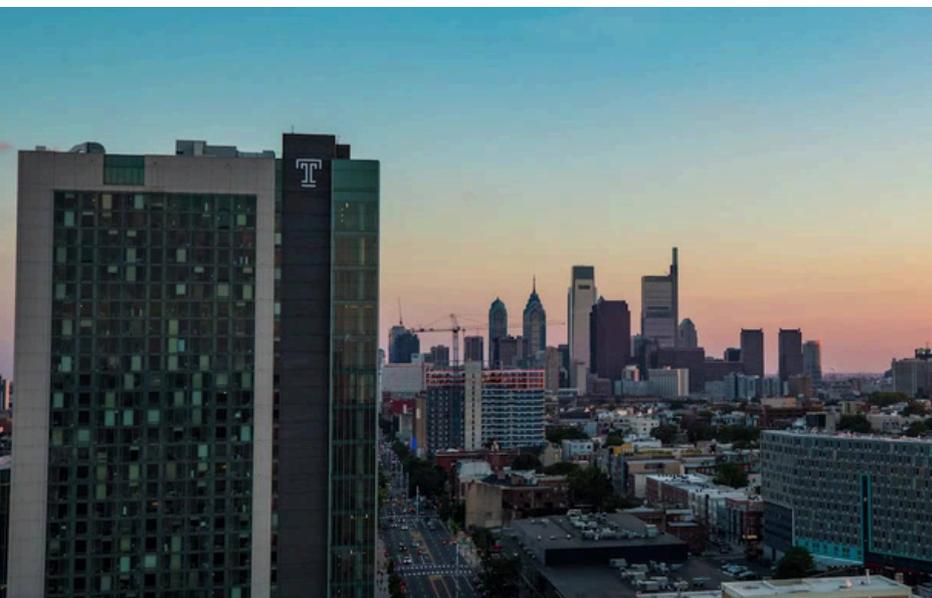


# APPLIED SPORT MANAGEMENT ASSOCIATION CONFERENCE PRESENTATION SCHEDULE



School of Sport, Tourism &  
Hospitality Management

February 11-13, 2026



PRESENTED BY:



# THANK YOU SPONSORS!!!



## LSU

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## PHLSPORTS

A Division of the Philadelphia Convention  
& Visitors Bureau



**S** Syracuse University  
Falk College of Sport



THE UNIVERSITY OF  
**TENNESSEE**  
KNOXVILLE

SPORT MANAGEMENT

2026  
ASMA  
Conference

ASMA

# WhatsApp!

SCAN HERE



*Clickable Link Below:*

<https://chat.whatsapp.com/CYhsyeIIR9L7aA3i9PVSos>

# How to log on to the **WiFi?**



- Connect to the **TUguestwireless** network by selecting it from the list of available Wi-Fi networks. Next, if your web browser doesn't automatically open, make sure to open it.
- In the Guest Registration window, perform the following:
  - Type your name.
  - Type your cell phone number.
  - Click the box next to I accept the terms of use. Then click Register.
- A confirmation window appears with instructions. You will also shortly receive a text message with your assigned password. Copy this password because you will need it to connect to the **TUsecurewireless** network.
- Once you receive your password via a text message, connect to the **TUsecurewireless** network and log in as follows:
  - username = your cell phone number (The format should be the same as used in step 2. Include any parentheses, periods, dashes or spaces you previously entered.)
  - password = the text sent to your cell phone.

## 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 CHESTNUT 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.**



School of Sport, Tourism &  
Hospitality Management

# CONFERENCE SCHEDULE



School of Sport, Tourism &  
Hospitality Management

# 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 (07-09)	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 CHESTNUT STREET | PHILADELPHIA, PA 19107

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

# CONFERENCE SCHEDULE

# 13

## FRIDAY

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



School of Sport, Tourism & Hospitality Management

**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.**

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**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

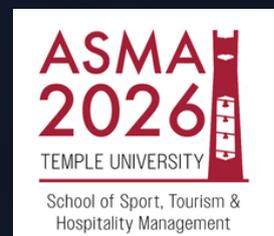
- 1336 Chestnut Street
- Philadelphia, PA, 19107
- 215.545.2471



**Thursday**  
February 12, 2026



**Event Runs from**  
7:00 pm - 8:30 pm



**Thursday, February 12<sup>th</sup>, 2026 – Oral Presentations**

<p><b>8:00 – 9:00 a.m.</b></p>	<p><b>Speakman 213 (O1)</b></p>	<p><b>Speakman 214 (O2)</b></p>	<p><b>Speakman 215 (O3)</b></p>
	<p><b><u>Moderator: Prat Yadav</u></b></p> <p><b>Balancing the Books and the Bettors: Navigating the Financial Implications of Legalized Sport Gambling in North Carolina Institutions of Higher Education</b></p> <p>Kirby Boehm <i>Lewis Clark State College</i></p> <p>Sean Dahlin <i>Idaho State University</i></p> <p><b>Gambling Issues in Collegiate Esports</b></p> <p>Bradyn Rogers <i>University of North Alabama</i></p> <p>Kyle Conkle <i>University of North Alabama</i></p> <p><b>Gambling Problem? Call... Advertising a Sports Product that Requires a Warning Label</b></p> <p>Brody Rauhley <i>Miami University</i></p>	<p><b><u>Moderator: Zoe Hill</u></b></p> <p><b>Reimagining Engagement: Lessons from Implementing Project-Based Learning in Sport Management Education</b></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><b>Academic Engagement: Students' and Employer's Perception of Workforce Preparation and Skill Building Through Experiential Learning in A Sport Management Curriculum</b></p> <p>David Perricone <i>Felician University</i></p> <p>Neil Malvone <i>Caldwell University</i></p> <p><b>The Transformative Power of Peer Connection in Short-Term Study Abroad</b></p> <p>Patrick Marsh <i>Samford University</i></p>	<p><b><u>Moderator: Cee Rivers</u></b></p> <p><b>Redefining Equity: Building High-Quality Youth Sport Experiences in Non-Profit Community Programs</b></p> <p>Daniel Getliff <i>Temple University</i></p> <p><b>Sole Purpose: Volunteer Motivation, Identity, and Organizational Involvement in Youth Sport Programs</b></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><b>Issues of Capacity and Equity within the Youth Sport Landscape: A City-level Analysis</b></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 12<sup>th</sup>, 2026 – Oral Presentations**

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

**Thursday, February 12<sup>th</sup>, 2026 – Oral Presentations**

*10:30 – 11:30 a.m.*

**Speakman 213**

**Speakman 214**

**Speakman 215**

**Sport Analytics Panel  
1810 Liacouras Walk 520**

ASMA

**Thursday, February 12<sup>th</sup>, 2026 – Oral Presentations**

<p><b>11:40 – 12:20 p.m.</b></p>	<p><b>Speakman 213 (O7)</b></p>	<p><b>Speakman 214 (O8)</b></p>	<p><b>Speakman 215 (O9)</b></p>
	<p><b><u>Moderator: Julia Oakes</u></b></p> <p><b>Title IX and the New (College) World Order Part II: House Settlement, Title IX, and Transgender Participation</b></p> <p>Erica Zonder <i>Eastern Michigan University</i></p> <p>Elizabeth Taylor <i>Temple University</i></p> <p>Emily Houghton <i>Minnesota State University, Mankato</i></p> <p><b>“Just here, begging to be included”: Transgender Sport Participants’ Experiences of Navigating Sports Eligibility Policies</b></p> <p>Jessica Hamdan <i>York College of Pennsylvania</i></p> <p>Adam Love <i>University of Tennessee, Knoxville</i></p> <p><b>Exploring Sense of Community for Women in Sport Management Programs</b></p> <p>Danielle DeRosa <i>University of Connecticut</i></p>	<p><b><u>Moderator: Leah Stein</u></b></p> <p><b>“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.</b></p> <p>Sarah Tackett <i>University of Wisconsin – La Crosse</i></p> <p>Terri Bradshaw McNamara <i>University of Wisconsin – La Crosse</i></p> <p>Peyton Stensland <i>University of Cincinnati</i></p> <p><b>Preparation for Financial Success: Exploring Financial Literacy Programming Offered in Power 5 Athletic Departments</b></p> <p>Kayla Martinez <i>University of Louisville</i></p> <p><b>From Classroom to Career: Navigating Gender Bias in Sport Management</b></p> <p>Tiesha Martin <i>Radford University</i></p> <p>Reagan Adams <i>Radford University</i></p>	<p><b><u>Moderator: Shrevas Rao</u></b></p> <p align="center"><i>Graduate Research Finalists. Beginning at 11:20 a.m.</i></p> <p><b>Beyond the Grant: An Examination of Funder-Driven Capacity Building in Sport for Development</b></p> <p>Joelle Ferguson <i>Louisiana State University</i></p> <p>Per Svensson (Advisor) <i>Louisiana State University</i></p> <p><b>Eco-Framed Giveaways as Credibility Signals: Examining the Impact on Merchandise Purchase Intentions and the Moderating Role of Fan Identification</b></p> <p>Huiyeon Kim <i>Southern Methodist University</i></p> <p>Kevin Byon (Advisor) <i>Southern Methodist University</i></p> <p><b>Recruiting Without Scholarships: Amateur Motivations for Division III Athletes Competing at Small, Private Colleges</b></p> <p>Cam Mallett <i>Pennsylvania State University</i></p> <p>Mark Dyreson (Advisor) <i>Pennsylvania State University</i></p>

**Thursday, February 12<sup>th</sup>, 2026 – Oral Presentations**

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

**Thursday, February 12<sup>th</sup>, 2026 – Oral Presentations**

*2:45 – 3:45 p.m.*

**Speakman 213**

**Speakman 214**

**Speakman 215**

**Philly 2026: Mega Sporting Events Panel  
1810 Liacouras Walk 520**

ASMA

**Thursday, February 12<sup>th</sup>, 2026 – Oral Presentations**

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

**Friday, February 13<sup>th</sup>, 2026 – Oral Presentations**

**8:30 – 9:30 a.m.**

**Speakman 213 (O16)**

**Moderator: Prat Yadav**

**The Ultimate Fight for Security: When UFC Meets the White House**

Tiffany Demiris  
*St. Bonaventure University*  
Tim Wilson  
*Middle Tennessee State University*  
Dylan Williams  
*The University of Alabama*  
Matthew Joss  
*St. Bonaventure University*

**Exploring Sport Spectators' Perceptions of AI Security Technologies in Sport Venues**

Olukunle Olukola  
*The University of Southern Mississippi*  
Oluseyi Olukola  
*The University of Southern Mississippi*  
Brandon Allen  
*The University of Southern Mississippi*  
Stacey Hall  
*The University of Southern Mississippi*  
Alison Fridley  
*The University of Southern Mississippi*

**When to Trust, When to Own: Temporal Distance, Adherence, and Attribution in AI Predictions**

Taegeu Bok  
*Indiana University – Bloomington*  
Kevin Byon (Advisor)  
*Southern Methodist University*

**Speakman 214 (O17)**

**Moderator: Taylor Carney**

**SHE RUNS: Early Data on Women's Experiences of Harassment while Running in the United States**

Kristy McCray  
*Otterbein University*

**Toward a Unified Understanding of the Social Impact of Sport: An Integrated Definition, Critical Review, and Future Directions**

Yuhei Inoue  
*University of Illinois Urbana-Champaign*  
Nicolas Scelles  
*Manchester Metropolitan University*  
Larissa Davies  
*Manchester Metropolitan University*

**Recommendations for Creating More Inclusive Youth and College Sport Environments**

Natalie Bunch  
*University of Cincinnati*  
Beth Cianfrone  
*Georgia State University*  
Lauren Beasley  
*Georgia State University*

**Speakman 215 (O18)**

**Moderator: Gabrielys Cornier**

**Make American Athletics Great Again? State Governments' Anti-Immigrant Attempt to Preserve the NCAA-Olympic Pipeline**

Estevan Molina  
*University of Wisconsin – Madison*  
Peter Miller (Advisor)  
*University of Wisconsin – Madison*

**Roster Dynamics in NCAA College Football in the Post-2020 Period**

Georgy Shukaylo  
*University of Michigan*  
Judith Grant Long (Advisor)  
*University of Michigan*

**An Analysis of Energy Sustainability in Sports Facilities in Relation to Energy Deregulation, Climate Zone, and Sport Played**

Courtney Stahlhoefer  
*Baylor University*  
Jeffrey Petersen (Advisor)  
*Baylor University*

**Friday, February 13<sup>th</sup>, 2026 – Oral Presentations**

<p><b>9:45 – 10:45 a.m.</b></p>	<p><b>Speakman 213 (O19)</b>  <b><u>Moderator: Candice Wang</u></b></p> <p><b>Exploring the Effect of International College Athletes' Participation in On-Campus International Events on Their Mental Well-Being</b></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><b>Five Seasons Later: How Extra Eligibility Might Reshape Academics</b></p> <p>Robert Turick  <i>Indiana Tech</i></p> <p><b>The Ethics of Pay Games in College Sport</b></p> <p>Adam Pfleegor  <i>Siena University</i></p>	<p><b>Speakman 214 (O20)</b>  <b><u>Moderator: Prat Yadav</u></b></p> <p><b>More of the Same: Masculine Dominance in Season Two of Physical 100</b></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><b>What Motivates Middle-Aged Adults to Train Martial Arts: A Qualitative Investigation</b></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><b>Choosing a Course: A Case Study of Runners' Experiences with the Illinois Marathon</b></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><b>Speakman 215 (O21)</b>  <b><u>Moderator: Sam Gleason</u></b></p> <p><b>The Usage of Functional Training Space in Developing Loyalty Among Novices and Experienced Customers in Sport and Fitness Centers</b></p> <p>Zehua Hei  <i>University of Northern Colorado</i>  Alan Morse  <i>University of Northern Colorado</i></p> <p><b>The Impact of University Recreational Center Sports Activities on Students' Quality of Life</b></p> <p>Saydah Alatwah  <i>University of Northern Colorado</i>  Alan Morse (Advisor)  <i>University of Northern Colorado</i></p> <p><b>Fußball Football</b></p> <p>Ashlyn Casey  <i>Temple University</i></p>
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**Friday, February 13<sup>th</sup>, 2026 – Oral Presentations**

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

Thursday, February 12<sup>th</sup>, 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**

*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 12<sup>th</sup>, 2026 | Undergraduate Research Poster Competition  
Alter Hall 702 (MBA Commons)**

**8:00 a.m. – 9:00 a.m.**

**Are MLS Teams Spending Wisely? An Empirical Analysis of Player Performance and Salary Allocation**

Maddy Baird  
*Elon University*  
Alex Traugutt (Advisor)  
*Elon University*

**Liberal Game, Divided Field: Soccer Fandom and the Politics of Belonging in Spokane**

Sadie Chamberlain  
*Washington State University*  
Alex Gang (Advisor)  
*Washington State University*

**Sports Betting: An Economic Goldmine, or Epic Mistake?**

Kyle Corrado  
*East Stroudsburg University*  
Kyle Brannigan (Advisor)  
*East Stroudsburg University*

**Public Opinion About NIL: A Fan Favorite**

Robert Gaddy  
*Temple University*  
Elizabeth Taylor (Advisor)  
*Temple University*

**Does Conference Realignment Pay? Evidence from NCAA Division I Institutions**

Meghan Logue  
*Elon University*  
Alex Traugutt (Advisor)  
*Elon University*

**The Transfer Portal Era: Crowding Out High School Opportunities in Power Four Football**

Lucy McAfee  
*Elon University*  
Alex Traugutt (Advisor)  
*Elon University*

**International Student Athletes in NCAA Division I Men's Soccer: Motivations, Aspirations, and Issues**

Sam Miller  
*Elon University*  
Khirey Walker (Advisor)  
*Elon University*

**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 ASMA logo is displayed in a large, light blue, sans-serif font, centered within a light blue rectangular border. The letters are bold and evenly spaced.

# 2026 Distinguished Service & Mentorship Award

**Dr. Robin Hardin**



**"The Privilege of Being of Service"**

**February 13th, 2026  
12:15 p.m.  
HG Student Center 200**

**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



»»  
**DR. SAMANTHA ROBERTS**  
**CASE STUDY**  
**COMPETITIONS**  
««

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& Human Dynamics

GRADUATE BROAD STREET DIVISION

NORTHERN ILLINOIS UNIVERSITY | TEMPLE UNIVERSITY 1 | TEMPLE UNIVERSITY 2  
UNIVERSITY OF SOUTH CAROLINA 1

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

ADAMS STATE UNIVERSITY 2 | MOUNT ST. MARY'S UNIVERSITY | NIAGARA UNIVERSITY  
SAMFORD UNIVERSITY 2 | SIENA UNIVERSITY | SLIPPERY ROCK UNIVERSITY 2

UG LIBERTY BELL DIVISION

ADAMS STATE UNIVERSITY 1 | CATAWBA COLLEGE | EAST TEXAS A&M UNIVERSITY  
UMASS BOSTON 2 | RADFORD UNIVERSITY | SAMFORD UNIVERSITY 1  
TEMPLE UNIVERSITY

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**DR. SAMANTHA ROBERTS**  
**CASE STUDY**  
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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"**

**ASMA**

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**DR. SAMANTHA ROBERTS**  
**CASE STUDY**  
**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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DR. SAMANTHA ROBERTS  
**CASE STUDY**  
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

»»  
**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"**

**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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## 2026 ASMA Shuttle Bus Schedule

<b>Thursday, February 12</b>						
<i>Bus #</i>	<i>Type</i>	<i>Name</i>	<i>Address</i>	<i>Arrival</i>	<i>Departure</i>	<i>Comments</i>
1	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:00am	7:10am	
1	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	7:20am	7:30am	
2	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:10am	7:20am	
2	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	7:30am	7:40am	
3	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:20am	7:30am	
3	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	7:45am	7:55am	
1	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:45am	7:55am	
1	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	8:15am	Done until afternoon	
2	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	8:00am	8:10am	
2	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	8:30am	Done until afternoon	
3	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	8:20am	8:30am	
3	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	8:55am	Done until afternoon	
1	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	3:50pm	4:00pm	
1	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	4:25pm	4:30pm	
2	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	4:10pm	4:20pm	

## 2026 ASMA Shuttle Bus Schedule

2	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	4:45pm	4:55pm	
3	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	4:20pm	4:30pm	
3	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	4:55pm	5:05pm	
1	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	5:00pm	5:10pm	
1	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	5:30pm	Done	
2	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	5:10 pm	5:20pm	
2	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	5:40pm	Done	
3	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	5:20pm	5:30pm	
3	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	5:500pm	Done	

## 2026 ASMA Shuttle Bus Schedule

<b>Friday, February 13</b>						
<i>Bus #</i>	<i>Type</i>	<i>Name</i>	<i>Address</i>	<i>Arrival</i>	<i>Departure</i>	<i>Comments</i>
1	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:00am	7:10am	
1	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	7:20am	7:30am	
2	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:10am	7:20am	
2	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	7:30am	7:40am	
3	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:20am	7:30am	
3	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	7:45am	7:55am	
1	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	7:45am	7:55am	
1	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	8:15am	Done until afternoon	
2	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	8:00am	8:10am	
2	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	8:30am	Done until afternoon	
3	Pick up	DoubleTree	237 South Broad Street Philadelphia, PA 19107	8:20am	8:30am	
3	Dropoff	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	8:55am	Done until afternoon	
1	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	2:00pm	2:10pm	
1	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	2:30pm	2:40pm	
2	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	2:00pm	2:10pm	

## 2026 ASMA Shuttle Bus Schedule

2	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	2:30pm	2:40pm	
3	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	2:00pm	2:10pm	
3	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	2:30pm	2:40pm	
1	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	3:00pm	3:10pm	
1	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	3:30pm	Done	
2	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	3:00pm	3:10pm	
2	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	3:30pm	Done	
3	Pick up	Speakman Hall	810 North 13th Street Philadelphia, PA 19122	3:00pm	3:10pm	
3	Dropoff	DoubleTree	237 South Broad Street Philadelphia, PA 19107	3:30pm	Done	

# SEPTA Guide

Philadelphia, Pennsylvania



septaphilly

septaphilly · Original audio



School of Sport, Tourism & Hospitality Management



## Check out the SEPTA app!

Powerful navigation tools, all right in your pocket

Available on  

### Overview

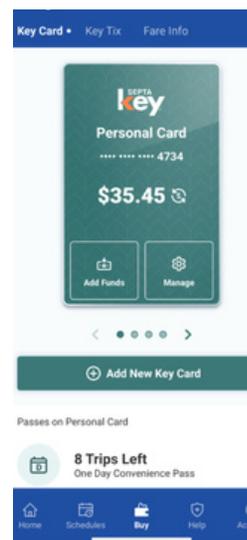
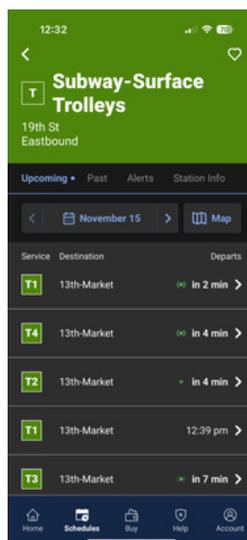
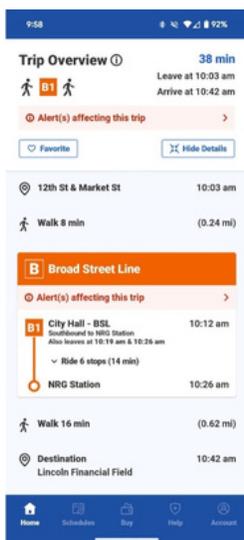
SEPTA’s app for Android and iOS provides a modern design and numerous features that make riding SEPTA easier. The app allows riders to find nearby stops and stations, plan trips using real-time transit data, manage SEPTA Key cards and view applicable service alerts. We’ve also added enhanced trip planning features like “Arrive By” options and better schedule refresh functionality.

### How to Download

The SEPTA app is available for iOS and Android. To download, simply visit the App Store or Google Play Store. (Note: The app requires iOS 16 or Android 7 (API Level 24) in order to install.)

### Features

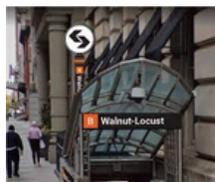
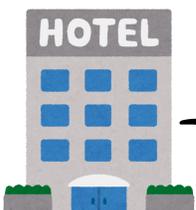
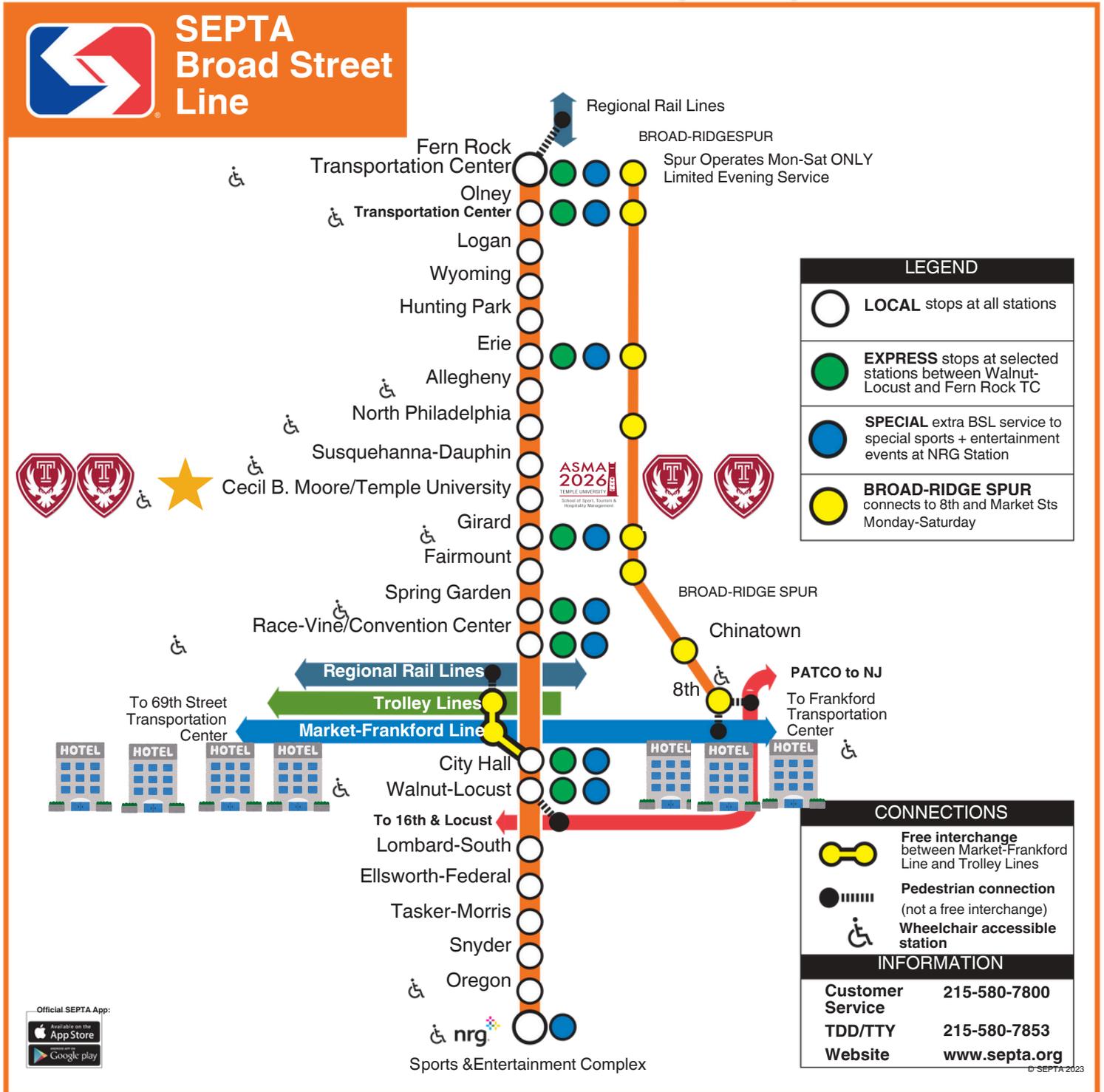
The SEPTA App has been designed with an intuitive, modern design and features to make a rider’s journey on SEPTA easy, fast and simple.



To get to **Temple University** from your hotel, walk to a **Walnut - Locust Street SEPTA station**. **Subway fare is \$2.90.**

Take the **Orange (B1) "LOCAL" SEPTA Broad Street Subway Line NORTHBOUND** for **6 STOPS** to the **Cecil. B Moore/Temple University stop**.

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 13<sup>th</sup> Street (<.1 mile)**.

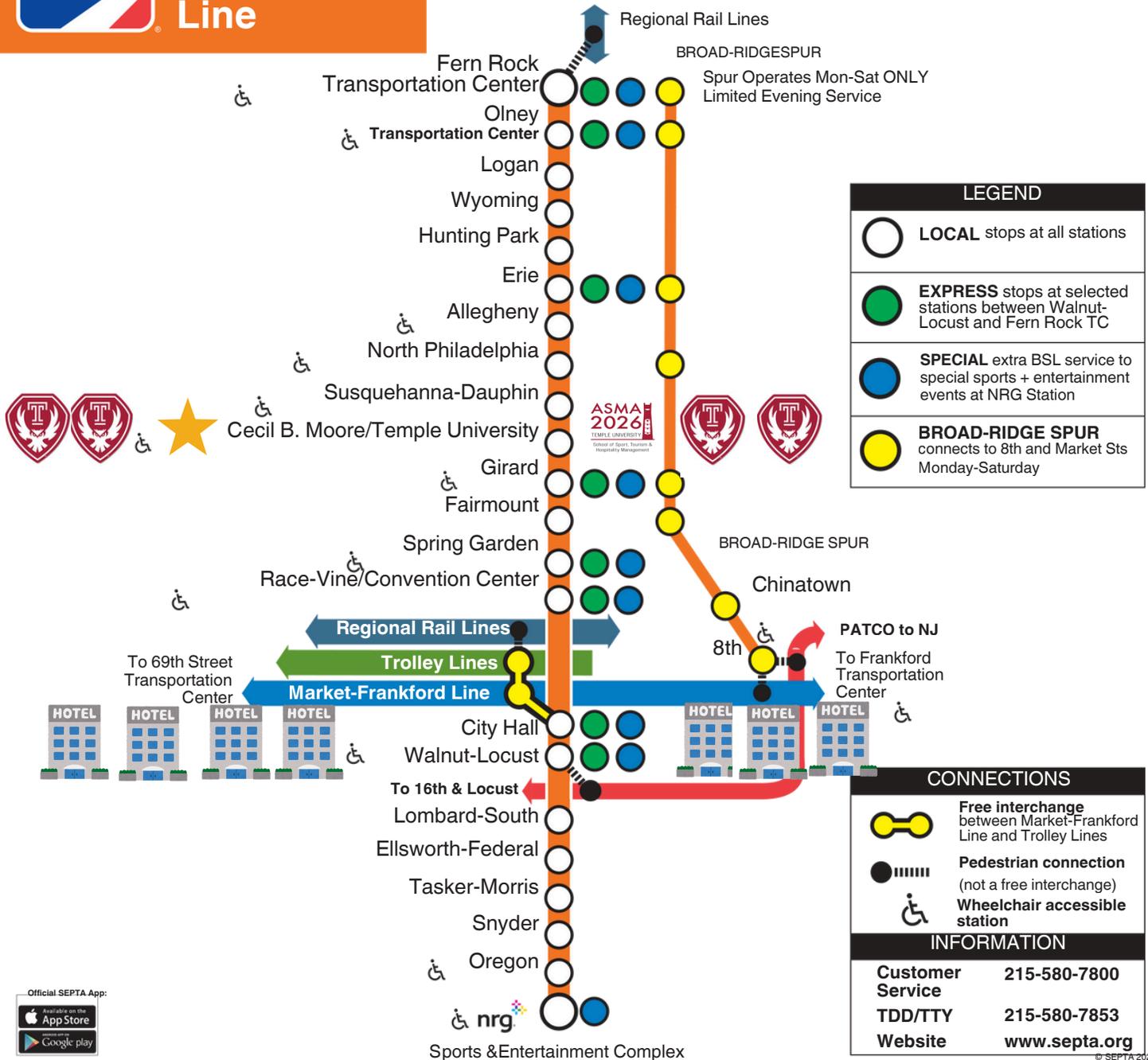


# Temple University School of Sport, Tourism, and Hospitality Management (STHM)

1810 North 13<sup>th</sup> Street  
Philadelphia, Pennsylvania, 19122



**SEPTA  
Broad Street  
Line**





To get to **TEMPLE UNIVERSITY'S School of Sport, Tourism, and Hospitality Management (STHM)** from your hotel, walk to a **Walnut - Locust Street SEPTA station**.



Subway fare is \$2.90.

Take the **Orange (B1) "LOCAL" SEPTA Broad Street Subway Line NORTHBOUND** for 6 STOPS to the **Cecil. B Moore/ Temple University station**.



Exit the station and walk **NORTH**, away from **Cecil B. Moore Avenue**, toward **W. Montgomery Ave (<.1 mile)**.



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



Make a **LEFT** on **North 13<sup>th</sup> Street**. Walk 250 feet.

**Arrive at STHM!!!**



# B Broad Street Line

Key

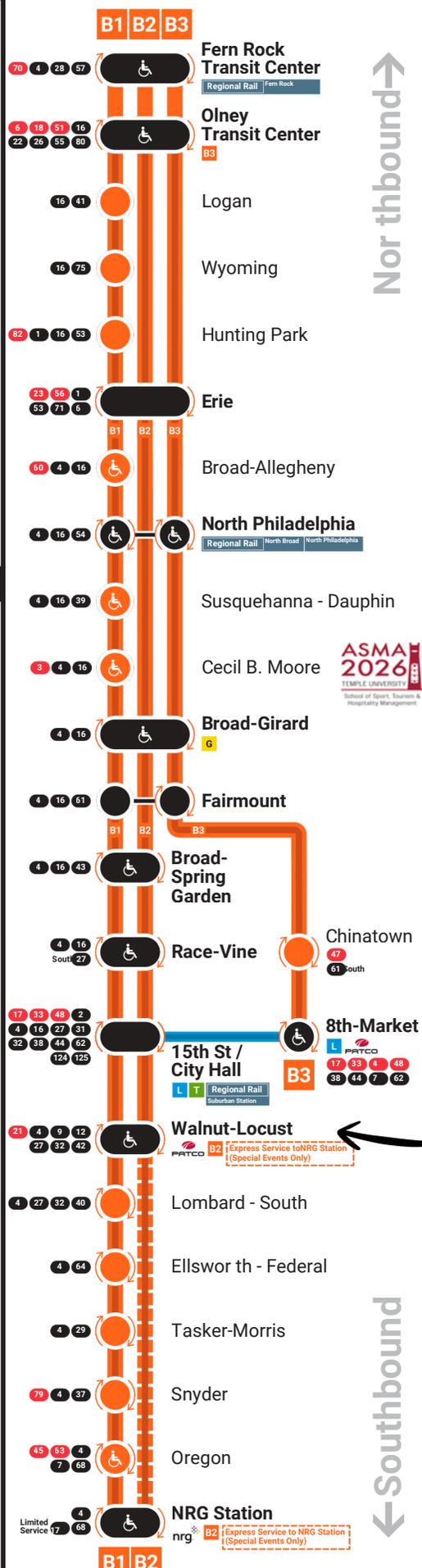
- Local Station
- Transfer Station
- Reverse Direction Without Additional Fare
- Underground Service
- Elevated Service
- Accessible Station
- Frequent Bus Route
- Standard Bus Route

Regional Rail  
Station Name Additional Fare Required

PATCO  
Additional Fare Required

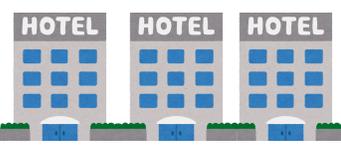
SEPTA METRO

<b>L</b>	L1 All Stops
	Market-Frankford Line
<b>B</b>	B1 Local
	B2 Express
	B3 Spur
<b>T</b>	T1 Route 10
	T2 Route 34
	T3 Route 13
	T4 Route 11
	T5 Route 36
<b>G</b>	G1 All Stops
	Route 15 Trolley
<b>D</b>	D1 Route 101
	D2 Route 102
<b>M</b>	M1 Local
	Norristown High Speed Line



Nor thbound

Southbound





## Key Bus Routes:

### Route 4 (Northbound)

Runs up Broad Street, directly past Temple's main campus.

### 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.

## How to Ride:

1. **Find Your Stop:** Look for SEPTA bus stops on Broad Street or Cecil B. Moore Avenue in Center City.
2. **Board the Bus:** Wait for the Route 4, 16 (Northbound), or 3 (Westbound) bus.
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.
4. **Get Off at Temple:** Listen for stops like "Cecil B. Moore Ave" or "Broad Street" near campus.

***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.***

# WAYS to pay



# ASMA 2026

TEMPLE UNIVERSITY

School of Sport, Tourism &  
Hospitality Management

