Reprogramming the "Sage on the Stage": A systematic evaluation of classroom time

Rebecca M. Achen, Illinois State University
Angela Lumpkin, Texas Tech University

Abstract

Evidence is overwhelming that most students do not enjoy or learn as much when listening to teachers pontificate as a sage on the stage in comparison with being engaged through active learning strategies (Machemer & Crawford, 2007; Nunn, 1996). However, assessments of class time and participation in active learning are limited. Mohamed (2008) found actively engaged students learned more. Some researchers have evaluated learning using an Active-Learning Inventory Tool to measure classroom activity (Van Amburgh et al., 2007), an observational coding system to assess student participation (Nunn, 1996), and a Classroom Observation Protocol for Undergraduate STEM courses (COPUS) to evaluate teaching quality (Smith et al., 2013). The purpose of this study was to systematically evaluate class time in an undergraduate sport management course to document active learning. Student perceptions were gathered to determine how students viewed the shift from the "sage on the stage" to a "guide on the side."

Using COPUS, every two minutes data about what the teacher was doing, what the students were doing, and what the entire class was doing were collected. Additionally, pre- and post-course surveys were administered to gather student feedback.

Results showed students spent 57% of class time engaged in numerous active learning activities rather than listening and the activity changed every 10 minutes. Approximately 30% of class time was spent lecturing. Students indicated they valued and enjoyed in-class activities. Student ratings of the impact of pairs and minute papers on their learning were statistically significantly greater on the post-course survey.

Data provided evidence that the class was more learner-centered than teacher-centered. Students spent most of every class period doing something other than listening to lectures. Faculty can immediately improve their classes by adding simple activities such as think-pair-share and minute papers. While this involves giving up some classroom control, encouraging in-class participation will help students learn. Additionally, classroom assessment is essential for continuous improvement as a teacher. While it is easier to plan a course and lectures once, courses should be modified each time they are taught based on feedback from students and systematic analysis of classroom time.

What customers want: Defining engagement on social media in sport

Rebecca M. Achen, Illinois State University
Galen Clavio, Indiana University
Katie Lebel, St. John's University

Abstract

Consumer engagement is lauded as the ultimate goal of social media use by organizations (Hennig-Thurau et al., 2010; Tsai & Men, 2013). While researchers stress the importance of engaging customers via social media, marketers struggle to engage consumers with their brands (Schultz & Peltier, 2013). Prior studies (Clavio & Kian, 2010; Mahan, 2011; Phua, 2012) have evaluated aspects of sport social media engagement, but the construct of engagement on social media remains elusive (Sashi, 2012; Schultz & Peltier, 2013). The purpose of this research is to further develop our understanding of social media engagement by examining the perspectives of a social media audience.

Focusing on consumer wants and needs is an important pillar of relationship marketing (Gronroos, 1996), and many organizations are apt to define engagement in the social media sphere based on perceived consumer desires. The question in sport marketing is whether fans are interested in engaging with sport brands, and how those fans would define the concept of "engagement" with those brands. The purpose of this study is to examine what engagement on social media means from the consumers' standpoint, which can help sport brands utilize social media channels more effectively with a customer-driven focus.

This study uses a series of online focus groups, utilizing Facebook's private group architecture. Participants are asked a series of open-ended questions pertaining to concepts of engagement with sports brands via social and digital media. Qualitative analysis of focus group output will be used to evaluate underlying themes and concepts, and software-based text analysis will be used to further examine relationships between words.

The results of this study will provide a richer understanding of consumer attitudes towards engagement by sport brands on social media, and will have the added benefit of including participants across a broad geographic area. Data analysis will provide greater clarity regarding expectations of social media engagement, which holds considerable potential benefits for both researchers and practitioners in sport marketing and sport communication. Furthermore, results from this study can be carried forward into future studies, including the development of a scale that measures sport consumer brand engagement on social media.

Using sports campaigns to drive charitable donations and improve student experiential learning experiences

Charlotte A. Allen, Stephen F. Austin State University
Robert M. Crocker, Stephen F. Austin State University

ABSTRACT

The purpose of this work in progress is to document the experience of senior level marketing classes and their work to drive votes and donations to a charitable organization via a contest between sports figures. In 2015, two senior level marketing classes at a regional university were tasked with raising awareness and increasing the number of votes for their university basketball coach in the Infiniti Coaches' Charity Challenge via offline and online marketing campaigns. The Infiniti Coaches' Charity Challenge began with forty-eight NCAA basketball coaches in the first round. There were four rounds of voting, in which the coaches with the highest number of votes moved further into the contest. Each coach selected a charity and as the rounds progressed, each charity received more money every time the coach received enough votes to move into the next round.

The marketing classes were divided into teams, with each team being tasked with creating and implementing both offline and online marketing activities for each round as long as the local university basketball coach was in the contest. At the point when the local university basketball coach was not in the contest, each team selected a coach or charity to support for the rest of the contest. This contest provided an experiential learning activity for the students, where they experienced the impact (or lack of impact) of their marketing tactics and had, in many instances, to adjust tactics for later rounds of the contest. The students participating in the class not only competed against fellow students in the class, but against larger schools, both in current students and alumni populations. The teams also had to contend with not only the popularity of the different charities in the campaign, but of the profiles of the various basketball coaches in each round. This paper will go into the details of how the project evolved over the semester and the student's reactions to real time successes and failures of generating votes for the local coach and charity.

Enhancing educational efforts through the use of collaboration

Sherry Andre, Johnson and Wales University

Abstract

Experiential learning practices provide students with an opportunity to connect theory and practice. Through proper planning and facilitation, they have the ability to enhance learning retention, increase student engagement and improve student competencies for entering the workplace.

Educators who elect to use experiential learning platforms have several options available. These may include case studies, simulation exercises, role-playing, or some other activity that provides a hands-on learning component. Many times such activities take place in the classroom and are based on mock scenarios. Although valuable, they may not truly capture reality. An alternative is for students to participate in a real-life experience.

One resource that is available to educators is the ability to collaborate with external constituents. Such opportunities may be found within one's own educational institution or with an offsite organization. In either event, the goal should be to provide a link between the experience and the course objectives.

When identifying potential learning experiences, facilitators should keep in mind the level of participation suitable for the student body participating. Tasks too difficult may result in bad experiences and even discourage a student's openness to participate in the future. Similarly, it is important to manage the collaboration efforts adequately. A misunderstanding between the parties involved may lead to unnecessary problems, reduced student learning, or tarnish the existing relationship.

Therefore, the focus of this presentation will be to remind educators of the benefits associated with experiential learning, introduce potential collaboration opportunities, provide tips for facilitating such experiences, and to take a look at students' perspectives of experiential learning initiatives based on real-life activities. Information presented will be based on the presenter's own experiences at a private university in North Miami as well as data collected from others' research. Takeaways for attendees will include how one can incorporate real-life educational experiences into the classroom, guidelines for managing collaboration efforts, and tips for enhancing student learning throughout the process.

Predicting consumers' behavioral response toward athlete scandal: The role of moral emotions

Akiko Arai, Waseda University
Shintaro Sato, Georgia Southern University

Abstract

Recent media technology enables sport consumers to easily access athletes' off-the-field life and to feel those athletes closer to them. At the same time, athlete scandals seem to have direct and substantial impact on our society, and also individual consumers' behavior.

Based on the brand relationship theory (Fournier, 1998), the researcher previously found that consumers can enhance and verify their self-identities by elaborating self-connections with athletes. Meanwhile, because of the self-connection, consumers' self-identities can be threatened when the athlete is involved in scandals (Arai & Ko, 2015). In the study, the researcher also attempted to identify the consumers' behavioral coping patterns to recover the threatened identity by adopting the theory of self-construal (Singelis, 1994), however, the certain patterns were not identified. The relationship between the self-identity threat and the certain behavioral pattern, and the mediating role of consumers' self-construal (independent vs. interdependent) left unclear and need further explanation.

Therefore, the purpose of the study is to further clarify the relationship above by adopting emotional factors. Crisis management research suggests that crisis communication influences stakeholders' emotions and the emotions guide their behavioral intention (Coombs, 2007). Therefore, incorporating the emotional response (e.g., anger, sympathy, shame, and empathy) to scandals may allow us to depict clear transition of consumers' identity.

By applying the Haidt's work of moral emotions (2003), the study hypothesized that independent individuals will rather feel angry (other-condemning), when the athlete scandal occurs, which indicates their cut-off occurs almost at the same time with the emotional response. Meanwhile interdependent individuals will feel shame (self-conscious emotion), which indicates their identity is still connected with the athletes. Those emotional states (i.e., shame, anger) mediate the relationship between self-identity threat and certain coping behaviors.

To test the hypotheses, 2 (high vs. low connection) x 2 (independent vs. interdependent self-construal) between subject experiment is conducted. Detailed results and discussion will be provided at the presentation.

College sponsors of major professional sports: Effective marketing strategy or costly mistake?

Eric Brownlee, Gannon University
Jinhee Yoo, Gannon University
Seungbum Lee, University of Akron

Abstract

Historically, non-profit organizations have been viewed as the sellers of sponsorship. However, a recent trend indicates that non-profit organizations may be buying sport sponsorship with increasing frequency (IEG, 2011). For instance, facing declining enrollments and searching for new marketing strategies, California University of Pennsylvania, spends approximately $225,000 annually to be the official college of the Pittsburgh Penguins (Erdley, 2015). This is particularly interesting given that the rising cost of college has been a major issue for debate in the U.S. recently. Research has shown that in settings like the pricing of college education, where inflation exists at higher than nominal levels, consumers often experience "Sticker Shock." In other words, college students may vastly underestimate the cost of a college education and subsequently perceive the pricing of college as unfair (Bolton, Warlop & Alba, 2003; Farrington, 2015).

This perceived pricing unfairness may influence both consumer attitudes toward a college or university sponsoring a sports team or event and perceptions of sponsor-event fit. Positive attitudes toward a sponsor and perceptions of sponsor-event fit have been demonstrated to significantly influence consumer behavior related to sponsors (Bolton, Warlop & Alba, 2003; Close & Lacey, 2013). Expanding upon this research and taking into account the recent trend of colleges/universities sponsoring sports teams and events, the authors of the current study hypothesize that perceptions of pricing unfairness related to the cost of college will significantly impact attitudes toward and perceived sponsor-event fit of colleges sponsoring major professional sports teams.

In order to address the purpose of the study, data will be collected using a survey of the target market of sponsoring colleges/universities. Undergraduate college students from three universities will be sampled (N= 300). Pricing fairness will be measured utilizing a scenario approach and fairness rating scale created by Campbell (1999). Sponsor attitude and sponsor-event fit with scales from Speed and Thompson (2000) and sponsorship purchase intentions will be measured with a modified scale from Close and Lacey (2013). This study is in progress and data will be collected from September to November of 2015 and results will be reported in detail at the 2016 GSBA conference.

Who controls the ticket? Examining secondary ticket market challenges in NASCAR

Windy Dees, University of Miami
Warren Whisenant, University of Miami
Tywan Martin, University of Miami

Abstract

NASCAR is a big business. And the secondary ticket market is even bigger. According to Drayer, Stotlar, and Irwin (2008), the value of the secondary ticket market has escalated to a $10-15 billion industry. Technology has turned what was once a fraudulent practice into a legitimate business enterprise, and sport organizations are learning a lot about the true value of their products as tickets get resold on the open market.

The secondary ticket market has demonstrated to teams, leagues, and events that there is a real need to redistribute tickets when season ticket holders do not use their seats. Lefton (2002) reported that 20% of season ticket holders' seats go unused. Redistribution of the seats provides sport organizations with the opportunity to generate further revenue through resale transaction fees and ancillary income (parking, concessions, and merchandise) and provides fans with the chance to get great seats to a sold out event.

However, the sale of tickets on the secondary market presents many challenges. Income can be lost when fans report tickets stolen or missing and request new tickets while the old tickets are still in their possession. Multiple parties attending a sporting event when only one party has paid can have serious negative effects on a sport property's bottom line. The customer service nightmare that ensues after these fraudulent transactions also causes major problems for teams, leagues and events seeking to build a strong, loyal fan base by providing a positive overall fan experience.

Sport managers have to be aware of the pros and cons of selling and distributing tickets on the primary and secondary markets. They also have to be educated on their specific organization's stance on how to deal with fraudulent scalper behavior using this new, technology-based secondary market system. Lastly, sport managers must be prepared to deal with customers who are caught scamming the system, so that the organization can recoup the lost revenue and alleviate customer service issues. Or, at the very least, prevent these scenarios from recurring at future events.

The purpose of this case study is multifaceted. First, the case study will discuss the size and profitability of the professional motorsport league of NASCAR and the importance of the championship race held at Homestead-Miami Speedway. Second, it will explain the secondary ticket market and how it effects professional sports teams, leagues, or events. Lastly, the case study will outline the ticketing issues or challenges that arise when the secondary market is used in a fraudulent manner by sport fans to enter events, using the championship race at Homestead-Miami Speedway as the case context.

The intersection of technology and sport

Gil Fried, University of New Haven

Abstract

Almost everyone is excited about how technology is changing sport. Big data is allowing teams to collect and analyze data from numerous sources to determine how athletes are performing. Big data can also be leveraged to help track fans and market more effectively. But technology is not just about data. Numerous products are being developed to help sport operate more effectively and to improve athlete performance. For example, LED lighting, new WIFI systems, and high-end sport equipment also reflect on how technology is impacting sport. With all the good technology offers, how about the bad?

This presentation will explore some of the challenges and resulting legal concerns that can arise from the intersection of technology and sport. This can be seen in several key technology areas that will be covered such as:

Drones can provide exceptional visual imaging and access to hard to reach areas. But, they also represent a terror risk, privacy right concerns, and possible conflict between federal, state, and local laws. What if a drone crashes? Who controls the airwaves when a drone if flying at 500 feet versus 83 feet in the air?

Social media and sport represents another major concern. While first amendment and freedom of expression concerns have been raised by silenced athletes, a bigger concern is how quickly incorrect information (rumors) can be spread and how difficult it can be for a sport entity to keep-up with complaints and online attacks.

New computers are being deployed to help call balls and strikes in baseball. Will such system replace umpires? If so, can that lead to potential labor law issues with umpire's union or other concerns?

Other issues to be covered include poor technology investments, the threat of hackers impacting sport, and contracts not being able to keep-up with the latest technology will be examined from a legal, financial, and even ethical perspective.

The 2024 Olympic bid project: A graduate sport management case study

Chrysostomos Giannoulakis, Ball State University
James E. Johnson, Ball State University
Lindsey Blom, Ball State University
Shea Brgoch, Ball State University

Abstract

Contemporary academic education dictates the need for teaching and learning environments at colleges and universities to expand beyond the standards of the classroom setting and conventional curriculums. Sport management is an applied field and graduates are expected to possess theoretical, practical, and experiential skills in order to flourish in the competitive sport business environment. Semester-long projects may provide students with the opportunity to develop teamwork skills, create interdependence, and realize individual accountability, while accomplishing common goals. The purpose of this presentation is to illustrate qualitative evidence of graduate students' perceptions of a semester-long Olympic bid project. The experiential learning project took place within two seperate International Sport Management graduate courses (Fall 2013 & 2014) and required students to develop an Olympic bid handbook, while representing a United States candidate city for the right to host the 2024 Summer Olympic and Paralympic Games. The project assessment consisted of a written and oral portion. Students were evaluated on ten individual components including sport and venues, environment, accommodation, transportation, and legacy. At the end of the semester, project participants performed a 25-minute presentation, where they defended their bid. Upon completion of the project, six focus groups (total of 17 students who participated in both classes) were conducted to gain knowledge of participants' thoughts. The focus groups allowed for collective feedback relative to the overall value of the project and its implementation. First and second coding methods proposed by Saldana (2013) were used for the data analysis process via three independent coders. Three majors themes emerged (in parenthesis the sub-categories): logistics (group size, soft deadlines, chapter allocation), challenges (time management, lack of prior knowledge, interpersonal relationships), and skill development (competition, scheduling, resource management, real-life applied knowledge). Students also shared their personal recommendations on how the semester-long project could be improved, as well as how they would utilize and apply the knowledge they acquired in their professional settings. Further discussion on implementation of semester-long projects in the context of sport management graduate education will be provided during the presentation.

Emotional intelligence and athletic success: A case study

Drew Gold, Saint Leo University

Abstract

Emotional intelligence is a concept that has been around for almost twenty years now with the first major work done by Daniel Goleman (1998). While there are a few differing schools of thought on the components / skills that make up EQ, most agree that there are two dimensions: internally focused skills and externally focused skills. Not much investigation has been done on the topic of EQ and how it relates to success in athletics. One exploratory study conducted using NCAA Division 1 baseball players only found weak support for a relationship between EQ and pitching statistics and no relationship between EQ and pitching statistics (Zizzi, S., Deaner, H., and Hirschhorn, D., 2003).

This talk would discuss the key dimensions of emotional intelligence and how they relate to individual athletic performance. The case of the 2014-2015 Men's and Women's Saint Leo Cross Country teams will be discussed. The men's team in particular was significantly underperforming in competition early in the season, running faster in practice than in their first three competitions. The coach at the time called for assistance and a seminar on emotional intelligence was conducted. The team experienced a significant turnaround after introducing them to emotional intelligence concepts. The coach reinforced these concepts during the rest of the season, and the team wound up winning the conference title, and placing second in the NCAA South Regional Championships.

Female students can work in women's sports but not men's: Are sport management faculty biased toward female students?

Heidi Grappendorf, University of Cincinnati
Laura Burton, University of Connecticut

Abstract

Although women have experienced enrollment gains into male-dominated academic fields, their advancement has not translated to undergraduate sport management programs (King, 2006; Jones & Brooks, 2008), or to the management ranks of professional sport and some areas of collegiate sport where women are underrepresented (Lapchick, 2014). One potential mechanism that may influence sport management students' aspirations for and application to particular positions in sport organizations is the influence of sport management faculty. Science faculty in the male-dominate STEM fields rated female students to be less competent and less worthy of being hired than identical male students (Moss-Racusin, Dovidio, Brescoll, Graham, & Handelsman, 2012). Thus, it is important to examine factors that may be contributing to the under-representation of women in sport management positions.

Social role theory (Eagly, 2007) suggests gender differences in behavior derive from the differential prescribed social roles of men and women while gender stereotypes are beliefs related to the traits and characteristics ascribed to individuals based upon their gender (Cleveland, Stockdale, & Murphy, 2000). Bias and prejudice will exist when perceivers hold a stereotype about a particular group (e.g., women) that is incongruent with the attributes that are thought to be required for success in certain positions (e.g., management) (Eagly & Karau, 2002). Heilman (2012) proposed the lack of fit model which explains that due to expectations regarding fit (or lack of) between gender stereotypes and occupations, individuals will hold a positive or negative evaluation of that person based on the fit.

Therefore, purpose of this research was to examine whether sport management faculty demonstrated a bias against female students when evaluating their competency and willingness to support them in applying for positions in professional sport organizations. Sport management faculty (N = 136) were asked to evaluate a fictional student for a job based upon a description working in the WNBA or NFL. Results indicated participants perceived differences in male and female students, as the female student was viewed as more competent for the job in the WNBA and was encouraged to apply for the WNBA job when compared to the male student.

Collaboration in sport management: Time to examine the dynamics?

Heidi Grappendorf, University of Cincinnati
Meg Hancock, University of Louisville
Laura Burton, University of Connecticut
Janelle Wells, University of South Florida

Abstract

Austin and Baldwin (1992) noted that faculty collaboration is an endeavor which involves similar goals, cooperation, shared responsibilities, and benefits. Amey and Brown (2004) defined collaboration as "a mutual teaching–learning (give and take) process among the group members where all work on the same task and learn from the discussion with each other regarding the task. Collaboration is integrative, involving the collective cognition of the group" (p. 10). Further, collaborative teams have the opportunity to address various issues by bringing together faculty with different areas of expertise, interest, and perspectives (Ritchie and Rigano, 2007). Overall, the collaborative process can lead to increased motivation, distributed workloads that can increase productivity, and creativity that can lead to stronger professional relationships with colleagues (Amey & Brown, 2004; Creamer, 2005). Further, collaboration can ultimately lead to better quality of work, as well as accountability to work on and complete a project (Sever, 2005; Wuchty, Jones, & Uzzi, 2007).

Austin (2001) and John-Steiner (2000) found a limited amount of research examining collaborative relationships in academia. Both researchers noted that collaborative relationships can evolve during a research project depending how the interpersonal dynamics play out. In the Fall of 2014, four sport management colleagues from four different research intensive universities began a collaborative research relationship with each other, as well as an industry research collaboration with the National Association of Collegiate Women Athletic Administrators (NACWAA). Therefore, this presentation is designed to offer best practices for collaborating with faculty external to one's own university, as well as sport industry professionals. We will discuss opportunities for collaboration that may lead to additional revenue growth or research funding for sport management academic programs as well as offer areas for future research that examine the dynamics (e.g., sex, race, and age) of collaborative relationships in the field of sport management

The challenges and rewards of moving from faculty to administrative positions

AJ Grube, Western Carolina University
Dan Grube, Western Carolina University

Abstract

Most faculty members do not enter the academy with the thought of pursuing an administrative position. After so much time spent focusing on their respective disciplines, particularly in the areas of teaching and scholarship, beginning faculty members often do not think about opportunities for administrative careers. However, such opportunities may arise after the faculty member earns tenure (and sometimes before – creating a dilemma for the faculty member). As is typically the case, there are many sides to consider:

- *What leadership opportunities would this position offer me?*
- *Will it derail my career as a faculty member if I accept an administrative position?*
- *What happens if I don't like administration? Can I ever really go back?*
- *Will I be able to apply for promotion to full professor as an administrator?*
- *Do I really want a twelve-month contract?*
- *Can I still make a difference for students as an administrator?*
- *How will my work/life balance be affected?*
- *Am I considering a management position or a leadership position?*
- *How would accepting this position alter my career path?*
- *How will I acquire and/or develop supervisory and budget skills that may be required by the position?*
- *Am I equipped to handle conflict?*

In this session, the facilitators will discuss both the challenges and rewards of both faculty and administrative careers. Open dialogue during the session will be encouraged.

An examination of interaction levels between Major League Lacrosse franchises and their followers on Twitter

Lindsay Jackson, York College of Pennsylvania
Veronica Skabla,York College of Pennsylvania
Tim Newman,York College of Pennsylvania

Abstract

The way sport teams have communicated has continued to evolve with their fans over the last decade. The evolution has been brought about by social media platforms, such as Twitter, Facebook, Snapchat, Instagram, etc. One platform that elicits sport communication is Twitter. Twitter is a unique micro-blogging platform that has allowed sport teams to communicate and engage with their fans, as well as their publics, in real-time without having to pass through traditional media channels (O'Neil, 2014). Twitter has been a successful public relations platform in boosting business for the sports organizations that engage with their dedicated fans eager for interaction with their beloved sports teams (Wigley & Lewis, 2012). Considering Twitter is a platform that can facilitate a marked increase in interaction, sports teams have used to platform to broaden their fan base and strengthen relationships between their organization and their followers (Newman, Peck, Wilhide & Harris 2013; Fischer & Reuber, 2010).

While research on Twitter is continuing to expand, what has yet to be examined is the levels of interaction between the sports organizations and the fan base and whether the level of interaction produces more positive or negative comments and reactions from their followers. As such, the purpose of this study is to provide an initial examination of the interaction levels between Major League Lacrosse (MLL) franchises and their followers on Twitter. Further, the study will specifically identify the effectuation levels of interaction have on the comments and reactions from the sport organizations' followers.

To identify the effects of engagement and interaction between sports teams and fans pertaining to social media, a multi-step process was used. NVivo 10 software was used to capture tweets from MLL franchises from a given time frame. All tweets were then uploaded to Leximancer and analyzed into a conceptual map to determine if interaction between the franchise and the fans had an effect on the comments and reactions from the franchise's followers.

This research is still in progress.

Do not pass go, do not collect anything: Examining FBS Division I athletics departments' education of college athletes on sports agents

Alicia Jessop, University of Miami

Abstract

The principle of amateurism is paramount to the NCAA's system of intercollegiate athletics. In order for an NCAA athlete to maintain his amateur status, he must not enter into an agreement with an agent. (NCAA Bylaw 12.1.2, 2015).

Recently, the NCAA's amateurism standard as it relates to agents has come under greater focus. This is due in part to a number of highly publicized alleged violations of NCAA Bylaw 12.1.2. These alleged violations have led to the sanctioning of university athletics departments by the NCAA and in some cases, the criminal prosecution of sports agents by states. (Nelson, 2011). Standing in contrast to the alleged violations of NCAA Bylaw 12.1.2 are allegations that due to a lack of education on the matter, college athletes are not prepared to successfully select an agent at the expiration of their NCAA eligibility. (Viltz, Seifried and Foreman, 2014).

In the wake of these concerns, the NCAA has not set forth a standardized educational program for college athletes regarding sports agents. Rather, some athletics departments have independently reacted by creating "agent days." Since the NCAA does not require the hosting of an "agent day," topics covered by athletics departments at "agent days" vary. (Viltz, Seifried and Foreman, 2014).

Given the non-standardization of "agent days," this study seeks to examine themes emerging from FBS Division I athletics departments' "agent days." Themes will be examined by completing qualitative analysis on individual athletics departments' "agent day" programs. To date, research in this area hasn't been completed. Thus, methods used in studies examining themes found in athletics departments' social media policies will be utilized. In this regard, the purpose of this study is to determine what major themes are being conveyed during "agent days," and whether adaptations can be made to prevent NCAA Bylaw 12.1.2 violations and the exploitation of college athletes by sports agents. (Sanderson and Browning, 2013).

Developing content for a senior seminar course

Jay Jisha, The University of Tampa
A.J. Grube, Western Carolina University

Abstract

Many programs have a senior capstone or seminar course but it appears many professors are on their own to develop content for such a class. While there are a number of textbooks designed to introduce the field of sport management to students there are very few resources targeting senior level students in sport management programs. The purpose of this presentation is to share our experiences in developing this type of class and to explore the possibility of writing a text for this class.

This presentation will discuss how to create a course and develop assignments that will provide opportunities for students to continue to develop professionally; challenge them to apply concepts learned throughout their sport management curriculum and appreciate and conduct research in our field.

An added benefit for creating a seminar course is that it is an ideal place to collect data for outcomes assessment. We will discuss how assignments from this course can be utilized to measure program goals such as communication skills, critical thinking and knowledge of the sport management discipline.

Nostalgia branding in American professional soccer

Jay Jisha, The University of Tampa
Michael Smucker, The University of Tampa

Abstract

This paper introduces a new definition and corresponding strategy currently being utilized in the naming of professional soccer franchises at both the major league (MLS) and the minor league (NASL) levels in the United States called nostalgia branding. Nostalgia branding occurs when a new franchise adopts the same name, colors or logo's as a defunct team from the city's past. Utilizing Shank's (2009) model of the branding process and building upon Aaker's (1991) definitions of branding, this paper has developed a strong theoretical framework to discuss the benefits of nostalgia branding in relation to brand awareness, identification, equity and loyalty.

The second part of this paper will test the previously introduced theoretical framework. We will investigate the awareness and effectiveness of this naming strategy. Data will be collected this fall from current college students and faculty. Participants will be asked a series of questions based on Shank's model of the branding process. We seek to develop a better understanding of this concept and to investigate whether nostalgia branding is simply a passing trend or a solid business strategy for expansion franchises.

Triangulating interscholastic competitive balance

James E. Johnson, Ball State University

Abstract

Empirical research is sparse regarding interscholastic sport. Aside from local or regional newspaper stories that are heavily biased in favor of hometown teams, objective information about this popular level of sport is rare. The lack of research is particularly evident for competitive balance, an ongoing and sometimes contentious part of the interscholastic sport administration experience (Johnson, Tracy, & Pierce, 2015). As state high school athletic associations annually consider new legislation they must consider competitive balance, particularly for public and private high schools and post-season competition (Monahan, 2012). In this regard, Johnson et al., (2015) found that current competitive balance solutions include enrollment classifications, separate playoffs, enrollment multipliers and subtractors, tournament success factors, and consideration of socioeconomic formulas. In one of the only other empirical studies on this subject, Johnson, Pierce, Tracy, and Haworth (2014) used Indiana as a case study to conclude that private high schools enjoy a disproportionate amount of success relative to their public school counterparts. Both the Johnson et al. (2014) and Johnson et al. (2015) studies offer a quantitative analysis of competitive balance, but acknowledge the limited amount of sociocultural conclusions that can be drawn from this type of quantitative research.

Therefore, this presentation will discuss both the Johnson et al. (2014) and Johnson et al. (2015) studies in relationship to a new qualitative study meant to add contextual interpretation to the quantitative information that exists. The qualitative study utilized semi-structured interviews with six state high school athletic association commissioners/executive directors to determine the historical, political, and social influences on their respective competitive balance policies. The commissioners/executive directors of Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin participated. Qualitative themes will be presented as a supplement to the quantitative evidence that already exists so that a more comprehensive understanding of interscholastic competitive balance can be achieved within each state. Practical considerations for policy will also be discussed.

Bias in the College Football Rankings: Does It exist?

Kamal Lamsal, Emporia State University
Timothy Thornton, Emporia State University
Marcus Houghton, Emporia State University

Abstract

The College Football Rankings have been notably scrutinized and millions of dollars are decidedly at stake for universities. A national championship victory indisputably affects enrollment numbers, academic success, financial gain in tuition and booster support, as well as recruiting success for the football and other athletic programs. Whereas the current system allows opportunity for bias to permeate the ranking formula, and the "computer derived algorithms" employed lack transparency, very few can comprehend, reproduce, or follow the data and method utilized presently. Pursuing analysis of multiple alternate methods attempting to expose and alleviate this controversy, we developed a shortest path based method to essentially generate a simple, understandable, nonbiased result. This method effectively connects all teams throughout the country to create a nonbiased ranking system. Using this technique, a win graph, containing both direct wins and indirect wins, is calculated to produce a score for each team. The lowest score, or shortest path to each team, therefore receives the highest ranking. The same procedure is then executed to make a loss graph as well. The difference between the win graph and loss graph constitutes a final ranking grade. In addition, sub-graphs, where edges represent the win-differentials, conference versus nonconference games, and home versus away games, are incorporated to further correlate results. The algorithm is calibrated to match the end of the season standings from previous seasons, where rankings are assumed to be discernable and unbiased. However, the possibility exists that bias may occur the week preceding the bowl games. We then use the method to evaluate position at the ultimate point in which bias is most likely to occur. Subsequently, past seasons' rankings are compared to assess whether bias favors SEC team. Our method eliminates the presumption of subjective input, relieving the weight of responsibility that rests on a select few.

A gendered study of how student-athletes frame themselves on Twitter

Bo Li, University of Arkansas
Sarah Stokowski, University of Arkansas
John R. Malmo, University of Arkansas
David T. Rolfe, University of Arkansas
Stephen W. Dittmore University of Arkansas

Abstract

The mass media has been blamed for masculine hegemony throughout their sports coverage including a lack of exposure on women sports and over emphasizing "femininity" (Hardin, Lynn, Walsdorf, & Hardin, 2002). The emergence of social media provides opportunities for female athletes to portray themselves and directly communicate with fans (Coche, 2014). The study is an attempt to investigate the gender difference exists between female and male student-athletes in term of the way they portray themselves on Twitter.

A content analysis of Twitter profiles and messages of student-athletes was used to measure how they self-represent themselves on social media platforms. A total of 100 student-athletes from a Mid-West University of the United States were randomly chosen in this study. Both 50 male and female student-athletes were chosen for ensuring the equivalence of information gathered. Chi-Square tests were conducted in order to see if there were significant differences between male and female student-athletes in terms of the approach they used to frame themselves on Twitter.

The results found that male and female student-athletes demonstrated different approaches selecting their profile pictures on Twitter, with a greater proportion of males demonstrated their athletic features in their profiles than females, as the latter more often used personal pictures that contained other individuals.

Gender differences were found with regard to different types of profiles pictures used and types of information included in biographies. Male student-athletes were more likely to demonstrate their athletic features on Twitter where female student-athletes more likely to present themselves as "feminine" women. Also, male athletes contained more information than females in their biographies, such as hometown, motto, and other SNSs. However, there was no gender difference found in terms of the contents they tweeted.

Both athletic departments and student-athletes can use the results of this study to assist in ensuring that the image of both the institution and the athletes are protected. The study suggested that athletic departments should provide social media training, and if student-athletes choose to have a Twitter account, they can be taught how to use social media for promotion.

The African conundrum: Developing a framework for sport firms seeking to conduct business in Africa

Robert Lyons, Jr., Queens University of Carlotte

Abstract

The population of the continent of Africa is currently at 1.1 billion. The African economy is expected to grow by 7.7% between the years 2014 and 2019 and Africa's Gross Domestic Product is expected to be 3.7 trillion dollars by 2020 (Wixcey, 2013). To this end, it is no wonder that multi-national companies such as Coca-Cola and Nike conduct business in Africa. For example, Coca-Cola generated close to 2 billion dollars in revenue in sales from their African consumers (Coca-Cola, 2013). However, in spite of the aforementioned positive economic metrics, there are still barriers to conducting business in Africa. Frimpong (2013) identified three major obstacles to conducting business in Africa which were infrastructure deficiencies, skilled labor deficiencies and a cumbersome business climate. Based on the case study and content analysis methods, the aim of this paper to is describe the obstacles that have hindered sport firms from conducting business in Africa and to offer a plausible framework for sport firms to effectively and efficiently conduct business in Africa.

Losing the fight: A qualitative analysis of martial arts constraints

John R. Malmo, University of Arkansas
David T. Rolfe, University of Arkansas
Katie Raines, University of Arkansas

Abstract

An important and often neglected area of leisure and recreation research is the investigation of non-participation and the barriers to participation (Jackson, 1989)*. It is important for researchers, practitioners, and program providers to understand the potential reasons individuals choose not to, or are unable to, participate in activities. Currently there is a lack of understanding of the barriers or constraints preventing individuals from training in the martial arts. This study sought to identify these constraints.*

Structured interviews were conducted with 420 college students. Two prominent groups emerged: those that have never participated in the martial arts (n = 316), and those that have participated previously or are currently participating (n = 104). Only 12 respondents currently participate in the martial arts.

Interviewees were asked a series of questions which included several open-ended questions pertaining to the reasons that they stopped participating, have not participated, or do not participate in the martial arts. Respondents were also asked whether they would participate in the martial arts if the constraint was removed or addressed. Member checks were performed during the interview by summarizing and restating responses and then questioning the respondent to determine accuracy. Responses were compiled, open coded, and then axial coded into themes.

Constraints for stopping martial arts participation was grouped into nine themes: lack of time, pursuit of other activities, lack of interest, lack of opportunity, lack of money, lack of skills, physical impairment, goal achievement, and poor experience. Constraints for not currently participating was grouped into eleven themes: lack of interest, lack of time, pursuit of other activities, lack of opportunity, lack of money, physical impairment, lack of skills, lack of knowledge, moral/ethical conflict, lack of safety, and lack of companions. Results suggest that the majority of those with previous experience would participate in the martial arts again if their constraint was addressed. One-third of those without previous experience indicated that they would participate in the martial arts if their constraint was addressed. Respondents with a moral/ethical conflict would not participate because they did not believe their constraint could be removed.

Is the UFC a knockout for college students, or should it be fighting to attract university fandom & consumption?

John R. Malmo, University of Arkansas
Tywan G. Martin, University of Miami

Abstract

The Unified Rules for mixed martial arts (MMA) was established to regulate the sport in North America, as the rules instituted firm guidelines aimed to protect the sport's participants and added distinguishable weight classes, both of which provided a level of legitimacy to the sport that allowed MMA promotional companies to compete in the competitive sport marketplace (Kim, 2010). Since MMA adopted the Unified Rules, the sport experienced tremendous growth that landed MMA leagues major network television deals to broadcast live MMA events and other MMA programming. The sport's most notable league, the Ultimate Fighting Championship (UFC), signed a seven-year multi-media rights contract worth a reported $100 million a year to showcase UFC competitions and events (Gross, 2011). In the company's relatively short history, the UFC broke the one million pay-per-view buys mark seven times (King, 2014). Several years ago, the combat promotional company hosted a sold out event in Toronto and eclipsed $11 million in gate receipts (King, 2011). The UFC's deal with Fox, the accomplishments realized in pay-per-view purchases, and attendance records was largely built on the success the company noted it had in the coveted 18-49 age demographic.

While previous scholarly investigations examined the media consumption and MMA fandom (Andrew, Kim, O'Neal, Greenwell, & James, 2009; Lim, Martin, & Kwak, 2010; Lim, Martin, & Pedersen, 2013), more research is needed to better understand the MMA's position in the sport marketplace going forward. Therefore, the current study investigated a key demographic of MMA to determine the consumption behaviors of fans from two separate regions of the country. The preliminary results indicated that only 3.88% the study's participants attended live MMA contest, 33.33% watched MMA matches, and 8.53% purchased pay-per-view events. Final results of the study will be reported at the conference.

Self-defense or fitness? Exploring Taekwondo and Filipino martial arts participant motivation

John R. Malmo, University of Arkansas

Abstract

Previous research has suggested that motivation in leisure and sport has underlying factors such as participant need fulfillment. Despite the interest in leisure and sport motivation, there is little data in the literature concerning the motivations of martial arts participants. This study sought to examine the motivations for participating in the martial arts, and explore the differences if any that exist between Taekwondo (TKD) and Filipino martial arts (FMA) practitioners.

Review of the literature indicated a variety of possible motivational indicators for training in the martial arts. Indicators found in the literature were compiled and coded into nine categories by an expert panel. The categories included: physical health/fitness, mental/emotional well-being, spiritual/religious growth, self-defense, sport/competition, culture/art, character development, fun/social interaction, and career/professional development. Participants in the study completed a questionnaire that required them to rate the level of importance for each of the motivational categories for training in the martial arts.

Among all participants (n = 114), self-defense was the most highly rated category with 48.2% of respondents indicating that it was very important. Taekwondo participants (n = 60) rated physical health/fitness and character development as the most important categories. TKD black belts (n = 43) rated character development the highest. TKD under belts (n = 15), individuals holding any rank below black belt, rated physical health/fitness and fun/social interaction equally as the highest categories. Filipino martial arts participants (n = 54) rated self-defense and fun/social interaction as the most important. FMA black belts (n = 21) and under belts (n = 33) rated self-defense the highest.

Mann-Whitney U tests were conducted to examine whether there were significant differences in motivation between TKD participants (n = 60) and FMA participants (n = 54). TKD participants had statistically significantly higher scores for physical health/fitness, character development, and sport/competition. FMA participants had statistically significantly higher scores for self-defense, culture/art, and spiritual/religious growth. Tests revealed statistically significant differences between TKD and FMA black belts as well as between TKD and FMA under belts.

Researchers, practitioners, and program providers must understand the motivations of current and potential students. This study contributes to that understanding.

A qualitative study on common leadership traits and practices among sports leaders and coaches in South Florida

Susan P. Mullane, University of Miami

Abstract

According to leadership guru, James Macgregor Burns (1978), "leadership is one of the most observed and least understood phenomena on earth" (p. 1). In their bestselling book, The Leadership Challenge, Kouzes and Posner (2007, 2013) have concluded, after over 25 years of research, that leadership is a set of five practices common to leaders in all arenas. These five practices are: modeling the way, inspiring a shared vision, challenging the process, enabling others to act, and encouraging the heart.

Since leadership in a sport setting has unique challenges, this study seeks to determine whether Kouzes and Posner's five practices would apply to sport leaders as well. A series of face to face personal interviews on the subject of leadership were conducted with ten (N=10) sport leaders in the South Florida area. These subjects include college coaches, athletic directors and associate directors, and professional sport executives. The interview questions were consistent for each subject and dealt with specific leadership themes and skills. Interviews were recorded and transcribed.

Content analysis of interview transcripts, recordings and notes will be conducted. Codes will be determined, and categories labeled and connected for themes. Similarities and differences will be noted and connected. The purpose of this research will be twofold: to determine specific leadership strategies common to sport leaders, and to determine if sport leaders utilize the five leadership practices suggested by Kouzes and Posner's research.

Sonic branding in fitness: Examining the relationship between music likability, music fit, and brand image

Byungik Park, Indiana University
Antonio Williams, Indiana University

Abstract

Due to its psychological and physiological effects on consumers' experiences, sonic branding is emerging as topic of inquiry among marketing scholars and practitioners (Fulberg, 2003; Jackson, 2003). Previous research has suggested that auditory sense posesses distinctive functional characteristics that may evoke desired behaviors in consumers (e.g., human cognitive and emotion systems) (Herrington & Capella, 1994). However, few studies have addressed the vital role of sonic dimensions (e.g., ambient sound, brand song, sonic logo) (Kastner, 2013) in the spectator sports ((Ballouli & Bennett, 2014). Furthermore, no study, to date, has examined sonic branding in participatory sport (i.e., the health clubs), where product delivery and service quality serve as key drivers of brand equity (Williams & Pedersen, 2012). Understanding what health club participants consider most important in terms of 'likability', 'music fit' and the congruence of both may aid marketers in developing effective brand strategies. Therefore, the purpose of this study will be to examine the structural relationships between music likability, music fit, and brand image. In order to test the proposed hypotheses, a 2 (no musical fit vs. musical fit) × 2 (no music likeability vs. music likeability) full factorial MANOVA design will employed using health club members (n=120) in a health club setting.

Disability and dumbbells: A case study exploring access and inclusion at a health and fitness center

Joshua R. Pate, James Madison University
Julie Wallace Carr, James Madison University

Abstract

People with disabilities are one of the most physically inactive groups in American society (Rimmer, 2005). Fitness centers are often exclusive to people with disabilities as existing barriers can be a lack of education on this minority group, a lack of accessible equipment, or a lack of service that meets needs. Other barriers to participation include service quality attributes of functional (how a service is delivered), environmental (where the service is delivered), and technical (the actual service; Kettinger & Lee, 1994). Riley, Rimmer, Wang, and Schiller (2008) proposed an approach to enhance accessibility and inclusion at fitness and recreation facilities through collaboration with people with disabilities, consultants, and incremental change. However, few scholars have attempted to examine how a fitness center may already be inclusive and accessible and use that as a case study for other fitness centers to follow. Calder and Mulligan (2014) proposed a quantitative approach to assess inclusive access to fitness centers, yet we chose to approach this issue from a qualitative perspective with the goal of gaining a rich, thick description of a user's experience and contrasting it with the fitness center's employees' view inclusion. The purpose of this study was to explore the inclusion qualities present at a health and fitness center. Specifically, this research examined the interaction and first-person account of a person with a physical disability as he participated in a progressive exercise program designed to enhance physical activity and explore how those experiences relate to the idea of inclusion portrayed by the fitness center's staff. Convenience sampling was used to identify trainers and managers at the fitness center to participate in semi-structured interviews. Data collection is currently in progress with a target of 10 participants or when data reaches saturation. Additionally, one of the researchers has a physical disability (cerebral palsy) and completed a progressive exercise program at the fitness center, keeping a journal about the experiences. Findings from this study should offer insight on perceived vs. actual inclusion in the fitness world, and how fitness centers may work to enhance inclusion within their programming.

The influence of sense of community in physical activity spaces: A cross-context analysis of value and progress

Andrew C. Pickett, Laboratory for Diversity in Sport
Andrew Goldsmith, Texas A&M University
Zachary J. Damon, Coastal Carolina University
Matthew Walker, Texas A&M University

Abstract

In an increasingly diversified physical activity marketplace, strategies for engaging and retaining long-term clients is particularly important. Unfortunately, research has shown a general trend of attrition, with many individuals withdrawing from sport and physical activity by early adulthood (Boiché & Sarrazin, 2009). A number of researchers have identified causes of dropout including lack of fun, feeling excluded, being unfit, and being unwelcome (Fraser-Thomas, Côté, & Deakin, 2008; Hausenblas, Brewer, & Van Raalte, 2010). These results suggest the need for a new model of sport and physical activity, which is focused on achieving beneficial perceptual outcomes that encourage participation and inclusion, rather than exclusion.

A client-based model, then, focuses on creating relationships both with and among participants. Previous research has shown that that a sense of community (SOC) fosters greater interconnectedness and interaction among individuals based on faith, hope, inclusion, and tolerance (Albanesi, Cicognani, & Zani, 2007). Further, sport itself is already often charged with the creation and maintenance of social ties and developing a SOC in wider contexts, such as on college campuses (Warner & Dixon, 2013). The current research, however, sought to examine the use of community not as an outcome of sport beneficial to a larger context, but as a method for increasing perceptions of value and progress in physical activity settings themselves- factors both important to the long-term adherence of individuals.

The current research followed a two-step process, in which we first used a multiple analysis of variance (N=276) to assess differences across the various dimensions of felt SOC in three contexts (CrossFit, traditional group fitness, and individual gym-goers), based on explicit differences in emphasis placed on community and shared experience in each. After establishing differences between groups, multivariate multiple regression analysis was employed to understand the ways in which SOC affected dimensions of value in leisure service. Results include the importance of explicitly creating social spaces through which relationships were developed, as well as participants' beliefs that staff members are personally invested in their progress in generating value perceptions. Strategy and benefits for encouraging the development of felt SOC in a fitness context are discussed.

Case studies for the Sport Marketing Course: Where to find them & how to use them

Brenda G. Pitts, Georgia State University

Abstract

Case studies have long been used in a number of fields of study as an effective classroom and out-of-class learning tool. Using cases, students explore and apply what they have learned in the classroom or textbook to situations – the case study. Case studies come in many formats, are varying lengths, and range from the one-paragraph 'situation' case to the multi-page, in-depth, and very detailed case study. Some cases come with one question and some come with several questions, while some pose no questions. Some are to be used for discussion while in class, and some are to be used for a written analysis usually as an outside of class assignment. Case study assignments may be done individually or in teams. Some case study assignments may be accompanied with specific readings, and some are based on a topic covered in class. However, rarely do cases come with a case analysis model – the step-by-step mechanism to be used by the student in analyzing the case. Some instructors of Sport Marketing have learned how to use case studies in the classroom, and some do not. Therefore, the purpose of this presentation is to offer help for those seeking to use case studies, particularly in a sport marketing course. Specifically, this presentation will offer suggestions on where to find case studies, how to find help in using case studies, and numerous assignments and activities for using case studies in the sport marketing class.

(Note: A different version of this topic was offered at the 2015 NASSM conference Teaching and Learning Fair: Pitts, B.G. (2015). Using Case Studies in the Sport Marketing Course: A Dozen Ways to Use Them, and Where to Get Them. 2015 North American Society for Sport Management Conference, June 2-6, 2015, Ottawa, Ontario, Canada.)

Spectators of college basketball regional tournaments in the U.S.: An exploration of demographic and market demand factors affecting attendance and spending

Brenda G. Pitts, Georgia State University
James J. Zhang, University of Georgia
Dr. Doris Lu-Anderson, California State University Long Beach

Abstract

Men's and women's college basketball is a popular spectator sport in the U.S., claiming to have attendance in the millions each season, and even more in viewership on television (Cianfrone, Zhang, Pitts, & Byon, 2015). The annual NCAA basketball championship tournament usually attracts even more fans. Understanding the consumers and their demand is valuable intelligence for the college sports marketing professionals and stakeholders (Pitts & Stotlar, 2013). Each championship season begins with regional (also called sectionals or conference) championships that are the stepping-stones to the final national championship tournament. It was the focus of this study to examine the fans attending a regional tournament. This study would be significant to the regional tournament marketers and stakeholders, and will add to the growing body of literature in sport marketing focused on sports fan research.

The SEC Men's Basketball Championship was selected for its locality and convenience. It hosted 14 teams. Survey instrument and random sample methods were used to collect data. Areas of focus included market factors that influenced attendance, and descriptive data about visitor spending. 750 surveys were collected from which 708 were usable. Data were collected on two different tournament days during three different games. Among the findings were the following. Total attendance across all days of the event was 183,665. Demographics of survey participants reported gender as 66% male and 34% female, age ranged from 18 to 60-plus, over 85% have a college level of education, a slight majority are married (64%), a slight majority (61%) have no children, have an ethnicity of 85% white, 12% black, and 3% Hispanic, Asian, and other, and a third (33%) reported incomes in the $60-79k (16%) and $80-99k (17%) brackets. The top 3 factors influencing attendance were found to be "entertainment value of game", "chance to attend a championship tourney", and "availability of ticket to buy", while the bottom 3 factors were "Georgia Dome as a venue", "other activities taking place in the city", and "location of Atlanta as a destination". Among the visitor spending economic factors and destination findings were the following: the typical spectator went to the game in a party of 6 and nearly three-quarters (72%) stayed in local hotels. Figures for spending included total mean spent was $2,992.27, with the highest costs including lodging ($478.59), other ($447.70), tickets ($411.00), and food and beverage ($217.56).

Results would suggest consumers attending such an event are relatively well educated, mostly white, relatively well paid sports fan who value the entertainment of the game of college basketball especially at the championship level. Visitor spending figures suggest a consumer willing to spend large sums of money to travel to and attend the event. Marketers could use

such information in their marketing efforts, and use the information in leveraging stakeholders for such opportunities as advertising, value-added, and sponsorship. Further analyses, findings, and conclusions will be presented.

The case for participatory pricing

Jason D. Reese, Stephen F. Austin State University

Abstract

A new innovative price promotion being implemented by sport teams to increase attendance is participatory pricing (Kim et al., 2009). With roots in the travel industry (yield management), this pricing strategy gives consumers a say in the final price they pay. In the sport industry (e.g. St. Louis Blues, Florida Panthers, and Mansfield Town Club – UK), forms of have included pay-what-you-want (PWYW) and name-your-own-price (NYOP) strategies. Likewise, third party brokers are now being used to help increase purchase to undersold events (i.e. ScoreBig.com).

The purpose of this presentation is to report the results of a study that was funded by the Global Sport Business Association in 2015. The presentation will examine the theoretical foundations of participatory pricing (including the purpose, forms, consumer bidding behavior, and optimal participatory pricing designs). In addition, theoretical examinations regarding the applicability to the sport industry will be presented.

The research questions were: a) Does a fan's connection with the sport team cause them to bid higher for tickets in the NYOP platform than those casual or price sensitive fans? And b) Does the number of bids allowed in a NYOP purchase scenario in the sport industry impact the purchase likelihood and the final price paid? The study had an experimental design using a paid panel of participants.

Results will address mechanisms that give the firm the ability to influence consumer perceptions and behaviors (e.g. intent to purchase, fairness, and satisfaction; Chandran & Morwitz, 2005; Hinz et al., 2011; Kim et al. 2010). Results will also examine how these pricing strategies give firms the ability to profitably dispose of excess supply, and make changes in supply as a reflection of demand; a result of the bidding behavior of consumers (Bernhardt & Spann, 2010; Chernev, 2003; Spann et al., 2010; Wang et al., 2009). Results regarding bid structure (e.g. double bidding) will be presented (Cai et al., 2009). Finally, results related to increased future buyer consumption will be reviewed (Daily Mail, 2010; F.C. Business, 2010; Kim et al., 2010). Future research regarding consumer bidding behavior (i.e. loyalty and double bids) will be presented.

Broadcasters, a mid-major FCS school, and conditions of success: A case study of an ESPN 3 agreement

Jason D. Reese, Stephen F. Austin State University
Robert M. Crocker, Stephen F. Austin State University
Marlene Kahla, Stephen F. Austin State University
Charlotte Allen, Stephen F. Austin State University

Abstract

Things are much different in today's college sport broadcast environment from when the first live airing of a college football game occurred in 1938 (Siegfried & Burba, 2004). As technology changed in the 1940s and 1950s, the use of the personal television changed consumption behavior among sport spectators. The NCAA signed the first television contract for the association in 1952 to NBC for $1.14 million (one year contract; Siegfried & Burba, 2004).

Today, most universities of all sizes have some sort of video broadband access for their fans. Many of the smaller institutions have their own site, or use a third party broadband service provider. The largest universities have multi-million dollar contracts for their conference, which benefits its member schools greatly. For example, the Southeastern Conference paid out $309.6 million to its member schools in 2013-14, $20.9 million average pay for each school (Solomon, 2014).

large institutions, such as the Football Bowl Subdivision (FBS) schools, receive a lot of attention from major broadcasters every year. While alumni and students at smaller institutions are interested in watching their teams play when they are unable to attend in person, many athletic departments cannot give them the opportunity.

The purpose of this presentation is to discuss the conditions under which an athletic program that does not have a conference wide broadcasting contract can be "successful" when implementing their own broadcasting contract.

This presentation will examine a case study of a Football Championship Subdivision (FCS) athletic department that negotiated a contract with ESPN 3. The purpose of this university's agreement was to provide their fans the opportunity to watch all home games through ESPN 3, as well as additional revenue through advertising sales. First, the discussion will review the case, the catalyst for this contract, preparations for technical requirements, and promotional issues. Second, the conditions under which the university may succeed and fail under this agreement will be discussed. Third, avenues for student engagement and learning surrounding this implementation will be examined. Finally, promotional campaigns unique to this agreement will be reviewed.

Beyond doping: Analysis of professional sports' recreational drug policies

David T. Rolfe, University of Arkansas
B. Colin Cork, University of Arkansas
Bo Li, University of Arkansas
John R. Malmo, University of Arkansas
Gregory Stine, University of Arkansas

Abstract

The purpose of this ongoing study is to explore professional sports' rules and regulations regarding recreational drug use and abuse. The vast majority of literature regarding sports and drug use has revolved around performance-enhancement and doping. Shaking the inherent fairness that sports fans crave and expect from events, PED-use has been a trendy topic in sports research (Hums & MacLean, 2013). The literature surrounding sports and recreational drug use, however, is quite lacking.

This study examines the similarities, differences, and the general perception of recreational drug use among four professional sports organizations: the National Football League, Major League Baseball, the National Basketball Association, and the Women's National Basketball Association.

Although contested by some athletes, youth look to professional sports as role models. Professional athlete role models have historically used their notoriety for philanthropic causes such as anti-gang and anti-drug messaging (National School Safety Center, 1989).

Due to the lack of research on this specific topic, an exploratory study using qualitative methodology is appropriate. Content analysis, open coding, and grounded theory will all be utilized. Using openly-available data from online sources, each professional sport's policy and official opinion regarding recreational drugs will be captured and analyzed.

This qualitative study will be explored through a drug-prevention epistemology. In other words, using drug-prevention framework developed by the Community Anti-Drug Coalitions of America (CADCA), this study will not only compare/contrast drug policies, but also consider their effectiveness as prevention or intervention measures to athletes and perhaps to communities at-large. The CADCA drug-prevention model utilizes, among other factors, social norms and laws as a strong predictor for drug use and a community conducive to drug activity. Social norming theory suggests that individuals are introduced to the reality of risky behaviors of peers, such as use of drugs and alcohol. Often the perception is that peers engage in risky behavior at higher rates than the actual rates.

In addition to the academic contribution of this study, other stakeholders will find merit in the findings. Athletes, coaches, drug-preventionists, and policy-makers will find this study to have importance and application to their work and spheres of influence.

Athlete endorser scandals and consumer judgment of endorsed brands: A perspective from accessibility-diagnosticity model

Shintaro Sato, Georgia Southern University
Akiko Arai, Waseda University
Yosuke Tsuji, Rikkyo University

Abstract

Previous literature has proposed that athlete endorsement can be a double-edged sword due to the frequent occurrence of athlete scandals (Lee, Bang, & Lee, 2013; Till & Shimp, 1998). In many situations, stakeholders of scandalized endorsers have addressed public regarding their decision to terminate or maintain the relationship with the scandalized endorsers. For example, Nike broke the contract to dissociate the brand from Lance Armstrong when he was involved in a PED scandal whereas they maintained the relationship with Tiger Woods when the sexual infidelity was exposed to the public. Now, the question arises that how do consumers perceive brand endorsement strategies when athlete endorsers conduct misbehavior? Numerous scholarly efforts have focused on consumer evaluation toward scandalized athletes (Lee & Kwak, 2015; Sato, Ko, Park, & Tao, 2015) but have largely overlooked how consumers make judgment of brand endorsement strategies when athlete scandals occur.

According to the accessibility-diagnosticity model (Feldman & Lynch, 1988), consumers tend to use diagnostic information to make judgment. Accessible information can also be used when diagnostic information is not available at the time of judgment. Diagnostic information means the relevancy of the information while accessible information refers to the vividness of information (Herr, Kardes, & Kim, 1991). This contention implies that information diagnosticity can increase when the type of endorsed brands (i.e. sport product brand vs. general consumer product brand) and athlete scandals (i.e. performance related vs. non-performance related) are matched. In this case, dissociative strategies can be preferable. On the contrary, when the aforementioned types between brands and scandals are mismatched, consumers may not use the information for their judgment otherwise the effect of information can become minimal. Therefore, consumers may not be selective in terms of brands' response strategies.

The current study adds to the growing literature of athlete scandals by examining consumer evaluative judgment of brand endorsement strategies. Specifically, the authors conduct an experiment between subjects of athlete scandal type (performance related vs. non-performance related) with brand type (sport vs. general) and response strategy type (dissociation vs. maintain). Detailed results and implications will be discussed in the presentation.

Exploring experiential and team-based learning (TBL): Impact on knowledge, skills, and abilities in the sport management classroom

David J. Shonk, James Madison University
Joshua R. Pate, James Madison University

ABSTRACT

Teamwork skills are becoming increasingly important within sport management and recruiters are looking to hire candidates who have the ability to work well within a team environment (Lussier & Kimball, 2014). Team-based learning (TBL) is defined as an instructional strategy that is designed to support the development of high performance learning teams and provide opportunities for those teams to engage in significant learning tasks (Michaelsen, Bauman-Knight, & Fink, 2002). The purpose of this study was to examine team-based learning in sport management. In particular, the study had two primary aims: (a) to explore the influence of team-based learning versus traditional lecture on student satisfaction in a sport management course; and (b) to examine how knowledge, skills, and abilities impact team learning and performance within the sport management classroom. Data were collected using qualitative methodology from a convenience sample of students studying sport management at a mid-sized university in the Mid-Atlantic region of the United States as a single case study (Merriam, 2009). Nine students from one classroom agreed to participate, which is a sufficient number of participants for a case study (Creswell, 2009; Merriam, 2009). At mid-semester (week 7), participants were asked to complete a 14-item open-ended questionnaire. Students were also observed in week 9 as they worked in teams. In addition, semi-structured interviews were conducted with all of the participants. All data was analyzed using the constant comparative method with attention given to each form of data collection. Preliminary findings from the open-ended questionnaire and the observation show that students identified an advantage of TBL being interaction with peers to obtain multiple views and new perspectives. Students enjoy and are satisfied with the team-based learning environment within the sport management classroom because it provides them with autonomy to construct their views (i.e., constructivist) rather than experiencing a more absolute way of learning within the classroom (i.e., positivist). Students embraced the role of an active learner (Boud, Cohen, and Walker, 1993) in which the learning process was primarily derived from the learner's experiences (Kolb, 1984).

Framework

Greg Stine, University of Arkansas
Steve Dittmore, University of Arkansas

Abstract

Corporate social responsibility (CSR) has been a prominent part of the sport business literature for several years now. Studies in this area have linked CSR to multiple outcome variables, such as sport teams' financial bottom line (Inoue, Kent, & Lee, 2011) and fan interest (Walker & Kent, 2009). Individual social responsibility (ISR) is a related concept that is not yet as prominent in the literature. ISR, introduced by Agyemang and Singer (2013), has also been referred to as athlete citizenship, or "the manner in which a professional athlete conducts himself or herself (on and away from competition) and makes a positive impact on society" (Agyemang, 2014).

The conceptual framework of this study proposes a way to connect athlete citizenship and fans' purchase intentions. Data will be collected using a pretest/posttest method, and the instrument will be administered to between 200 and 300 students at a flagship institution in the southern United States. The first step in this process will be to introduce a fictional NFL player and measure fans' perceptions of this athlete on the Reysen likability scale (Reysen, 2005). Following this pretest, the treatment – information detailing this player's charitable and community involvement – will be introduced to the participants. A posttest will then be conducted to measure any change in fans' perceptions of the player. The posttest will also contain items that measure fans' intentions to purchase team merchandise or attend games. These items will be framed in the context of the treatment, such as, "After learning of this player's activities, I am more likely to attend his team's games." The study will control for fan bias by entering team identification as a control variable.

The implications of this study could be of particular interest to professional sport teams' marketing executives. If the participants indicate that they are more likely to support a team based on a player's off-the-field contributions, it could be in the team's best interest to promote these contributions, as well as other players' community involvement.

Women in FIFA leadership roles

David Villa, University of Miami
Yuran Lyu, University of Miami
Angel Albelo, University of Miami
Warren A. Whisenant, University of Miami

Abstract

The Fédération Internationale de Football Association (FIFA) is the global governing body for 209 member associations for the sport of football (soccer). FIFA reported that over 270M people were involved in football to some extent as either players or officials. An estimated 26M of those participants were women. However, among the 25 positions on FIFA's Executive Committee, only three positions (12%) were held by women.

The purpose of this study was to determine the extent in which women are involved in FIFA's leadership structure. An analysis of the membership on the organization's most influential governing committees found that only 12% of the 526 committee positions were held by women. In addition, 54% of those committees did not have any women holding a committee position.

The active audience comes alive: How fans are using mobile technologies while watching televised sports

Ryan Vooris, SUNY Cortland
Chase M. L. Smith, Indiana University
Kerry Fischer, University of Northern Colorado
Rebecca M. Achen, Illinois State University

Abstract

Research has long recognized sports fans as more than just passive consumers of their sports viewing experiences (Gantz, 1981). This more active desire has been given greater agency by the rapid spread and adoption of mobile technology (Vooris, Smith, & Obeng, 2015). Two-screen users are consumers who complement their television viewing by engaging with other mediums such as social networks and mobile apps while they watch TV (Jensen, Walsh, Cobbs, & Turner, 2015). When conversation about TV occurs online, such as on a social network, this phenomenon is known as Social TV (Shin, 2013), and has been shown to have a positive impact on television ratings (Lim, Hwang, Kim, & Biocca, 2015). Conversely, the use of a second screen while watching televised sport has been shown to reduce brand recognition and recall (Jensen et al., 2015).

While there has been some research on how and why sports fans become two-screen users (Hwang & Lim, 2015; Vooris et al., 2015) prior research has been mostly localized to college students at a single university. Although there are good reasons for conducting research in this topic area on millennials, a more widespread assessment would produce a stronger understanding of user habits. In addition, a more generalizable finding would allow sport business professionals to make informed decisions about how to engage with and advertise to a television audience that utilizes multiple screens.

The following research questions guide this study:

> *RQ1: What are the motivations of millennials to use a second screen while watching sports on TV?*
> *RQ2: What activities are millennials engaging in when they use a second screen while watching sports on TV?*

To accomplish this task a large sample of millennials from across the United States will be surveyed to assess their motivations for using two-screen technologies and assess how they are using those mobile technologies. The survey will be based on the work of Hwang and Lim (2015) and Vooris et al. (2015) and will be hosted with the online survey company Qualtrics. The responses from the survey will be used to answer the research questions.

The FITS Recruiting Model: A case study exploring the impact of sport law, marketing, and globalization in the revitalization of a winless Division I football program

Kevin Weaver, Southeastern University (FL)

Abstract

This case study explored an example of the FITS model for marketing that was utilized to elevate a winless Division I football program to one that in three years, not only received a bowl bid, but also defeated a Southeastern Conference (SEC) school within its state. Through an exploration of this program's recruiting marketing tactics from 2010-2012, it was apparent that sport law and sport marketing within the landscape of intercollegiate athletics helped to globalize this football program that was once considered one of the worst college football programs of all time. The time frame for this study began with the hiring of a new head coach in November of 2009 until the coach departed for another school in December 2012. Two research approaches were used: (1) a quantitative analysis of recruiting geography, player recruiting rankings, and team recruiting rankings; and (2) a case study of the way in which the marketing process elevated recruiting, which improved on-field success and generated the opportunity for international globalization. In many respects, this study illustrates that pay for play should not be incorporated by the NCAA. Many researchers and journalists may disagree with this view. However, this study demonstrates an example of the results of adequate marketing in recruiting in the absence of legalized cash benefits. Results indicate that current NCAA compliance laws allowed the opportunity for a level playing field in regard to scholarship compensation. Thus, recruiting more likely involves factors other than cash compensation. Without pay for play, this allowed the new Division I FBS program to implement a detailed research-based marketing criteria for recruiting. The success of the recruiting program rendered two first place finishes and one second place finish in the conference's final recruiting rankings. The impact of the strategic marketing produced a plethora of outcomes, including the generation of program notoriety and highlighting the program's young coaching talent. Additionally, the program also expanded its brand internationally via the National Football League (NFL), Canadian Football League (CFL), televised games, and appearing in two NCAA Bowl games.

Online students vs. those who come to campus

Lauren Whisenant, University of Miami
Warren Whisenant, University of Miami

Abstract

During the fall semester of 2011, over 6.7 million students (32% of the students enrolled in higher education) took at least one online course. Data also indicated that in 2012, 62.4% of the schools surveyed offered a degree that was fully delivered online (Sheehy, 2013). As universities continue to meet the demand for online studies, faculty should have a clear understanding of how online students differ from their traditional campus-based students. The purpose of this study was to explore the demographic differences between graduate students enrolled in an online graduate program (n=91) and graduate students attending a campus-based program (n=114). The subjects for the study were all attending the same institution. The data were collected from student applications.

Hometown advantage: What extremes will the front office take?

Dr. Dene J. Williamson, Saint Leo University
Dr. Drew Gold, Saint Leo University
Leon Mohan

Abstract

As the season reaches a pinnacle moment and climax for a team to continue the journey in moving toward the ultimate dream of winning a championship, is playing in front of a crowd of hometown fans important? A number of organizations have taken major steps to limit access to visiting fans. Is this thought process good for the industry, is it sending a poor message of sportsmanship by pursuing an aggressive ticket strategy that blocks people with out of state credit cards to purchase tickets to playoff games?

Limiting access to visiting teams "follow a trend of professional sports teams, particularly in smaller markets, taking steps to ensure their fans have first dibs on home tickets" (Contorno, 2015). But are these trends exhibiting to aggressive of a strategy to keep a hometown environment? Bill Wicket, Executive Vice President, for the Tampa Bay Lightning stated their organization "has done everything we can to preserve a hometown environment, and we're relatively happy with what we've done so far" (p. 2).

The policies extends beyond merely purchasing tickets to events, but has stretched to impede those wearing visiting team color, jerseys, or apparel to be restricted from access to particular areas of the arena if they are not in the home team apparel or neutral colors. These policies were state clearly on the teams website upon the purchase of ticket that fans should "Please note that for all 2015 N.H.L playoff games at Amalie Arena only Tampa Bay Lightning team apparel (or neutral) will be permitted in club (Chase Club & Lexus Lounge Areas) and adjoining areas," and those "Fans wearing visiting team apparel will be asked to remove them while in these areas." (Spousta, 2015 & Contorno, 2015).

The focus of this presentation is to look at the pros and cons of organizations limiting visiting fans to purchase tickets; specifically that of the 2015 Stanley Cup run by the Tampa Bay Lightning. Additional focus will be placed on these policies and how restricting ticket sales to visiting teams affects StubHug, eBay or Craigslist and driving the profit toward these outlets.

The influence of team identification on MLB brand associations among Korean baseball fans

Jinhee Yoo, Gannon University
Eric Brownlee, Gannon University

Abstract

Professional sports teams have recruited a number of international athletes as part of global expansion for enhancing brand awareness, developing new markets and revenue streams (Li, MacIntosh, & Bravo, 2012). In 2015, 26.5% of the Major League Baseball opening day rosters were born outside the United States (MLB.com, n.d.). MLB has become one of the most popular sport leagues in Korea after Chan Ho Park was recruited by L.A. Dodgers in 1997 (Nauright & Parrish, 2012). Although professional sports have expanded globally, and several studies have investigated team identification and brand association related to intercollegiate or professional teams (e.g., Ross, Walsh, & Maxwell, 2009), little research has been conducted related to team identification and brand association of MLB among the populations of international players' origin. As such, the purpose of this study is to examine the influence of team identification on brand associations of an MLB team among Korean baseball fans. This study seems timely because a Korean player recently joined Pittsburgh Pirates, which was relatively less known in Korea.

In order to achieve the purpose of the study, data will be collected using a survey. Students (N = 400) will be sampled from several universities in the U.S. (n = 200) and Korea (n =200). The Team Brand Association Scale (TBAS) and the Team Identification Index (TII) will be used to measure team identification and brand association of a professional baseball team in the U.S. among the Korean baseball fans. A structural model will be examined to assess the relationship between the two constructs.

This study is in progress and data will be collected from October 2015 to January 2016 and analyzed in February 2016. The researchers hope that the results of this study will demonstrate significant relationship between team identification and brand association. The results of this study have several interesting theoretical and practical implications and the results will be disseminated and explained in further detail.

Mitigating the effects of stereotype on consumer judgment of athlete expertise: The moderating role of objective cue

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Shintaro Sato, Georgia Southern University
Semih Yilmaz, University of Florida

Abstract

Athlete endorsement of sports products is a common, effective promotion strategy because of its power to attract consumers' attention (Stotlar, Veltri, & Viswanathan, 1998). Literature suggests credibility of athletes can influence consumer decisions such as increasing purchase intention of sporting products (Fink, Parker, Cunningham, & Cuneen, 2012). In the source credibility model, expertise is a significant determinant of athlete endorser credibility (Ohanian, 1990). Therefore, selection of endorsers with high perceived expertise is crucial for promotional success. However, whether consumers can accurately evaluate endorsers' expertise has received limited attention.

Given that stereotypes influence consumer judgments (Maheswaran, 1994; Bargh, 2002), consumers are likely to be affected by stereotypes in athlete endorsement contexts, such that pre-existing associations between certain racial characteristics and sports types (e.g., Black athletes and basketball), may affect athlete evaluations. Stereotypes in sports may develop as a result of imbalanced exposure due to high prevalence of one racial characteristic over others in certain sports (Pitts & Yost, 2013) or biased media coverage (Lavelle, 2010). In this study, authors empirically investigated whether consumers' stereotypes about endorsers' racial characteristics in specific sports contexts influenced perceived expertise of athlete endorsers, and explored how this influence could be weakened.

Two experiments with 2 (Black vs. Asian) X 2 (Basketball vs. Martial Arts) between-subjects design were conducted. 160 students from a large university in USA participated in Experiment 1. Perceived athlete expertise was measured with Ohanian's (1990) five-item scale. The results of Experiment 1 revealed the influence of stereotypes on consumer judgements; black athlete endorsers were perceived to have a higher expertise than Asian athletes in the basketball context while this pattern reversed for martial arts.

In Experiment 2 (129 participants from Amazon MTurk), the mitigating potential of individuating information was examined by adding explicit expertise information. Same level of perceived expertise for Black and Asian athletes were found in either sports contexts, indicating weakened stereotype diagnosticity when there is strong individuating information. These findings suggest the utility of objective information cues for marketing managers in the face of sports-specific stereotypes. Specific contribution of the study and detailed implications will be discussed in the presentation.